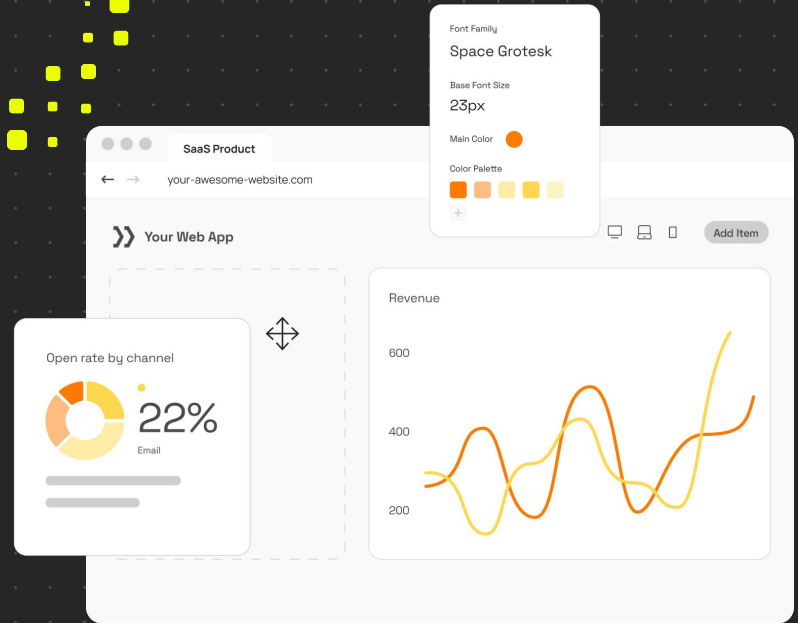


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How to ship self service analytics with speed and control



April 2026

Luzmo

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Senior Customer Success Manager



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Product Manager



Poll:

Where do your users struggle most to access insights today?

What dashboards don't solve

You ship dashboards. Your users still email you for custom reports.

- "Can I see this broken down by region?"
- "Can you change this to a bar chart? Pie charts are hard to compare."
- "Can you export this with last quarter included?"

➔ These aren't feature requests. They're signals your users want to explore, not just view pre-made dashboards.

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**Shift: towards self
discovery and self
service**



From delivering dashboards to enabling self-discovery

The old model: you decide what users see

- Pre-built dashboards with fixed layouts
- Users request changes through support
- One-size-fits-all reporting
- Analytics as a read-only feature

The new model: users find their own answers

- Users create and customize their own views
- Natural language questions instead of filter menus
- Drag-and-drop report building inside your product
- Analytics as an interactive product surface

Your users already know what questions they have.

They're waiting for your product to let them ask.

What self-service unlocks for your business



Reduce support load

Every self-served answer is a report your team didn't have to build.

Fewer custom requests, fewer analyst bottlenecks.



Increase user stickiness

Users who build their own views don't leave.

They've invested in the setup, and they come back to check it.



Unlock expansion revenue

Self-service is a natural premium tier.

Basic users see dashboards.

Power users pay to explore, build, and export.

Two ways to ship self-service with Luzmo



Low-code embedded dashboard editor

Enable self-serve analytics in your product with just a few lines of code.

New: natural language chart creation and editing.



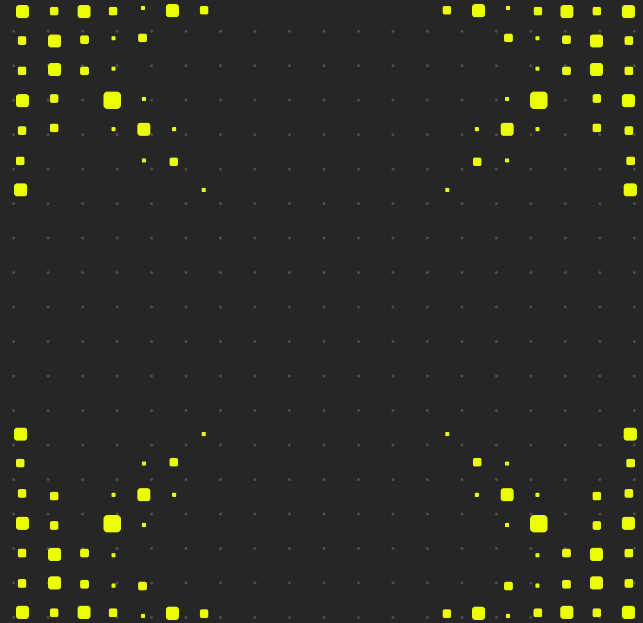
Composable analytics

Pick the components. Design the ideal experience for your users.

