Self-Service Data Science & Machine Learning
It’s time to democratize predictive analysis

About Constellation Research
As an award-winning Silicon Valley-based strategic advisory and futurist analyst firm, Constellation Research serves leaders and organizations navigating the challenges of digital strategy, business-model disruption and digital transformation.

Constellation works closely with solution providers, partners, C-suite executives, board of directors, and its Constellation Executive Network of buy-side leaders to lead the way in research coverage and advise clients how to achieve valuable business results.

About This Constellation ShortList™
Data science and machine learning (ML) help companies go beyond descriptive and diagnostic analytics to predict future outcomes, opportunities and risks. Predictive analysis helps identify best customers, optimize upsell and cross-sell offers, understand financial risks, choose new products and anticipate equipment failures. Advanced analytics and ML techniques were once the province of statisticians and data scientists, but these self-service options are democratizing predictive capabilities.

This category refers to products that make it possible for analysts and data-savvy business users, as well as data scientists, to perform advanced analytic analyses including ML. The category is important for any organization that wants to take advantage of potentially powerful, forward-looking predictive analyses.

The selection of vendors in this ShortList is unchanged from the Q3 2020 update.
Threshold Criteria
Constellation considers the following criteria for these solutions:

• Built-in or integrated self-service data-prep capabilities
• Intuitive graphical user interfaces
• Breadth of analysis tools, algorithms and advanced analytics and ML libraries
• Streamlined analysis workflows and automated modeling capabilities
• Multi-cloud deployment, integration options for elastic, high-scale computation
• Collaborative capabilities to ease model development and deployment

The Constellation ShortList™
Constellation evaluates more than a dozen solutions categorized in this market. This Constellation ShortList is determined by client inquiries, partner conversations, customer references, vendor selection projects, market share and internal research.

- Alteryx
- Dataiku
- DataRobot
- RapidMiner
- SAS Visual Data Mining and Machine Learning

Frequency of Evaluation
Each Constellation ShortList will be updated at least once per year. There could be an update after six months, should the analyst deem it necessary.

Evaluation Services
Constellation clients may work with the analyst and research team to conduct a more thorough discussion of this ShortList. Constellation can also provide guidance in vendor selection and contract negotiation.

Business Themes

Data to Decisions

To learn more:
Visit www.constellationr.com/ShortList or email shortlist@constellationr.com

Doug Henschen
Vice President and Principal Analyst
Doug Henschen focuses on data-driven decision making. His Data-to-Decisions research examines how organizations employ data analysis to reimagine business models and gain a deeper understanding of customers. His research acknowledges the fact that innovative data-driven applications require a multi-disciplinary approach, starting with integration and orchestration technologies, including next-generation data platforms, continuing through business intelligence and analytics, and harnessing third-party data enrichment and cutting-edge machine learning and deep learning techniques.