Adopting Analytics:
Empower Your Business Users With Self-Service Knowledge

The term "data-driven" is thrown around a lot in this age of business intelligence (BI) and artificial intelligence (AI). However, as many enterprises became good at collecting data, they found it difficult to use it effectively. Obviously, the more staff members that generate business value from data, the more data-driven their enterprise is. Fully fledged self-service capabilities are critical to empowering them.

In a previous post, we tackled the hurdles that keep enterprises from enabling BI and self-service analytics. There, we mentioned that fostering data literacy is one of their most pressing challenges. Currently, the high demand for BI and data and analytics professionals means that only the top-earning organizations could afford them — and the rest must somehow train their non-IT staff to use self-service BI solutions. And even if a company can hire BI specialists, relying solely on them for insights will create bottlenecks that will only slow down decision-making. Organizations that upskill and reskill non-IT staff so that they can use tools to derive insights from data without the help of the IT team will be able to move faster than competitors with lower data literacy.

Given this tremendous benefit, the question now becomes a matter of method: What is the most efficient way to train staff members who:
- Need training that's customized to their role and current skill sets
- Are likely to push back against changes to how they perform their tasks?

As we mentioned in our previous post, generic virtual lessons from platforms like Udemy and services like Data Literacy as a Service can't give learning experiences that mirror how staff would use BI tools in real life — i.e., within the context of the organization's technology stack and for addressing their specific needs on the job. This is where Lingaro's brAIn Accelerator comes in.

Generate Custom Educational Materials with brAIn

Lingaro's brAIn, a generative AI-powered workflow, revolutionizes how you upskill your workforce, particularly in BI. Imagine effortlessly transforming your existing company knowledge into engaging training content. brAIn automatically generates dynamic onboarding manuals and training videos from your organization's repositories – think playbooks, reports, and internal documents. This eliminates the need for staff to undertake time-consuming manual processes, such as scriptwriting, building a set, recording and editing the videos, and other traditional content creation bottlenecks.

How brAIn Works:

- **Content Discovery**: brAIn intelligently searches your company's systems, identifying relevant BI-related information, including existing user manuals and tutorials.

- **Hyper-Personalized Content Development**: brAIn then transforms this content into personalized learning experiences. Tailored to specific roles, skill gaps, and learning preferences, brAIn creates content ranging from basic data literacy education to advanced tutorials on specific BI tools and reports.

- **Instant Localization**: Breaking down language barriers, brAIn instantly translates content into 40+ languages, enhancing user experience and knowledge retention.

Unlocking the Power of brAIn for BI Upskilling:

To foster data literacy and drive the adoption of your BI tools, Lingaro's brAIn workflow can be utilized in several ways:

- **Accelerated Onboarding**: Quickly get new hires up to speed with targeted onboarding programs. brAIn can significantly reduce ramp-up time and get new team members operational faster.
- **Scaled BI Education**: Expand your existing BI training programs with self-paced e-learning videos. brAIn generates bite-sized, custom videos that complement your current initiatives, allowing business users to upskill at their own pace. This scalable approach accelerates time-to-market for new training programs.
- **Enhanced Data Literacy**: Improve data literacy across your organization to drive adoption of data and analytics tools. By providing accessible and engaging training, brAIn empowers business users to effectively leverage data in their roles.

With brAIn by Lingaro, you can transform your company's knowledge into a powerful engine for BI upskilling, empowering your business users and driving data-driven decision-making.

Beyond the brAIn workflow, Lingaro offers comprehensive enterprise adoption programs. These initiatives focus on raising awareness and driving adoption of internal data-driven tools through multimedia resources and engaging communication platforms.

Key Takeaways

Empowering business users to use data is to enable them to create business value out of it. Letting them do this on their own, with little to no assistance from intermediaries, will increase the speed of value creation. Over time, assuming that the dissemination phase was successful, a greater percentage of your organization would be ready for the next advancement in IT, whatever it might be.

Meet our Experts:

Harish Ravi
Head of Data Consumption

Harish Ravi is a thought leader in the business intelligence (BI) space with over 16 years of experience. He specializes in delivering actionable insights through advanced data visualization and augmented analytics. Harish's professional interests lie at the intersection of innovative technology and strategic planning, with a strong focus on staying ahead of trends in BI tools and AI-infused insights. His primary focus is to help customers with data-driven decision-making and translating complex data into clear, impactful insights.

Yannis Boukas
Director of Learning Technology & Adoption

Driven to build productive and inclusive organizations where every employee can unlock their full potential, Yannis is armed with years of experience in driving complex transformative programs, ensuring business impact realization. His expertise spans business, technology, and learning across multiple industries, both on consulting and industry fronts.