Ship analytics that feels native to your product.

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Embedded Dashboard Editor: overview & use case

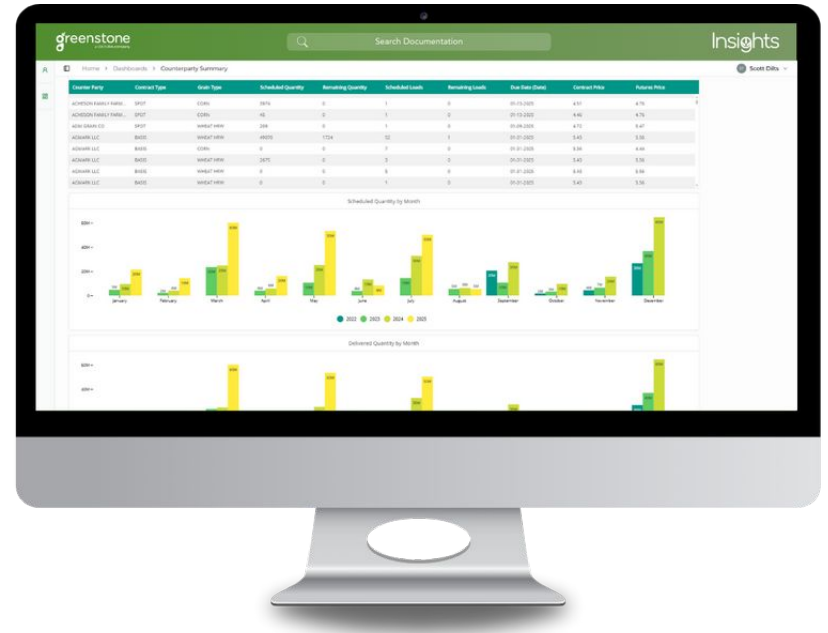


Data existed, insights didn't

- Operational data lived inside ERP + logistics systems
- End users relied on:
 - Excel exports
 - Internal IT manually pulling one-off reports
 - End of month reporting cycles

Result:

➔ Slow, manual, and costly access to insights



Standardized, embedded analytics

- Configurable dashboards across key workflows:
 - Scale tickets, contracts, inventory, positions
- 15 dashboard templates today → scaling to 50
- Designed to be immediately useful, yet customizable

Powered by Luzmo:

➔ EDE enables flexibility without complexity.



Cultura Technologies: Turning Operational Data into Scalable Analytics

Insights

Search Documentation

greenstone
a CULTURA company

Admin Panel

Users

Application

Dashboards 13

Create new!

Bins Summary

Contract Summary

Customer & Volume Trends

Customer Explorer

Dollar Discounts

Harvest Summary

Load Time Outliers

Load Times

Past Due Contracts

Ticket Explorer

Unapplied Tickets

Unit Discounts

Unsigned Contracts

Insights IQ Beta

Support

Contact Us

Home > Dashboards

Drafts

Greenstone 13

Categories

Greenstone Dashboards (13)

Load Times
Load Times description. Test
Greenstone

Unit Discounts
Identify discount patterns with inflow/outflow tracking, location breakdowns, and trend analysis t...
Greenstone

