

# Inside Atlassian Analytics and Data Lake

## PROBLEM

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### Teams spend more time crunching data than generating insights

Given the fast-paced nature of today's business disruption, the ability to quickly respond to changes is a competitive moat for modern organizations. To achieve and maintain such agility, consistent efforts toward learning and improving processes is necessary. But learning is not possible without the right data and insights.

Organizations rely on their data in Atlassian products to learn where their teams are spending time, what's blocking their progress or what's the ROI of their work so they can continuously improve and unleash their potential. Today, we offer analytics and reporting capabilities in each of our products that help with day to day visibility into the progress of individual teams. However, when initiatives scale across multiple teams and products, you need that full, clear picture into how work happens across the chain.

To address this need today, teams often resort to manual spreadsheets or build custom dashboards in popular business intelligence (BI) tools such as PowerBI or Tableau. However building these custom dashboards is hard and resource-intensive. With slow, restricted APIs to export data and extensive modeling needed, teams spend more time crunching data than generating insights from it. We are inverting that equation.



## SOLUTION

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### Atlassian Analytics powered by the Atlassian Data Lake

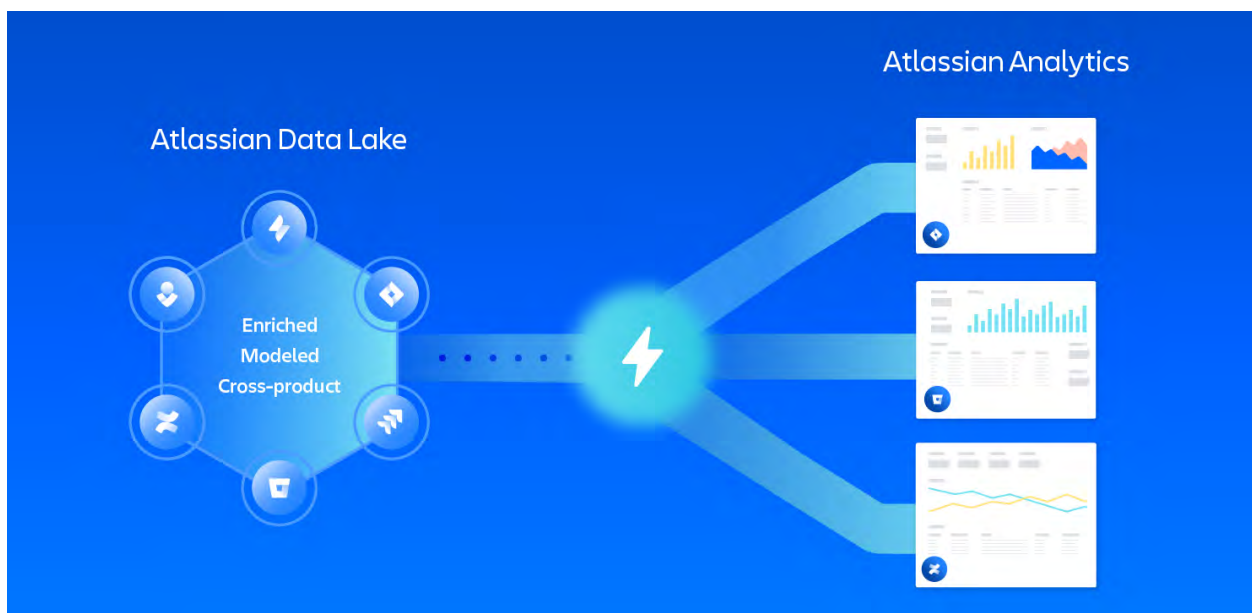
To help organizations gain full visibility into how work gets done across their teams, we now offer two new capabilities built on the Atlassian cloud platform - Atlassian Analytics powered by the Atlassian Data Lake.

The **Atlassian Data Lake** is a **queryable database with pre-modeled, enriched data** that is easier to use for analytics so teams no longer have to spend time preparing and managing data to generate insights. Starting with Jira Software and Jira Service Management, the Atlassian Data Lake will eventually include all data from Atlassian portfolio to enable teams to perform cross-product and cross-instance analysis out of the box. The Atlassian Data Lake is built on the **trusted Atlassian platform** that offers support for data residency, GDPR, ISO/SOC compliance and a host of other enterprise-grade security features.

Now, even with all the data easily accessible, we know it's hard to get the tooling, expertise, and time to create those custom dashboards and insights teams need.

To make it easier to visualize team data, we are introducing **Atlassian Analytics - an enterprise grade visualization capability with an intuitive low-code/no-code interface** that will empower anyone from business to technical teams to build highly interactive and customizable dashboards.

