Business Data and Analytics

Buyers guide

Taming the data chaos

Businesses are generating more data than ever, and there's an app for everything. With these insights, you can overcome data chaos.

How to choose the right analytics and reporting software?

When looking for the right business intelligence, analytics and reporting tool, it's easy to get lost in the alternatives. What should you consider when choosing the tool and technology that's right for you?

DIY or partner up?

Businesses can solve their analytics and reporting needs themselves or rely on an expert partner. Which model is right for you?

Taming the data chaos

"Did you know, that there's an app for that?"

Today's businesses are generating a LOT of data - more than ever before. The challenge with different apps and cloud services is that data is often scattered across different locations; apps, files or personal desktops. Getting a holistic view is difficult when data is processed and reported on in silos by different teams.

To truly start using data to drive its entire business, companies need to have control over all the data they generate, preferably in one place for easy reporting and analysis.

How can this be done?

Taming the data chaos

Define your data strategy

Before you start collecting data, it is important to define your data strategy. This includes what data you need to collect, how you will collect it, where you will store it and who will have access to it.

Also consider how you will analyse and use the data to make informed decisions.

Choose the right tools and technologies

Managing large and complex data sets requires specialised tools. This can include tools for data cleaning, pre-processing and storage, as well as tools for data analysis and prediction.

When choosing tools, it is important to consider their ease of use, modernity and how they will meet your needs in the future.

Train your staff to utilise data

Properly trained employees collect, store and analyse data accurately and consistently. This ensures that the data is reliable and can be used to make informed decisions.
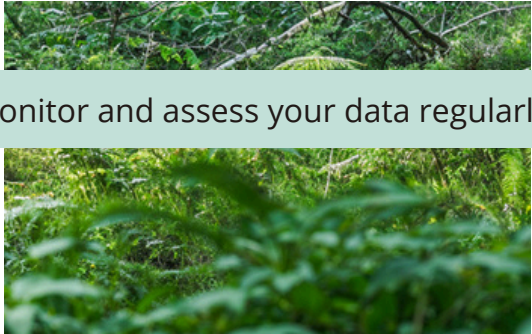
A data-driven workforce helps maximise the value of a company's data and creates a potentially game-changing competitive advantage for the business.

Monitor and assess your data regularly

Data and its needs are constantly changing, so it's important to monitor and evaluate it continuously - this is how you ensure the accuracy and relevance of the data you collect.

You should also review your data strategy regularly to ensure it remains aligned with your organisation's objectives.

Choose the analytics tool that's right for you.

When there's plenty of options, it's wise to do research.

According to one study*, the average company has more than 350 different systems in use, generating data for different business needs.

*Productiv, "State of SaaS", 2023

The amount of data generated by the systems is huge, but the amount of data itself is not actually the biggest challenge. Companies are struggling with how to make the data work - how to mine all that data for the insights and perspectives that matter most and are worth their weight in gold.

This is where business intelligence tools come in, bringing data together on a single platform for reporting and analysis.

The best Business Intelligence technologies in 2025

Power BI

Microsoft Power BI is a cost-effective and scalable BI solution for businesses of all sizes. The BI market leader's ease of use, cost-effectiveness and tremendous integration capabilities has earned it several prestigious awards.

Tableau was launched in 2003 with the aim of facilitating data analysis workflows and making data accessible to all users through visualisation. Tableau provides its users with a variety of dashboards and enables the integration of data from multiple sources.

+ableau

Looker

Looker Studio (formerly Google Data Studio) is a tool provided by Google Cloud that enables data visualisation and reporting. Users can combine data from a variety of sources, including Google Analytics, Ads, Sheets, and other databases and cloud services.

Qlik's best-known products are Qlik Sense and QlikView, the former being a tool for self-service analytics and visualisation, while the latter focuses on more traditional reporting and guided analytics.

