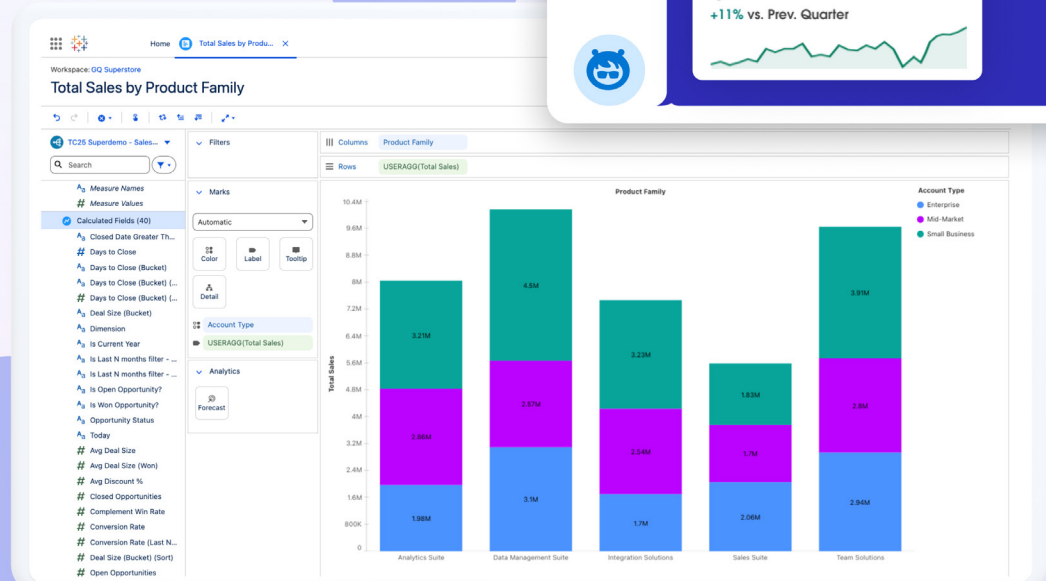




Your Guide to Agentic Analytics

How Autonomous AI is Revolutionizing Business Intelligence



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Introduction

For decades, traditional business intelligence (BI) has largely followed a labor-intensive model where people manually analyze data to generate insights and then take action in separate systems.

Analysts juggle a variety of tasks from cleaning and preparing data to creating table calculations and building dashboards or conducting deep analysis. While this work can be very rewarding, it can also be time-consuming, sometimes taking hours or even days to complete.

Meanwhile, executives and business users get frustrated, wasting time just trying to find the right data and insights they need to make decisions.

That's where things are changing. The agentic era of artificial intelligence (AI) is fundamentally reimagining how human and digital intelligence interact with data. In this wave of AI, agents operate as always-on, proactive partners, capable of reasoning, planning, and completing tasks autonomously.

Agentic analytics changes data analysis from slow, manual, and often error-filled to efficient, automated, and accurate. Agents deliver incredible efficiency and personalized insights, helping people of all skill levels make better business decisions quickly.

93%

of IT leaders report intentions to introduce autonomous agents within the next 2 years, and nearly half have already done so.

[MuleSoft Connectivity Benchmark Report, 2025](#)



What is agentic analytics?

Agentic analytics is a significant leap in BI with AI agents that augment and accelerate every stage of the journey from data to insights to action. Instead of merely assisting, agentic analytics empowers people to work collaboratively with AI agents, while maintaining human oversight and building trust in AI-driven analytics.

Powered by large language models (LLMs) and new generation semantic models, agents can orchestrate tasks autonomously toward stated goals, execute multi-step analyses, explain their findings, and even trigger automated actions based on the insights.

They don't just present information; agents engage in dynamic, conversational interactions, learn to anticipate users' needs, and automate complex analytical workflows, all within predetermined guardrails.

For example, agentic analytics enables AI agents to search multiple databases for relevant information, piece it together, and suggest an action plan. AI agents speed up analytical processes from data preparation to creating visualizations, while proactively monitoring data and even uncovering root causes – all with little or no prompting, available 24/7.