Atlassian Analytics seamlessly connects to the Atlassian Data Lake enabling teams to configure which project, instance or product level data to pull for building reports that help assess velocity, blockers, service quality and more. Teams can even map work output to business outcomes by combining data across Atlassian and non-Atlassian sources.



## Benefits



### Speed up decision-making

Quickly uncover insights around priorities, blockers, or performance with highly interactive and customizable dashboards that empower everyone – from business to technical teams – to get actionable insights for continuous improvement.



### Get holistic insights

Harness the power of a unified data lake across Atlassian products along with the ability to query non-Atlassian data sources to get full visibility into projects and services. Get soup to nuts visibility into what value was delivered to customers, how long it took, how much testing was done and more.



### Keep everyone informed

Bring the right people to the table with zero context switching by commenting directly on the chart. Soon, teams can connect the data lake to their BI tool of choice so executives or stakeholders that don't work in Atlassian tools can visualize key insights in their preferred tools

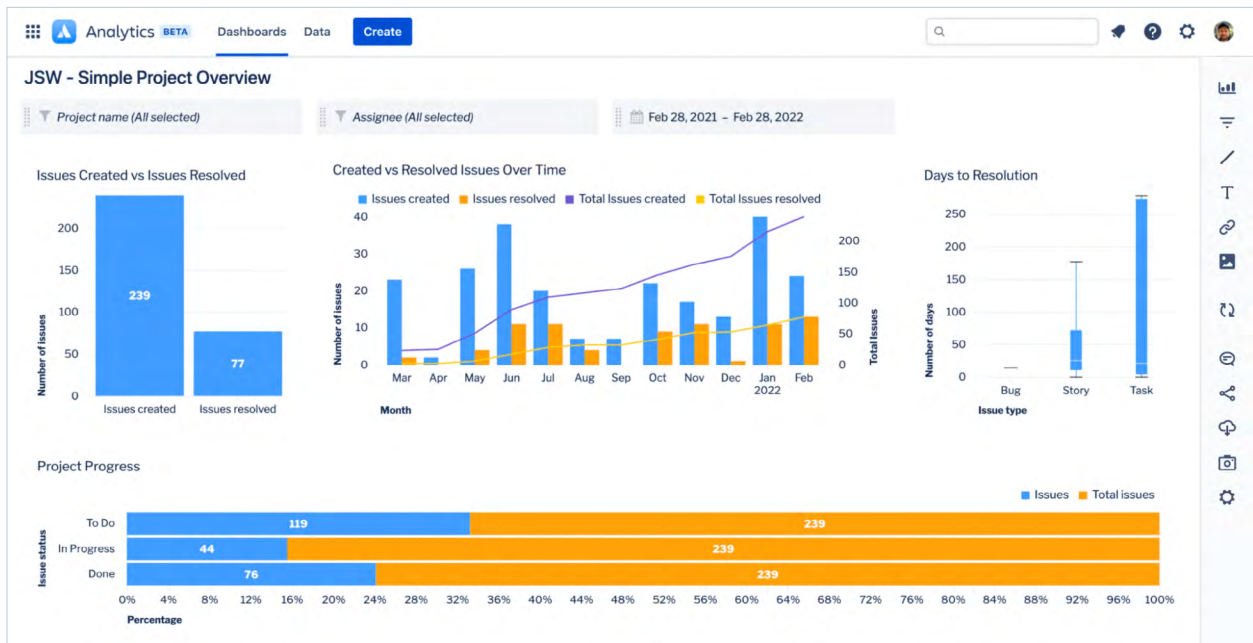
## Key features

Within Atlassian Analytics and Data Lake, your organization has access to:

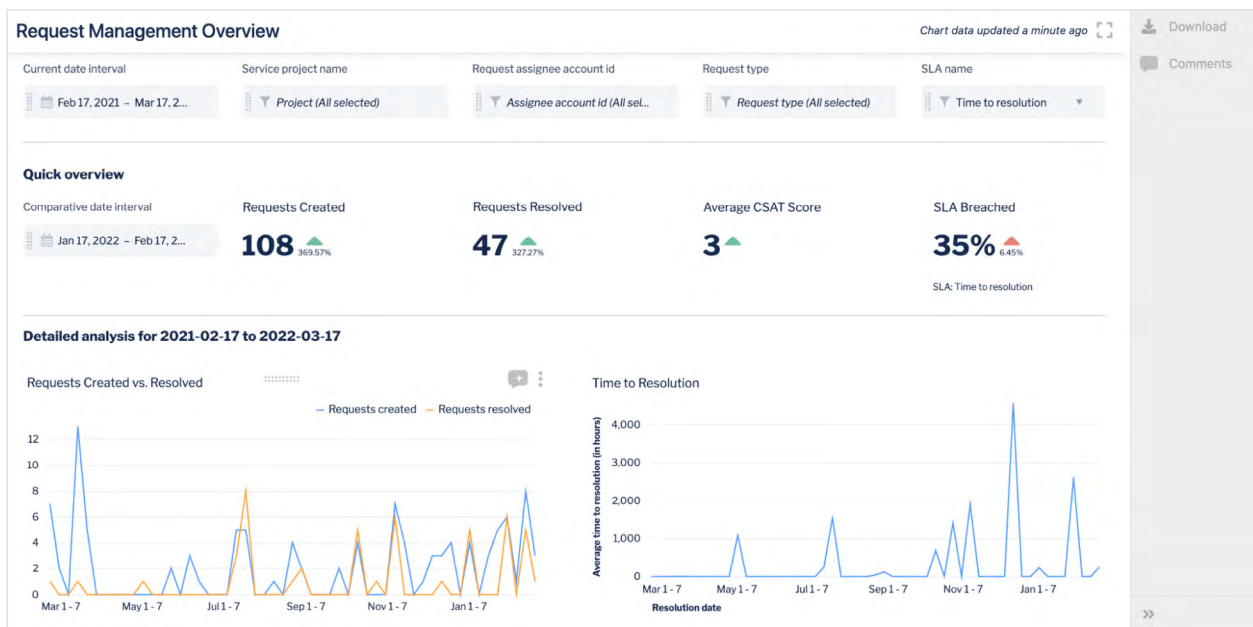
### 1 Pre-built, customizable dashboards

Teams can login to Atlassian Analytics and seamlessly connect to the Atlassian Data Lake to configure which product, instance or project data they would like to use for reporting. Admins can set up multiple connections to the Data Lake for every site to meet the needs of different teams. Atlassian Analytics also comes with a set of pre-built dashboards for Jira Software, Jira Service Management and cross-product dashboards.

For instance, engineering or product leaders can access dashboards that offer insights into how many issues are created vs resolved, days to resolution, number of open issues by status, risk by status and more. They can get a view across all their projects along with the ability to drill down into project specific details to assess bottlenecks or see which teams are getting burnt out. This can help them maintain overall team health.



Service leaders can also access pre-built dashboards to assess requests created vs resolved, average CSAT score, % SLA breached and more. They can assess service quality by identifying incidents raised over time and mean time to resolution and even dig into quality for specific services.

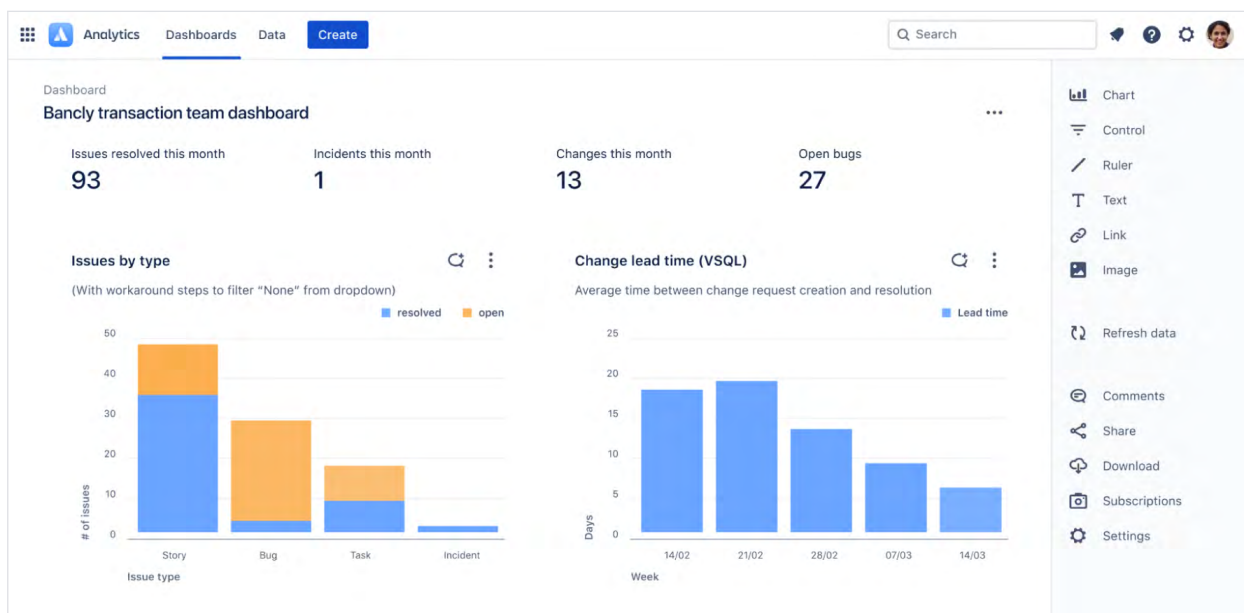


It's important to note that these starter dashboards are made to be modified to best serve the needs of your teams. Users can customize dashboards to rename fields, delete charts or rearrange elements. The end results are highly personalized and relevant dashboards that showcase important data from the different products your team uses.