Qlik Q

BI Book makes it quick and easy to get up and running with Power BI. You don't need your own data warehouse or separate Power BI licenses thanks to BI Book's premium capacity.

Consider these things when choosing a new system

Does the app best support your business objectives?

Is the system flexible and scalable anough to meet your business needs now and in the future?

Is the system suitable for the different functions of your organisation, or is it limited to being used for financial analysis, for example?

Can you import all the key business data from your various apps and files?
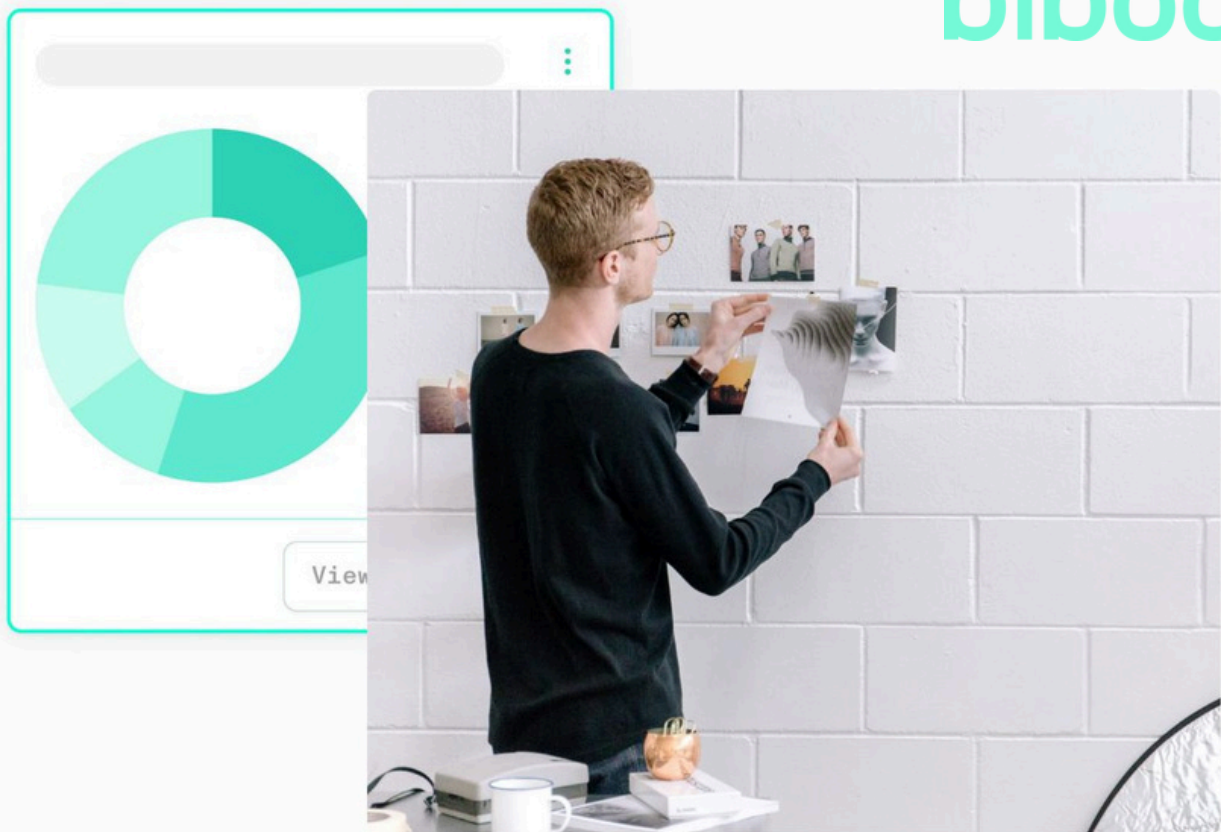
Is the system secure?

Is the system easy enough to use to allow different levels of users to analyse and share data?

Can you easily get support for difficult situations or further development of the system?

