GoodData

Which type of **embedded analytics** is right for you?

Embedded analytics integrates data visualizations from an analytics platform into another application or web portal. It combines software to appear as one cohesive platform rather rather than two separate products. Embedded analytics offers convenient, cost-efficient ways to build scalable, accessible reporting and integrate analytics into an application for end users.

The whitepaper provides an overview of three types of embedded analytics:

1. **Basic Embedding via iFrame**

2. **Embedding Prebuilt Dashboards and Visuals with SDKs**
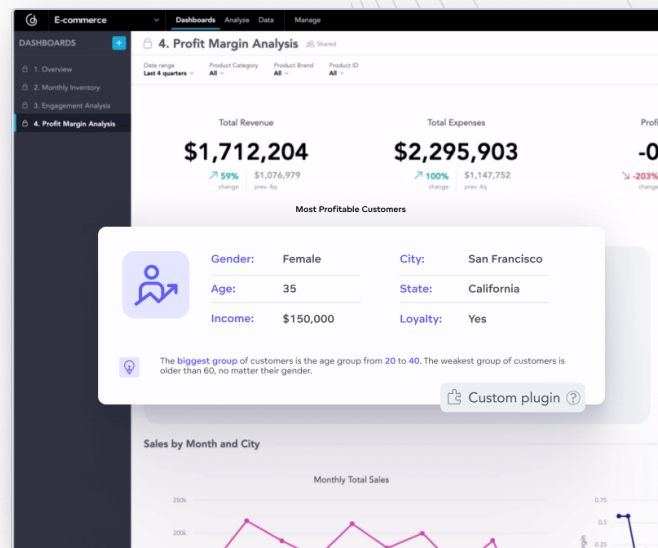
3. **Programmatic Embedding with SDKs**

We'll walk through customization and integration options for each method along with their advantages and drawbacks to help you find the most suitable fit for your use case.

Customization

What options does the solution offer for modifying and visualization, theming, and whitelabeling?

Basic Embedding via iFrame

- Customize indivudual visualizations in the analytics platform's UI via drag-and-drop.

- Customize the default theme of the dashboard.

- Choose from various prebuilt themes provided by the analytics vendor or set your own theme.

- Themes are often JSON files with CSS properties.

- Changes to analytics platform or JSON file automaticaly reflected in the embedded dashboard.
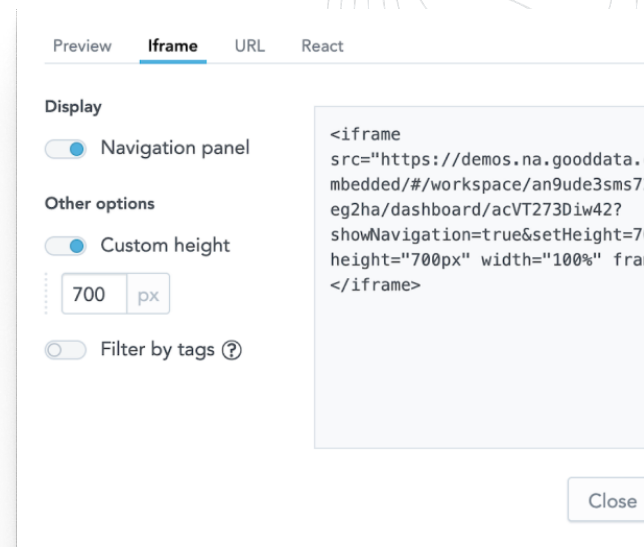

Embedding Prebuilt Dashboards and Visuals with SDKs

- Customize indivudual visualizations in the analytics platform's UI via drag-and-drop.

- Customize the default themes via prebuilt code with SDKs or define your own custom theme.

- Theme customization can only be applied to dashboards, not single visualizations.

- Changes to dashboards or visualizations will be made in the analytics platform's UI and automatically reflected in the embedded dashboard.

- Changes to themes must be applied to the prebuilt code.

Integration with applications

How well or to what extent can the solution be integrated into a customer's application?
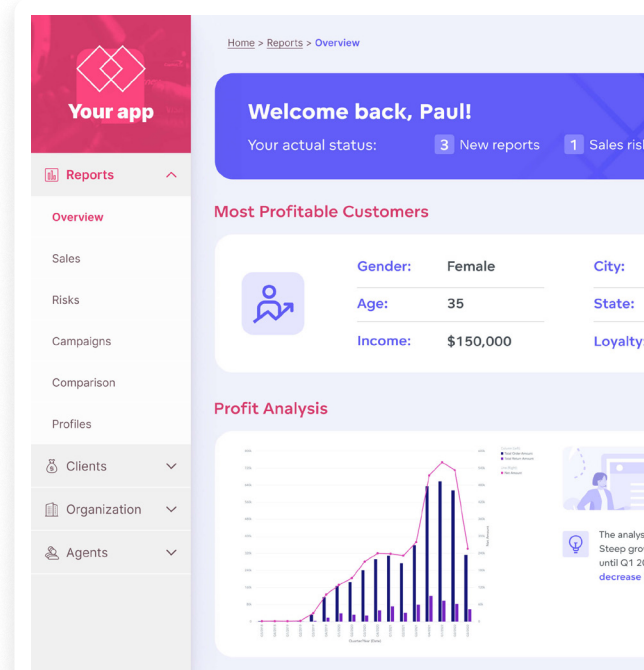
Basic Embedding via iFrame

- Developers will not have enough flexibility to build customized solutions for end users.

- Changes are not synchronized between the analytics platform's UI and an application or web page.

- Dashboards are interactive for end users but the lack of integration limits data specialists' options for configuring interaction.

- Limited synchronization could lead to security concerns.

Embedding Prebuilt Dashboards and Visuals with SDKs

- Embed either a single visualization or the entire dashboard natively.

- Configure dasbhoard's rendering with SDKs.

- Code desired level of integration to synchronize changes between the application and embedded dashboard.

- Offers interactivity for end users and more configuration options for developers.

Programmatic Embedding with SDKs

- Developers can code both the look and functionality of a visualization.

- Unlimited options for configuring communication between a visualization and an application.

- Build visualizations that are as interactive as you'd like for end users.

- Changes made to a visualization's code will reflect automatically in the embedded visualization.

Advantages vs Drawbacks

	Advantages	**Drawbacks**
Basic Embedding via iFrame	• Easy to apply with standard HTML code • Suitable for non-technical users	• Cannot support advanced customization or seamless integration • Limited flexibility • May not support all security requirements
Embedding Prebuilt Dashboards and Visuals with SDKs	• Ease of use • Best-in-class integration • Additional flexibility for creating your analytical UI • Greater security	• Limitations of prebuilt visualizations • Requires frontend development knowledge
Programmatic Embedding with SDKs	• Top-notch performance for skilled developers • Highly secure • Highly interactive and customizable for end users • Connectivity and extensibility	• Requires advanced frontend development knowledge • Time to deploy is average or slow

What kind of embedding is right for you?

Deciding which form of embedded analytics is right for you depends on your end users' needs and your developers' skillset. Do you simply want to add your own branding to the solution or do you need full control over customization and integration?

Use this flowchart to help you find the most suitable option for your use case. Learn about GoodData's offering for each type of embedding with our eBook - Comparing the Best Embedded Analytics Tools.