Key Terms

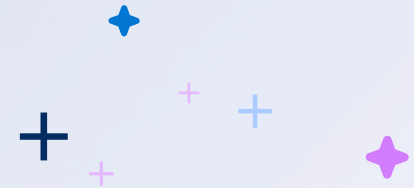
Agentic analytics is a new approach to BI that utilizes AI-powered autonomous agents to analyze data, proactively share insights, and even take action.

AI agents are assistive and autonomous software systems that can reason, plan, and take action to achieve tasks or goals based on user inputs, environmental conditions, and relevant data.

Agentic AI is the technology that powers AI agents so they can act autonomously without human oversight.

Agentic analytics vs. traditional business intelligence: A paradigm shift

Traditional analytics tools have primarily served as data repositories and visualization platforms. The core task of finding insights has been up to human analysts and remains a labor-intensive, time-consuming process. Analysts spend the majority of their time sifting through data, writing complex queries, and interpreting results – a significant drain on resources and a bottleneck to timely decisions.



The evolution of analytics and business intelligence

- » **Traditional BI** was all about static dashboards and reports, primarily managed by IT. You asked the questions, and they gave you the data.
- » **Self-service BI** empowered business users to explore data and create their own reports and dashboards, reducing reliance on IT.
- » **Augmented Analytics** introduced AI and machine learning to assist users with tasks like data preparation, detecting trends, and insight generation.
- » **Agentic analytics** transcends the limitations of current BI tools by infusing them with the autonomy and adaptability of AI agents.

Agentic Analytics fundamentally shifts business intelligence by not only accelerating analyst workflows, but also making it possible for every user across the organization to discover their own insights with the help of AI agents.

With agentic experiences directly in people's workflows, we can meet them where they are already working with trusted insights. This shortens the time between asking questions, getting answers, and taking action, which encourages data-driven decision making across the business.

Traditional BI

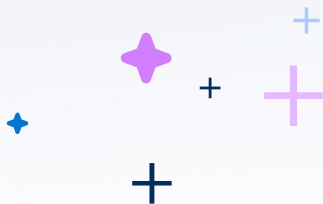
Static reporting and dashboard exploration

Reactive, retrospective, human-driven insights

Timely action from insights limited by human bandwidth and switching between systems

Agentic analytics

- ✓ Real-time, conversational analytics
- ✓ Proactive, predictive, and prescriptive AI-augmented insights
- ✓ Always-on agentic monitoring, insight generation, and automated actions integrated in workflows



The value of agentic analytics and why it's important

Agentic analytics is emerging as a distinct and significant new category within BI for a few key reasons:

Autonomy: AI agents can act without constant human direction to monitor data, make decisions, and even take action based on predefined goals.

Proactive insights: Without requiring prompting, agentic systems can continuously scan data, identify important trends or anomalies, and proactively deliver insights and recommendations directly in the flow of work.

Action-oriented: This is a key differentiator. Beyond providing insights, an agent can autonomously initiate actions based on those insights.

End-to-end workflow automation: Connecting to different data sources, preparing and cleaning data, conducting analysis, generating narrative reports, and more can be automated with minimal human intervention.

Continuous learning: These systems are designed to learn and improve over time from new data, user interactions, fine-tuning, and the outcomes of their prior actions.

Agentic analytics democratizes data access for every user and moves analysis from retrospective to forward-looking. It empowers teams to not only predict future outcomes but also get recommendations, leading directly to greater efficiency, more actionable insights, and better overall experiences.

Unlock new levels of efficiency

Agentic analytics isn't about replacing human intelligence; it's about augmenting it and creating powerful new partnerships. Agentic AI systems can effortlessly handle massive datasets and complex analyses, scaling your capabilities in a way traditional methods simply can't.

By automating tasks such as data profiling, generating insights, and creating reports, agentic analytics reshapes workflows and significantly cuts down on manual effort. This creates exciting new opportunities for human-agent collaboration, allowing your teams to concentrate on more valuable, strategic work, which in turn optimizes your resources and boosts overall performance.

Analysts become trusted advisors and stewards of agentic analytics across their organization – they define and maintain the semantic layer, train agents with domain-specific knowledge, and ensure the accuracy and reliability of the insights generated.

For business users, agentic analytics democratizes data access and helps every user, regardless of their analytics skill level, to engage in autonomous insight discovery and make faster data-driven decisions – right where they're already working.