What is the expected return on your investment, i.e. does the added value of the system exceed the cost of purchasing and maintaining it?
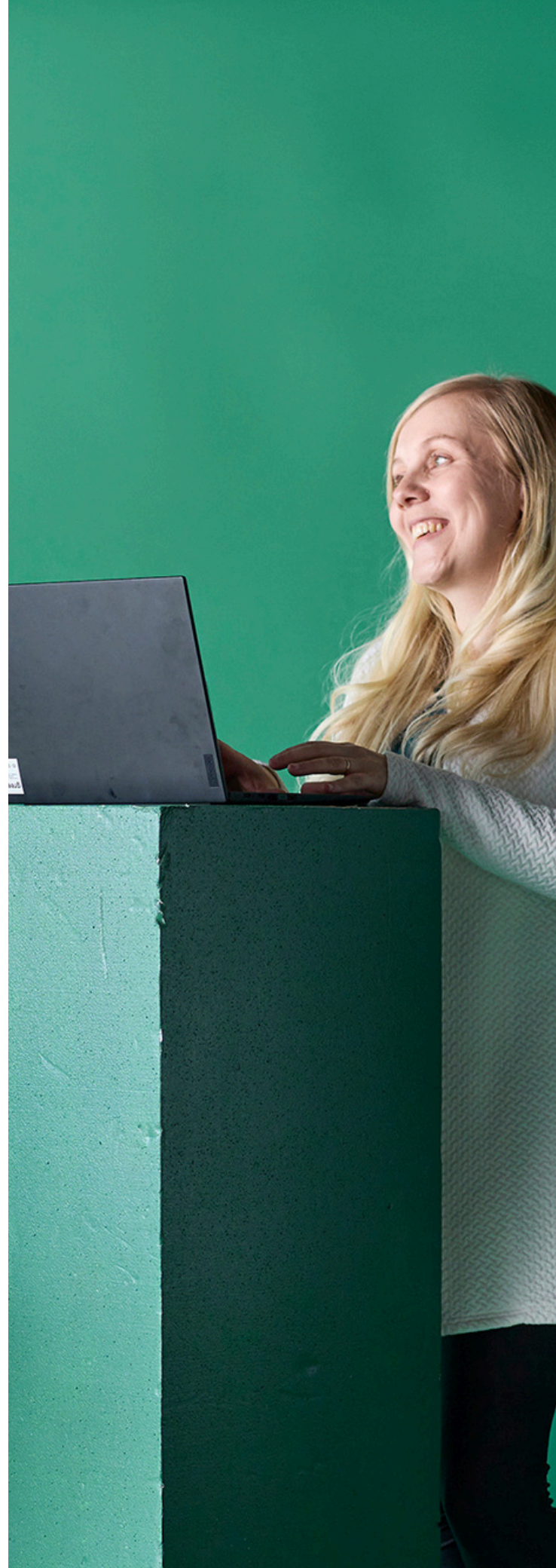
bibook

Combine your business data.

All of the data. One easy-to-use analytics software.

BI Book helps you take your business analytics and reporting to a whole new level through integrations. You can connect all the applications you use on a single platform, so you can see the state of your business from every angle. BI Book already has over 100 ready-to-use connections to the most common business systems, and more are coming all the time!

www.get.bibook.com

Better decision-making - BI Book provides real-time information on the state of your business for informed decision making

Increased efficiency - BI Book reduces reporting time and effort through automation

Smoother collaboration - Break down silos, work more together and improve communication within your teams

Customisable dashboards - Create personalised dashboard views and visually report the most relevant data for your business

1000+ customers - BI Book's client base ranges from small start-ups to large listed companies

DIY or partner up?

Harnessing knowledge for sustainable growth is often not a simple task. Large amounts of data need the right processes, tools and people to be easily exploited.

Companies can tackle the challenge in different ways. Some will share responsibility among existing employees, some will look for a data specialist in the recruitment market, and some will choose a partner for their data journey.

