

# MAXIMIZING YOUR SAP DATA ANALYTICS POTENTIAL:

## STRATEGIES FOR SUCCESS IN 2025



As 2024 draws to a close, Indian companies, especially those using SAP, face a critical juncture.

While the promise of data-driven decision-making is alluring, a persistent gap between analytics investment and actual user adoption remains a significant hurdle.

The global big data analytics market continues to surge, projected to exceed \$105 billion by 2027 (Acute Market Reports, 2020), but realizing the full potential of this investment requires addressing the root causes of this adoption gap.

([Source: Gartner](#)).

# Is Your Data Analytics Strategy Failing?

A 2021 Gartner study revealed that only 30% of employees actively utilize business intelligence and analytics tools, highlighting the urgent need for more effective solutions.

The vast majority of employees (90%) are casual users who interact with existing reports and dashboards, occasionally seeking minor modifications. Even with user-friendly features and enhanced visualization tools, casual user adoption has barely budged.

Over-Reliance on Experts



Independent User Analysis

Low User Engagement



Empowered Self-Service

Complex Data Extraction



Simplified Data Access

Traditional SAP Analytics



Alteryx + DVW Analytics

Alteryx Enhances SAP User Experience

## PAIN POINTS FOR COMPANIES WITH SAP INSTALLED:

**1. Difficult Data Extraction:** Extracting the right data from SAP systems is often a complex and time-consuming process. SAP's data structures can be intricate, requiring specialized knowledge of table relationships and data models. Many casual users lack the technical expertise to navigate these complexities, forcing them to rely on IT or data specialists, creating bottlenecks and delays in accessing critical information.

**2. Low User Engagement:** Even when data is accessible, many employees don't actively use analytics tools. This low engagement stems from a variety of factors, including a lack of time, perceived difficulty, and insufficient training on how to effectively use the tools. This results in untapped potential and missed opportunities to leverage data for better decision-making.

**3. Complexity for Casual Users:** Many analytics platforms are designed for power users with advanced technical skills. The interfaces can be overwhelming, requiring users to learn complex query languages (like SQL), statistical methods, and data manipulation techniques. Casual users need quick and easy access to insights without having to master these complex functionalities.

**4. Lack of Intuitive Exploration:** Traditional analytics tools may not offer the flexibility and ease of use required for casual users to explore data independently. They might struggle to formulate the right queries, filter data effectively, or visualize results in a meaningful way. This limits their ability to uncover hidden patterns and draw actionable conclusions.

**5. Over-Reliance on Experts:** Because of the complexity of data extraction and analysis, casual users often depend heavily on data analysts and IT specialists. This creates a bottleneck, slowing down the process of gaining insights and diverting valuable expert time away from more strategic tasks.

**6. Difficulty in Interpretation and Communication:** Even when casual users can access data, they may struggle to interpret the results correctly and communicate their findings effectively. They might misinterpret statistical measures, draw incorrect conclusions, or fail to present data in a clear and compelling manner. This can lead to poor decisions and undermine confidence in data-driven insights.





# Alteryx + DVW Analytics: Bridging the Gap for SAP Users

Alteryx, combined with the DVW Analytics connector, offers a purpose-built solution to address these challenges specifically for SAP users in manufacturing.

## Key Benefits:

- 1. Simplified SAP Data Extraction:** Directly access and extract relevant data from SAP systems without complex coding or technical expertise, eliminating a major barrier for casual users.
- 2. Accelerated Data Preparation and Transformation:** Automate data cleansing, blending, and formatting processes, significantly reducing the time and effort required for analysis and empowering users to quickly gain insights.
- 3. Empowered Self-Service Analytics:** Enable casual users to explore and analyze SAP data independently with intuitive, drag-and-drop functionality, reducing reliance on analytics experts and fostering data-driven decision-making across the organization.
- 4. Enhanced Data Quality and Validation:** Ensure data accuracy and reliability through automated validation checks, building trust in the insights derived from SAP data and enabling confident decision-making.

## Setting the Stage for a Data-Driven 2025

As 2024 concludes, focus on solutions that bridge the analytics adoption gap. Empower your workforce with intuitive, accessible tools like Alteryx + DW Analytics to unlock the true potential of your data and drive a more data-driven future in 2025. Contact us for a free consultation and let us help you chart a course for analytics success in the new year.