Harvest Summary
Greenstone

Contract Summary
Greenstone

Past Due Contracts
Greenstone

Bins Summary
Greenstone

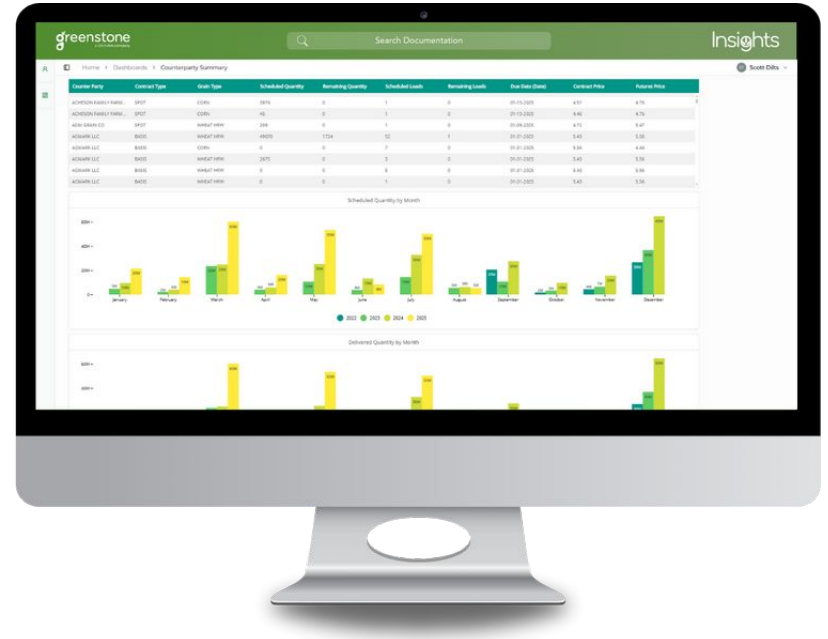
Monetization + scale

Analytics as a Scalable Product

- Flat pricing model (no increase as product evolves)
- Standardized approach scales across hundreds of customers

Outcome:

➔ Analytics becomes a revenue-generating, scalable offering.



The Embedded Dashboard Editor

A low-code, powerful dashboard editor that lives inside your product. Your users create and edit dashboards without leaving your app.

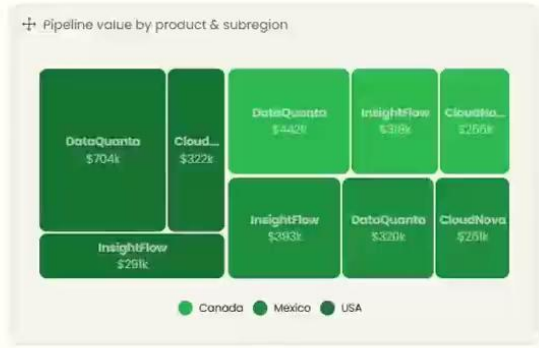
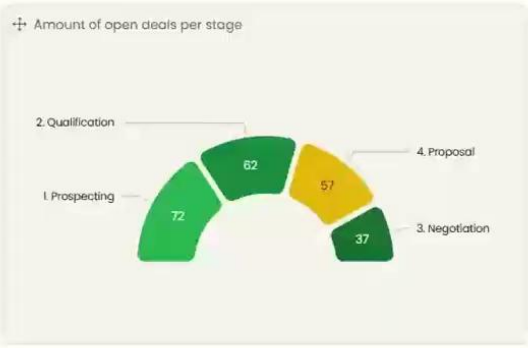
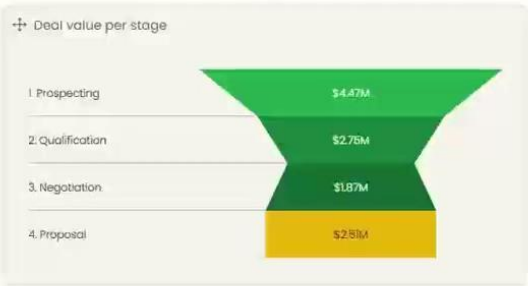
New today: Natural language chart creation and editing. Users describe what they want to see, and the editor builds it.

- Overview
- Performance
- Report Builder

[DEMO DASHBOARD 1 - FUNNEL] - EDE

+ Add item

Dashboard



+ Open deals

Company n...	Segment	Industry	Region	Subregion	Sales rep	Deal stage	Created date	Expected cl...	Amount
--------------	---------	----------	--------	-----------	-----------	------------	--------------	----------------	--------

Deals dataset

View dataset

Search...

