

## Self-Service Analytics - An Overview | Yellowfin



**Self-Service Analytics** empowers users, including non-technical individuals, to access, analyze, and interpret data without relying heavily on IT or data analysts. Using intuitive tools like drag-and-drop interfaces, visualizations, and natural language queries, users can generate insights independently. It fosters faster decision-making, democratizes data access, and enhances organizational efficiency by reducing bottlenecks. For more information visit, [Yellowfin](#) blog.

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