Drive proactive strategies

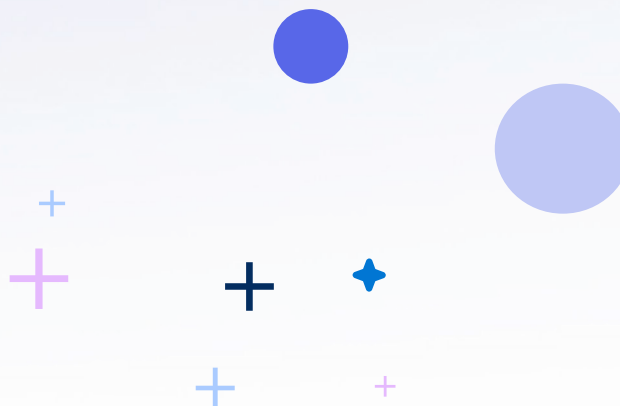
Agentic analytics goes beyond traditional business intelligence by actively monitoring data streams, identifying unexpected behavior, and spotting new trends in near real time. This means people get insights when they need them most, allowing for faster response times and a truly proactive approach.

Agentic analytics systems can autonomously identify issues, trigger responses, and execute predefined workflows based on their findings. For employees, this translates into deeper insights surfaced proactively and through natural language conversations, making it easy for anyone to ask questions, get answers, and act quickly.

Enhance your competitive advantage

In today's fast-paced business environment, speed and accuracy in decision making are essential. Agentic analytics provides a significant competitive edge by delivering faster, more accurate, and scalable insights.

By identifying patterns, these systems can predict future outcomes, allowing for proactive decision-making and strategic planning. Plus, they continuously learn and improve over time. This speeds up the entire process from data to insight to action, meaning you get actionable insights faster for quicker execution and greater impact.



How agentic analytics solves business painpoints

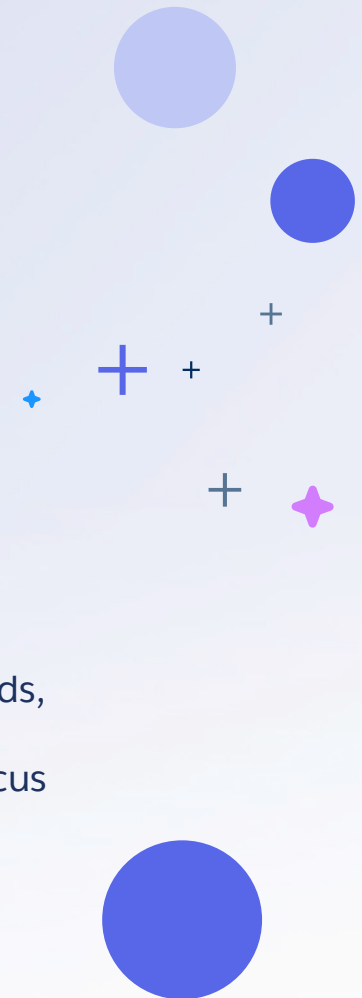
In today's fast-paced business environment, organizations constantly strive to leverage data for a competitive edge and enhanced decision making. However, many face an uncomfortable truth: even with massive investments to collect, connect, and curate enterprise data, businesses remain data-rich but insight-poor.

Agentic analytics offers a revolutionary path forward where AI-generated insights are automated, proactive, and seamlessly integrated into decision-making processes.

Increase analytics scalability and efficiency

The sheer volume of data generated daily creates major bottlenecks for businesses. Traditional, manual methods struggle to keep up, which consumes human resources and slows the entire decision-making process, hindering operational agility and competitive strength.

With agentic analytics, AI agents can constantly monitor huge amounts of data, spot trends, and create detailed reports 24/7, without fatigue. This dramatically increases analytical throughput and significantly reduces operational costs, allowing your human teams to focus on strategic initiatives rather than getting bogged down in routine data management.

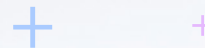


Make decisions with greater speed and consistency

In fast-moving operational environments, delays and inconsistencies in decision making can lead to missed opportunities, inefficient use of resources, and a direct hit to the bottom line. Relying solely on human action for every operational decision, especially in rule-based scenarios, can be slow, prone to error, and difficult to scale, particularly when dealing with dynamic, real-time data.

