

# Zoho Analytics Version 6 Release



**Igor Ikonnikov**

Principal Advisory Director, Data & Analytics,  
Info-Tech Research Group

Zoho (www.zoho.com), a multinational software and web-based business tool provider, has announced the new release of their Analytics platform.

The new version 6.0 – launching on Sep 12, 2024 – builds upon the strong existing foundations: business user friendly self-service BI, including data preparation and management, multi-cloud (Azure, AWS, GCP or others) and on-prem deployment options, as well as versatile visual delivery means and ability to embed analytical solutions into other applications. The platform uses natural language processing AI that supports multiple languages: English, Spanish, French.

The new release has been designed to address the challenges faced by many organizations:

- Increasing data velocity and diversity
- Integrated data management and governance
- Complex analytical needs
- Diverse user needs with limited user adoption of true data-driven culture
- Rapid technology changes

**Insight:** It's no longer enough to know what has happened or what could happen – we need to know why it has happened or would happen. And the explanation must be data-driven (not “guessing”) and business-friendly (not too technical).

Zoho describes the offering as “AI-Powered Self-Service BI and Analytics Platform for All”. The key focus areas of improvement have been identified as:

### **Powerful Data Management Hub**

- Adding stream analytics, visual data pipeline builder, and data transformations defined by natural language
- Enabling headless BI to deliver centrally defined reusable metrics

## Generative AI Infused Analytics

- Answering the “why” through smart key driver analysis presented as AI-composed narratives available in three languages
- Providing integration with OpenAI API, as well as RAG-based augmentation

## Data Science / Machine Learning (DSML) Studio

- Creating ML models with no-code assistant, including an automated ML model building capability
- Enabling Python-based custom ML model creation from scratch

## Platform Extensibility

- Providing a portal where a user can view reports / dashboards produced by different BI tools, e.g.: Power BI, Tableau, etc.
- Enabling no-code data connector builder



## Analyst Perspective

The new platform seems to have everything one would expect from a modern BI and Analytics platform. Zoho’s unwavering commitment to making their products extremely business-friendly has been matched with the sophistication of the new advanced analytical capabilities – without any compromises. Business users can create complex analytical solutions without writing any code while Data Scientists can still code in Python – all within the same integrated environment. AI-powered

data preparation makes typically tedious work easy and enjoyable – and you can use this module as a stand-alone data management tool. The platform helps decision-makers not only see “what – when – how” but also explain “why” something has happened or is about to happen.

Zoho’s strategy seems to be aimed at making it easy for their customers to create traditional BI and advanced analytical solutions on the same platform, providing no-code solution design option for business users and writing from scratch opportunities for coding geeks, deploying the platform on any cloud or, even, on-premises with the same set of capabilities. Seamless integration with OpenAI provides an opportunity to dramatically expand the knowledge base for complex analytical solutions.

Ask Zia enables natural language querying and presenting results as narratives (available in three languages). The Headless BI approach enables users to create KPI computations once and use them in any application. Finally, if you have several BI and Analytics platforms, you can view them all in one harmonized portal – no need to jump across various interfaces and bookmark numerous links. Actions Framework enables triggering actionable workflows using Zoho Flow integration with over 500 application triggers. The promise of so much freedom and so wide a range of capabilities makes it a really interesting product – definitely something to take a closer look at.