- Deal ID
- Company name
- Company industry
- Company segment
- Region
- Subregion
- Product category
- Product name
- Sales rep name
- Sales manager name
- Deal stage
- Deal type
- Created date
- Year
- Quarter
- Month
- Week
- Day
- Expected close date
- Year
- Quarter
- Month
- Week
- Day
- Probability

Want insights like this in your app?
Build it with **Luzmo**

Marcus Williams
Sales Director, North America

- Forest
- English

What if a full dashboard editor isn't the right fit for your product?

I want to embed analytics inside an existing workflow instead of a separate page.

My users just want to pick a metric and choose a chart. The full editor is overkill.

I want analytics in my product, but it should look and feel like my product.

We're building for mobile. A desktop dashboard editor doesn't work.

→ You need more control over how analytics is surfaced in your product.

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Composable Analytics



Introducing Composable Analytics

Instead of embedding a complete editor, pick the **individual building blocks** and **assemble them into your own experience**.

Powered by the Analytics Components Kit: a **library of web components** that handle the analytics logic, so your team controls the UX.

The image displays ten distinct UI components for analytics, arranged in a grid. Each component is shown with a title, a brief description, and a visual example of its use.

- luzmo-data-field**: Represents a single data column or measure that can be dragged onto chart slots. Example: A dropdown menu with "Region" selected.
- luzmo-item-slot-drop**: Drop target where data fields land to define what a chart displays (e.g., its measure). Example: A horizontal bar labeled "Measure: Amount" with a trash icon.
- luzmo-item-slot-picker**: Dropdown to select which data columns power a chart slot – no dragging needed. Example: A dropdown menu with "Measure: Amount" selected.
- luzmo-data-field-panel**: Browseable list of all available columns and measures from your datasets. Example: A list of fields including Deal ID, Company name, Company industry, Company segment, Region, Subregion, Product category, Product name, Sales rep name, Sales manager name, Deal stage, Deal type, and Created date.
- luzmo-item-grid**: Dashboard grid that renders multiple charts in a resizable, repositionable layout. Example: A grid of four charts: a horizontal bar chart, a line chart, a donut chart, and a treemap chart.
- luzmo-viz-item**: A standalone chart rendered via dynamic configuration. Example: A horizontal bar chart showing data for Asia-Pacific, Europe, and North America.
- luzmo-filters**: Filter editor for building nested AND/OR conditions that narrow down chart data. Example: A filter editor showing "AND" conditions for "Subr...", "eq", "East...", and "Amount... > 2,000".
- luzmo-item-slot-drop-panel**: All drag-and-drop slots for a chart type in one panel, with automatic constraint handling. Example: A panel with three slots: "Category: Region", "Measure: Amount", and "Group by: Created date".
- luzmo-item-slot-picker-panel**: All dropdown pickers for a chart type in one panel – a mobile-friendly alternative to drag-and-drop. Example: A panel with four dropdowns: "Category: Region", "Measure: Amount", "Group by", and "Created date".

Benefits of Composable Analytics



Build your own analytics UX

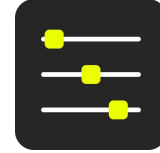
Combine Luzmo components like Lego blocks into a layout and workflow that fits your product.

Side panel, full page, modal – you decide the experience.



Fully on-brand

Components inherit your design system via CSS variables. Colors, typography, spacing: it looks like your team built it.



Tunable complexity

Choose how much power to give your users: from a simple dropdown picker to a full drag-and-drop report builder.

What products can you build with it?