## 2 Low-code/no-code interface

Pre-built dashboards are a good starting point but each company and team is structured differently and therefore may need to view data differently. Atlassian Analytics lets you have full customizability over your dashboards and charts, all the way down to being able to write SQL queries directly against the Atlassian Data Lake. And for those who want to move faster or don't know SQL, we have Visual SQL, a no-code way of exploring data and pulling the charts that they need.

For instance, technical teams can use visual query to pull in stories and bugs assigned to them from Jira Software alongside any change requests or incidents from Jira Service Management to assess where they should prioritize their time or understand correlation between features delivered and incident requests generated. Behind the scenes, the interface is also populating SQL (Structured Query Language). That way, users can begin queries by selecting columns and then edit those queries using SQL code. They can even create the whole chart from start to finish with SQL query in Atlassian's integrated development environment (IDE), for more complex visualizations with custom metrics and calculations.



## 3 Collaborative charts

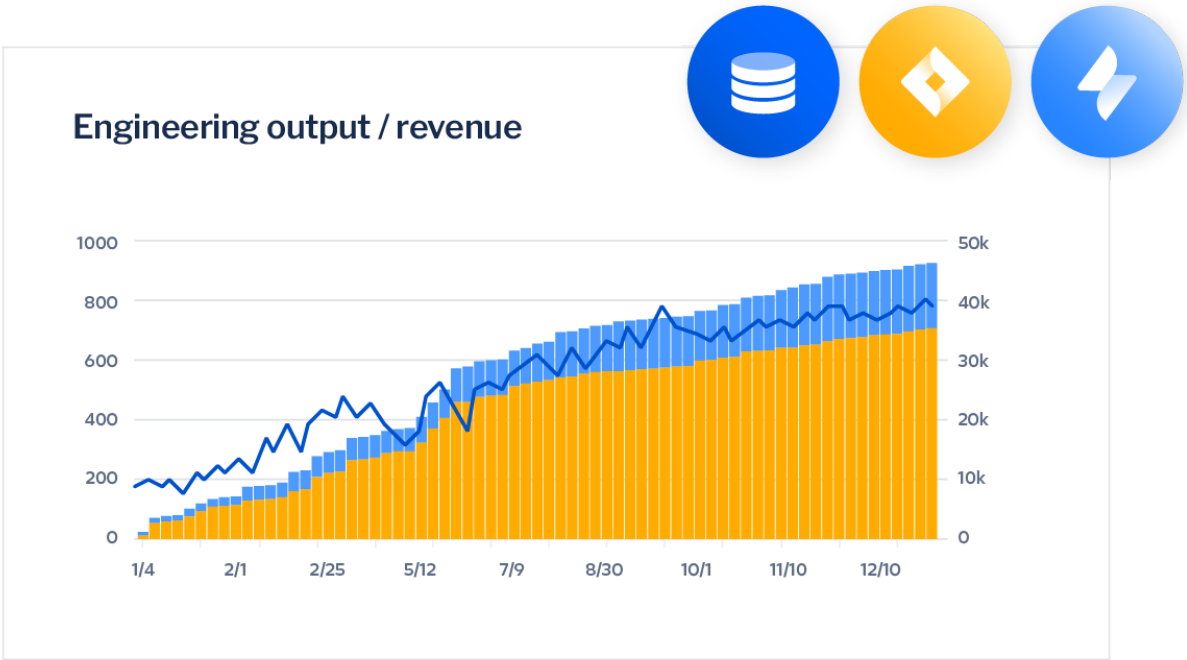
Atlassian's collaboration capabilities are included in Analytics charts to keep data-based communication and teamwork flowing through seamlessly. This functionality enables commenting right within the charts.

For instance, if a user sees an unusual or unexpected data spike, they can tag an analyst or product manager in a comment to fix the issue. And when someone goes in to sort out the problem, they'll have all the context they need to resolve it quickly.

With commenting capabilities, you're eliminating room for misinterpretation. And at the same time, you're allowing team members to tackle inaccuracies right away, so leaders aren't making important decisions based on wrong data.