An interim specialist is an excellent choice for a temporary need

Setting up an internal data analytics team can be a complex and time-consuming process for a company, requiring significant resources for recruitment and training.

Competition for top data talent is fierce, so temporary data analyst services often emerge as an easy and reliable option. With the flexibility of interim experts, companies can quickly access the expertise of their interim experts and get off to a good start on the road to data-driven leadership.

Interim experts can be deployed very flexibly and quickly, and the company has no real HR responsibilities towards them, such as notice periods. An expert can be hired on up to a week's notice, but an expert with a specific skill set can have a full calendar for a longer time frame. The longer you can look ahead and predict the schedule of, say, data projects, the better.

Even if a company already has a data team in-house, it can still gain significant added value from hiring a temporary professional to support the team.

Sometimes a project requires such specific skills that it may not be sensible to learn them yourself, for example because of a tight schedule.

For example, an interim expert can help the company's own data team to automate certain steps in the data management process, enabling the in-house data experts to do their job more efficiently.

On the other hand, sometimes unexpected resignations or long absences occur, in which case an interim employee can jump in on the fly and fill a temporary skills gap.

Traditionally, interim data analyst contracts last from a few months to two years. The contract can also be signed for an unspecified period of time, in which case the company hires the interim specialist until it finds a suitable replacement on its own payroll.

In most cases, the closest equivalent to an interim data analyst is a CFO, CDO, Controller or even a Data Analyst or Engineer in the client company. Responsibilities and roles are defined at the time of contracting.

Greenstep's Interim Data Analysts take on the challenges of data management so you don't have to do it yourself.

Inhouse

Benefits:

- Existing knowledge of the company's business
- Existing relationships with different stakeholders within the organisation

Note:

- Lack of outsider's perspective and experience
- Not necessarily a need for a full-time person, development relies on one person
- Can the right person be found in-house or can the necessary skills be recruited from outside?

Partner

Benefits:

- Can bring in outsite insight and experience from other companies
- Knowledgeable and experienced people readily available
- Available only for the time needed, no need fo full-time hire
- Can also bring expertise to support existing data team

Note:

- Needs some time to get to know the company and the specific business
- Higher hourly rate

From financial analysis to HR analytics

Leading with data has risen to the top of the agenda for companies, regardless of their sector. Whether you are a software company producing new technology or a construction company, you want to work more efficiently and productively, take better care of your staff and find new customers to survive in an increasingly competitive environment.

Companies have access to a wide range of data sources, which they can use as long as they have the right skills and tools.

But what can data be used for and what insights and new innovations can be generated from it?

Business analytics from many angles, including:

Financial analytics -
take control of your numbers

Financial analytics provides a comprehensive view of a company's financial health, from analysing profit performance and forecasting cash flows to optimising pricing strategies and mitigating financial risks.

People analytics -
take better care of your staff

HR analytics helps companies optimise the potential of their workforce through recruitment, retention and talent development strategies. It identifies top performers, addresses skills gaps and measures employee engagement to create a better workplace culture.

Operational analytics -
optimise your business processes

Operational analytics aims to improve efficiency, cut costs and manage risks by analysing key processes and identifying bottlenecks, streamlining workflows and optimising resource allocation.

Customer analytics -
Make your customers even bigger fans of you

Customer analytics helps businesses understand customer preferences, behaviour and needs. It enables you to create personalised customer experiences, tailored products and stronger customer relationships based on customer feedback and other signals.

Companies should combine data from different systems and use different types of analytics to gain new insights, optimise their operations and stay competitive.

Greenstep's analytics services expertise covers:

✓ Pre-packaged solutions for deploying the most popular BI tools on the market

✓ Business Intelligence reporting

✓ Automation, integrations and data warehousing

✓ HR analytics and performance management

✓ Economic planning and forecasting

✓ Budgeting and analysing different scenarios

✓ Interim specialists

✓ Process development and process mining

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