

# Your 6-Step Checklist For Consistent Analytics

How to ensure trust, alignment, and scalability in AI-driven analytics.

If two people using your business data ask the same question and get different answers, your AI isn't scaling. It's guessing.

Most AI analytics tools can answer questions, yet only a few can deliver answers that are consistent, aligned with business logic, and grounded in trusted data. As Gartner notes, when data is missing, "AI models lack context, leading to inaccurate predictions."<sup>1</sup>

Without context, even simple questions can produce conflicting results. Ask these six questions to assess whether your analytics experience is truly consistent:

## 1. Do different users get the same answer to the same question?

If your analytics depends on who asks the questions and how it's phrased, it's inconsistent and cannot be trusted.

### What to look for:

- The same question returns different results across users
- Metrics are defined by each team or department
- Dashboards and queries produce conflicting outputs

### Actions to take:

- Standardize core metrics and definitions across the business
- Establish a shared semantic layer or governed data model
- Ensure all calculations are defined once and reused everywhere



### What you gain:

Consistent answers across teams and faster, more confident decisions.

## 2. Are answers aligned with business logic?

AI can generate answers, but that doesn't mean they reflect how your business operates. Gartner highlights that inconsistent or conflicting data leads to unreliable outputs, where "AI receives contradictory signals, reducing confidence."<sup>1</sup>

### What to look for:

- Different teams define key metrics such as revenue or churn differently

<sup>1</sup> Gartner, "Activating AI Agents in Analytics and BI Platforms," Edgar Macari, 2026.

- Business rules live in disconnected systems or individual queries
- Outputs don't match how leadership measures performance

#### Actions to take:

- Define and standardize core metrics across the business
- Align analytics outputs with agreed-upon KPIs
- Make definitions visible and accessible to all users



#### What you gain:

Answers that reflect business performance, greater confidence in answers, and consistent outputs.

### 3. Does context carry across questions and workflows?

Analytics shouldn't reset every time you ask a follow-up question. Without context, AI struggles to deliver consistent, easily understandable results. As Gartner notes, "Semantics, knowledge graphs, and ontologies are no longer niche technologies for specialized domains but essential components of AI-ready data infrastructure."<sup>2</sup>

#### What to look for:

- Each follow-up question requires restarting the conversation from scratch
- AI tools lose track of prior queries or business context
- Results vary depending on phrasing

#### Actions to take:

- Implement a context layer that connects data, definitions, and relationships
- Connect data so relationships are explicit, not inferred
- Enable systems to retain and apply context across queries



#### What you gain:

Conversational analytics, higher accuracy across multi-step analysis, and faster time to insight.

### 4. Do you have governance and control over answers?

Trust isn't just about accuracy. It's also about control. That's why you need to balance factors like accuracy, explainability, and safety guardrails when governing AI agents.

#### What to look for:

- Sensitive metrics being restricted inconsistently or inappropriately
- No clear ownership of metrics or data domains
- The system doesn't follow existing data access policies

#### Actions to take:

- Apply role-based access and policy enforcement
- Establish clear ownership of data and metrics
- Ensure traceability from question to answer



#### What you gain:

Governed analytics at scale, reduced risk, and greater transparency.

<sup>2</sup> Gartner, "How to Build the Context Layer for Reliable AI Agents," Andrés García-Rodeja, 2026.

## 5. Can your analytics go beyond simple answers?

Analytics tools can provide answers. Explaining how they came up with the answers is what differentiates solutions.

### What to look for:

- Analytics returns only single metrics or static results
- Shows only results with no ability to explore drivers behind changes
- Limited support for multi-step analysis

### Actions to take:

- Implement tools that support multi-step reasoning and workflows
- Provide explainable outputs, not just deliver answers
- Connect insights to underlying data and business logic



### What you gain:

Deeper insights with context and explanation, resulting in more value from AI-driven analytics.

## 6. Are business teams using the analytics tool?

If using analytics requires technical expertise, tool adoption won't scale. Anyone in the business should be able to ask questions in natural language and get trustworthy answers.

### What to look for:

- Heavy reliance on data teams or analysts to answer basic questions
- Low tool adoption among business users
- Continued growth in ad hoc requests

### Actions to take:

- Enable intuitive, conversational analytics experiences
- Ensure consistency so users trust what they see
- Reduce friction between question and answer for natural language conversations



### What you gain:

Broader tool adoption, reduced burden on data teams, and faster, confident decision making.

## Deliver Trusted Answers at Scale

If answers change depending on who asks the question, then your analytics isn't scalable. Consistency is more than a technical requirement. It's the foundation for trust, tool adoption, and measurable business impact.

In the age of AI-driven analytics, it's not enough to get answers. You need to have confidence in them, every time. That's why leading organizations build analytics on a governed, context-rich data foundation to ensure every answer is aligned, explainable, and trusted.

## About Actian

Actian empowers enterprises to confidently manage and govern data at scale. Organizations trust Actian data management and data intelligence solutions to streamline complex data environments and accelerate the delivery of AI-ready data. Designed to be flexible, Actian solutions integrate seamlessly and perform reliably across on-premises, cloud and hybrid environments. Learn more about Actian, the data and AI division of HCLSoftware, at [actian.com](https://actian.com).

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