

Checklist for Evaluating Enterprise Data Analytics Solutions

There are a wide range of data analytics tools out there, and it can be challenging to sort through all the options. This checklist highlights some key capabilities to look for, so you can find the solution that will quickly and easily deliver the insights you need.

Data

- ✓ **Real-time data ingest:**
To make the best decisions, you need access to complete, up-to-date data without a lengthy ETL process.
- ✓ **Highest data fidelity:**
Your system needs to be able to handle the volume and velocity of your entire data set without aggregation.
- ✓ **Time-series-based behavioral data:**
Sophisticated analysis to unlock deeper insights requires you to be able to understand not just individual actions, but sequences of actions taken over time.
- ✓ **Omnichannel data sources:**
If you can't blend multi-channel events—e.g., across users, devices, accounts—you can't get a truly complete view.

Exploration and Analysis

- ✓ **Self-service exploration:**
You can't afford to wait days or weeks for data to be prepped so you can get the answers you need.
- ✓ **Iterative exploration:**
More often than not, the answer to your first question will prompt more questions, and you need to be able to follow where the data takes you.
- ✓ **Visual exploration:**
Not everyone is a data scientist—nor should they be. Business experts should be able to perform analysis relevant to their area.
- ✓ **Query language:**
You need to be able to run sophisticated big data queries against raw data without having to build complex or highly technical queries.

Architecture/ Ecosystem

- ✓ **Framework-free flexibility:**
Every organization is unique and if the solution requires you conform to some pre-defined model or to an SDK, you lose the freedom to collect or analyze data as you want.
- ✓ **Data warehousing integration:**
You want the flexibility to integrate with existing data warehousing platforms—without requiring all data to be fed through the warehouse.
- ✓ **Open analysis**
You want the ability to query the data not just from a UI but from external systems that consume the analysis as well.

Security and Compliance

- ✓ **Role-based access:**
You need to be able to easily control access to sensitive data.
- ✓ **GDPR- and CCPA-compliant:**
To make the best decisions, you need access to complete, up-to-date data without a lengthy ETL process.

See how you can quickly and easily get the insights you need.

Talk to a Scuba specialist and see for yourself how Scuba can leverage behavioral analysis to drive informed decisions.

[REQUEST A DEMO](#)

Data > Opinion

Unlike traditional BI and analytics tools that only tell you "what," Scuba helps you discover "why." It allows business users to easily analyze trillions of time-based data points dynamically, iteratively, and in real-time, making it the ideal platform for customer behavior analytics, web and mobile analytics, and product innovation and optimization. Scuba is unique in its ability to analyze enormous datasets without forcing users to rely on partial or aggregated data, or restrict their analyses to a limited set of pre-defined queries. This is why the most demanding data-driven organizations such as Microsoft, Comcast, Uber, and others rely on Scuba to transform their raw data into actionable insights.