



How Can Data Analytics Offerings Be Monetized?

Embedded and visual analytics provides numerous advantages to turn your business around. This helps monetize your [business analytics software](#) simply by including cutting-edge analytics capabilities and functionalities as an add-on to generate additional sources of income.

According to [research](#) by McKinsey, 41% of businesses use data to produce new revenue streams, and 20% of revenue for the best performers comes from monetizing their data analytics solution.

No-Code Analytics Platform may be one such invention to offer seamless analytical capabilities.

What Are the Benefits of Using Data Analytics in SaaS Environments?

Having analytics built into your SaaS program means you can see crucial business data without interrupting your everyday workflow, making it simple to discover patterns and trends in your data that you might have missed before. The success of your business can be guided by the decisions you (and your users) make with the help of real-time data.

By streamlining operations, managing resources, and improving performance, data analytics aids firms in maximizing their profits. New product/service opportunities can be found with the correct data, which can further enhance your revenue.

Profiting from Your Data Analytics Service in 4 Different Ways

Some of the ways in which embedded and visual analytics might boost your data analytics product's bottom line are as follows.

How to monetize your Analytics Data?

#1 Features for white-label data analysis

Customer dashboards and reports can be tailored to the way your company's software is currently used, thanks to white-label analytics. Most analytics providers today provide a "white-labeling" feature, which lets you use the vendor's name and logo in your product. Using white labeling software, you can modify a vendor's statistics into a white-label dashboard consistent with your brand down to the tiniest detail, including fonts, colors, button shapes, and more.

Grow's [No-Code Analytics Platform](#) offers a wide variety of data visualization and warehousing capabilities to help you ease data management pains.

Adding white-label analytics to your product lineup can do wonders for its perceived value. With this sort of analysis at your disposal, you can turn your data analytics product into a moneymaker.

#2 Low-Code or No-Code Applications

According to Gartner, by 2024, low-code usage will be so pervasive that [75% of all software solutions](#) developed around the globe will be created using such tools. One of the most exciting developments in analytics is the prospect of developing complete business intelligence (BI) solutions at a rate ten times faster than in the past.

Most low code or [no-code BI software tools](#) provide easy drag-and-drop features to facilitate the creation of business intelligence applications. One of the newest developments in business intelligence is the availability of tools with pre-built components like charts, grids, gauges, tables, and so on that can be dragged and dropped into a user's own personalized dashboards.

If you want to capitalize on this market for data analytics services, you'll need to invest in a solution that provides low-code or no-code development tools. Grows is a [no-code BI software](#) offering a seamless dashboard-building experience.

#3 Custom Data Visualization and Reporting

Because of the potential for the data to be misinterpreted and misunderstood, selecting the appropriate data visualization is one of the most challenging aspects of analytics. With dashboards, there isn't a cookie-cutter approach that works for everyone. A different embedded graphic will be optimal depending on the data being visualized.

If you want your clients to be able to display their business insights and build impressive dashboards effectively, you need to provide them with a wide variety of chart styles to pick from. You can use this to your advantage by including only the most basic data visualizations in your data analytics package and offering the more advanced visualizations as an add-on service.

#4 Improvements to Existing Products

If your SaaS uses fixed pricing, you can differentiate the cost of your data analytics product.

Let's say that your property management software also has business intelligence (BI) functions to aid users in analyzing information about their rental properties. Say, for the sake of argument, you charge \$5 per user each month. The seat-based pricing can encompass all of your property management capabilities, while the analytics solution is supplied separately for a set price.

Closing Words-

Use Grow's Visual Analytics to Add Value to Your Data Analytics Product

Grow is a cloud-based, self-service visual analytics solution that helps your teams and customers drive data insights with embedded intelligence, speed up time to market, and improve your apps' user experience. Grow's robust API makes it easy to include analytics in your SaaS apps because it was designed from the ground up, embedded in the mind, and is based on cutting-edge technology.

Let us show you what Grow's No-Code Analytics Platform has helped its users through [Grow.com Reviews & Ratings 2022 TrustRadius](#).

Implementing the right [tools for business analytics](#) into your program opens the door to several prospects for growing your company and generating additional income.

Grow offers advanced No-Code Analytics Platform solutions such as machine learning and AI, drill-down, collaboration, sharing, and a drag-and-drop dashboard builder experience, as well as dynamic data visualizations and real self-service. Data dashboards and visualizations may be accessed and created from any device, at any time, and with minimal effort.

You may reach [unlimited users](#) in your application with Grow for one flat, low charge. Our visual analytics return on investment may be more accurately predicted thanks to our reasonable and clear price structure.

Download the Grow's Guide to [full-funnel analytics](#), or help us arrange a [demonstration](#) to learn more.