Agentic analytics solves this by enabling autonomous decision making for agents in defined, rule-based scenarios. These intelligent agents can execute pre-approved actions based on dynamic data with consistency and speed beyond human capacity, so your business can react instantly to changing conditions.

Imagine an agent automatically optimizing ad spend to maximize return on investment, adjusting inventory levels in real time or flagging critical anomalies for immediate attention before they become major problems.



Deliver proactive, real-time insights in the flow of work

Traditional analytics often gives you historical views, showing “what happened,” but it doesn’t provide the proactive, timely intelligence needed to anticipate market changes or address issues before they escalate. Plus, action often requires a “swivel chair” into other systems. This reactive approach can leave businesses vulnerable and behind the curve.

To shift your organization from reactive to proactive, agentic analytics delivers powerful insights in the flow of work. AI agents continuously monitor data to spot trends and predict outcomes, instantly alerting stakeholders or triggering automated actions when critical events occur.

This enables businesses to react faster to market shifts or operational issues before they escalate into significant problems, seizing fleeting opportunities and mitigating risks with increased speed and precision.



90%

of business leaders say that direct access to the data they need within the programs and apps they work in the most – in other words, directly in the flow of work – would help them perform better, and 86% say they’d use data more often if this were the case.

[Salesforce, Trust in Business Data Leaders Survey, 2025](#)

Conclusion

Agentic analytics isn't just about operational efficiency; it's a fundamental paradigm shift designed to give you a critical edge by rethinking how data-driven work gets done, and empowering your teams to use their curiosity and creativity to solve problems.

Agentic analytics directly addresses the biggest data and analytics challenges organizations struggle with today: it unifies your fragmented data, builds trust in its insights, empowers your entire workforce to get answers fast, and most importantly, translates those insights directly into timely action.

This is how you build a more resilient, responsive, and intelligent organization. Ready to get started?

Develop your data and AI strategy

Turning data into a genuine competitive advantage in this new era of agentic AI requires more than just cutting-edge tools. You need a clear vision of the future, backed by practical plans to drive adoption, automation, and long-term impact.

That's why we created a companion guide to navigating the broader landscape of data and AI transformation. Read the [Tableau Blueprint for the agentic era](#).

Meet the world's first agentic analytics platform

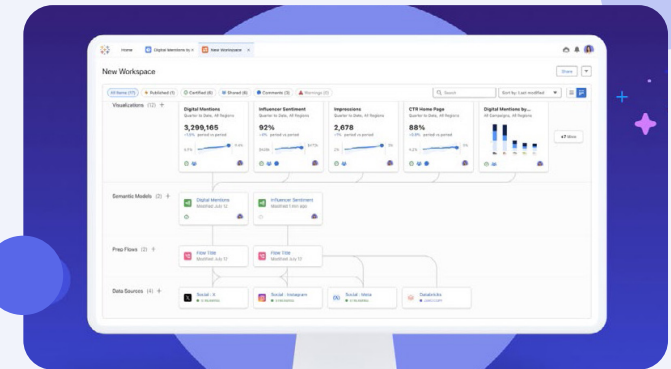


Tableau Next is the world's first agentic analytics platform. Built on Salesforce, integrated with Agentforce, and with a unified data layer and trusted semantics, it delivers personalized, contextual, and actionable insights to every user in every industry, right in the flow of work. Tableau's legacy of analytics excellence combined with the Salesforce Platform advantage makes Tableau Next uniquely poised to lead in agentic analytics.

Learn more about [Tableau Next](#) and [see it in action](#).



Tableau offers a suite of agentic analytics and AI-powered business intelligence tools, empowering every user, in every industry, to transform trusted data into actionable insights. Backed by predictive, generative, and agentic AI capabilities, Tableau delivers proactive insights and effortless analysis.

This is powered by Tableau's connected and adaptable analytics platform, providing the most choice and flexibility for your architecture as your technology and AI strategy evolve. With security, data governance, and compliance built in, your organization can maintain agility as new demands on data arise on a trusted, always-available platform.

Tableau supports the unique needs of organizations worldwide, backed by the industry's largest partner and success ecosystem. This includes the passionate Tableau Community that can teach, support, challenge, and celebrate you at every stage of your AI journey. The future is limitless when you start with data and move forward with Tableau.

For more information, visit www.tableau.com