

12 Questions to Ask Before Choosing an Analytics Platform

1. Can tenant users build and share dashboards independently?

Look for true self-service capabilities that reduce support burden and empower users.

2. Can users customize datasets to fit their business needs?

Field renaming, calculated fields, and dataset creation should be intuitive and tenant-aware.

3. Does the platform support secure, scalable multi-tenancy?

Ensure it handles co-mingled and segregated data models without compromising performance or isolation.

4. Is there a built-in data engine and transformation layer?

Avoid relying solely on external databases or semantic layers for performance and cost control.

5. Can the platform evolve with your product and market?

Flexibility is key—requirements will change over time.

6. Does it support modern deployment models (e.g., Kubernetes, serverless)?

Outdated server- or VM-based deployments can limit scalability and increase operational overhead.

7. Can you deploy in your cloud(s) of choice?

Multi-cloud support is essential for compliance, performance, and control.

8. Are content migration and environment management built-in?

Smooth promotion from dev to prod is critical for SaaS workflows.

9. Does it offer seamless embedding with full customization?

Look for web components (not just iframes) and APIs that expose all key functionality.

10. Will it differentiate your product in the eyes of your customers?

Choose a platform that enhances—not just supports—your product's value proposition.

11. Does the vendor offer advisory services to help shape our analytics or monetization strategy?

Look for a partner who can advise on how to turn analytics into a competitive advantage and deliver differentiated value to your customers.

12. What experience does the vendor have working with SaaS companies?

Choose a vendor with a proven track record of success in multi-tenant deployments in production environments.