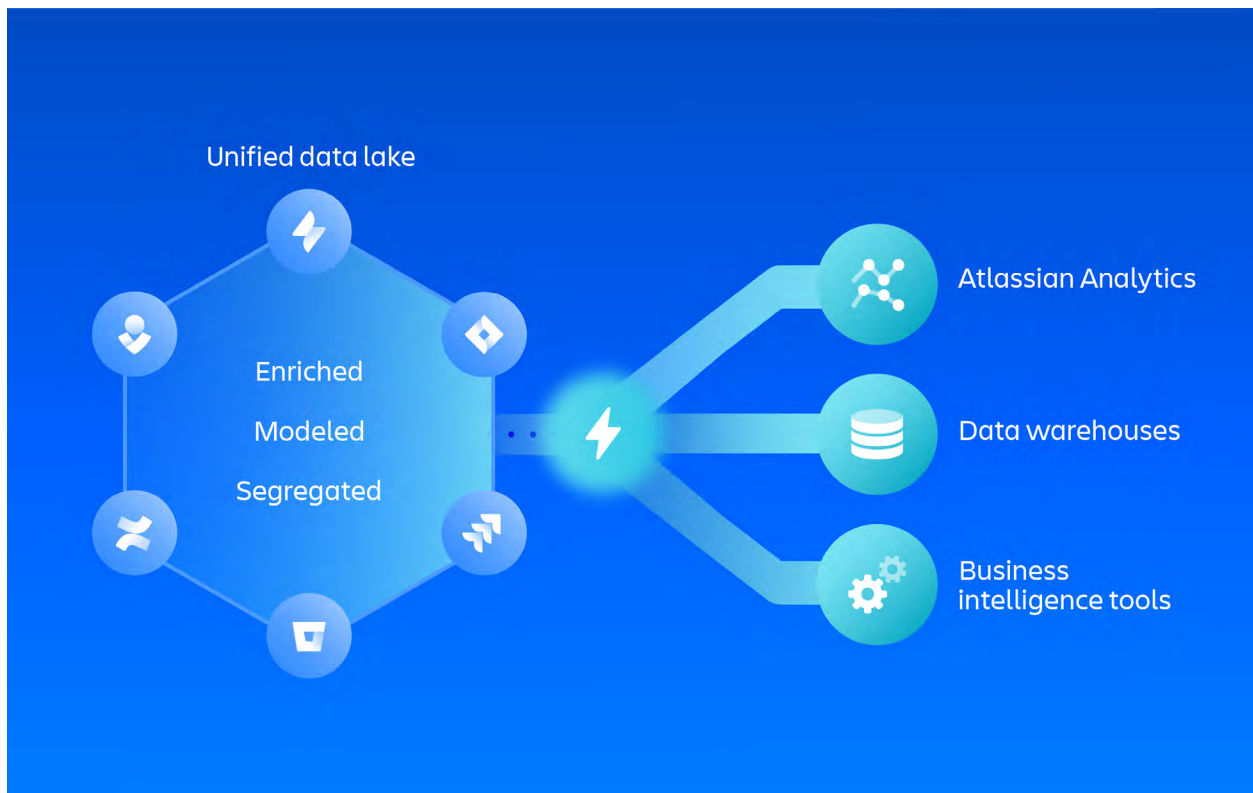
## 4 Bring your own data

Data from Atlassian products only gets more powerful when combined with other business-critical data sources, as it offers deeper insights across projects and enables customers to map work output to business outcomes. For instance, teams can easily query customer NPS scores from CRM and visualize this metric alongside incident resolution data from Jira Service Management to evaluate how improvements in service quality impact customer satisfaction. Similarly one can bring in growth metrics data from Snowflake database or Google Sheets and visualize alongside Jira Software data around engineering output to evaluate how innovations delivered impact revenue goals. With these combined analyses, leaders can be confident they're making informed decisions based on well-rounded insights.



## 5 Directly connect to your BI tools COMING SOON

The Atlassian Data Lake gives teams the flexibility to work with data in the tools they're most comfortable with. Soon, teams will be able to connect the Atlassian Data Lake to popular BI tools such as PowerBI or Tableau. As the data is pre-modeled and enriched, teams can focus on generating insights rather than spending time on resource-intensive data transformation processes. However, if they wish to perform additional modeling, they will also be able to export the Atlassian Data Lake to their own data infrastructure.



### Learn more about Atlassian Analytics

Ready to unleash your organization's data to its fullest potential to drive business success? Discover what Atlassian Analytics and Data Lake can do for your organization at [atlassian.com/platform/analytics](https://atlassian.com/platform/analytics).