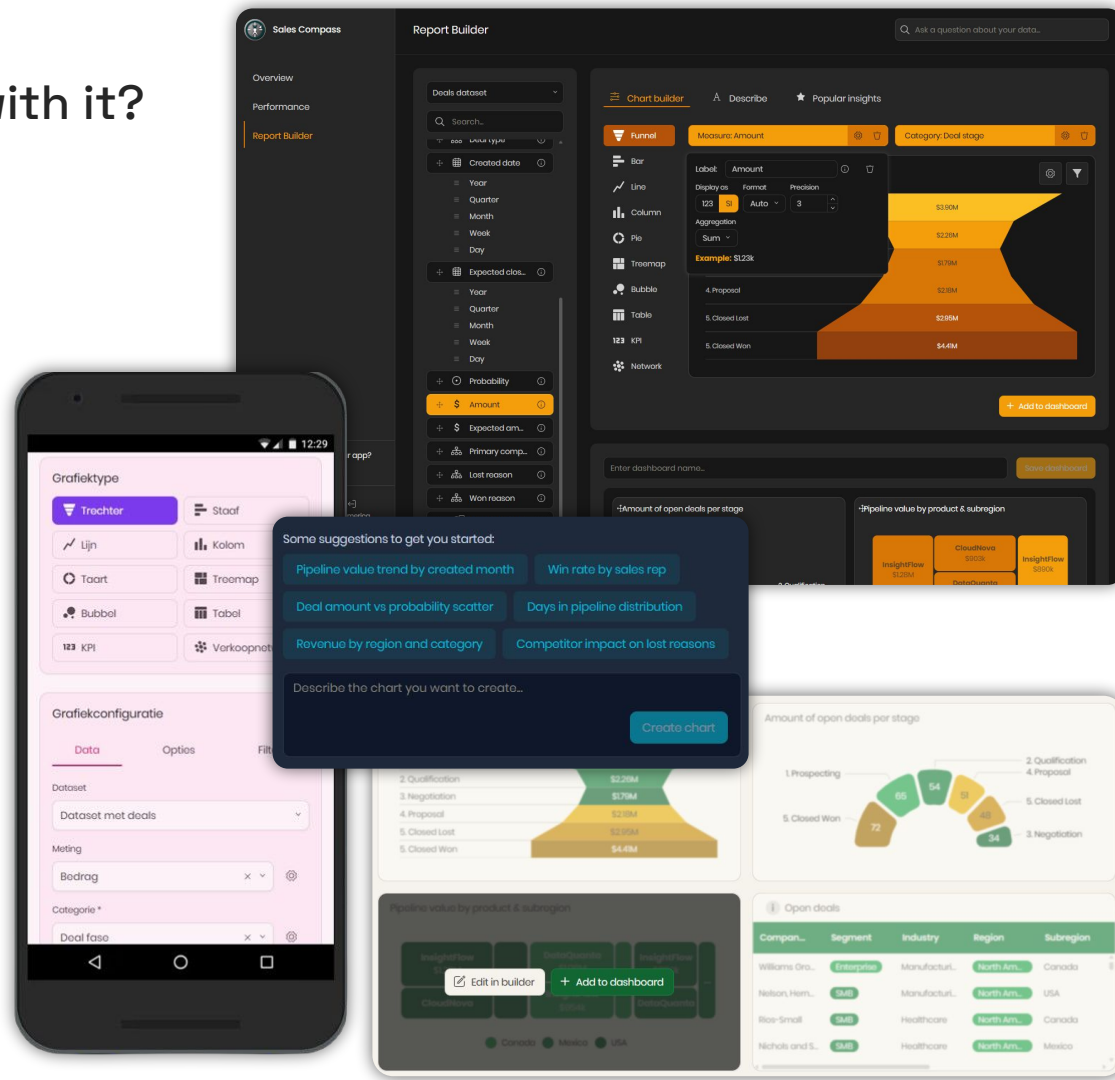
Putting the pieces together

Examples:

- Report builder with drag & drop
- Mobile-first report builder with dropdowns
- “Chart Library”: add pre-built widgets to a grid
- Natural language driven chart building

Features

- Fully themable: CSS variables that can inherit from their design system
- Fully translatable, support for 5 languages
- High control over complexity



Overview

Performance

Report Builder

Deals dataset

Search...

+ Deal ID

+ Company name

+ Company industry

+ Company segment

+ Region

+ Subregion

+ Product category

+ Product name

+ Sales rep name

+ Sales manager name

+ Deal stage

+ Deal type

+ Created date

Year

Quarter

Month

Week

Day

+ Expected close date

Year

Chart builder

Describe

Popular insights

Describe how you want to edit this item...

Describe the chart you want to create...



Enter dashboard name...

Save dashboard

Deal value per stage

1. Prospecting

\$4.35M

2. Qualification

\$2.75M

Amount of open deals per stage

2. Qualification

Want insights like this in your app?

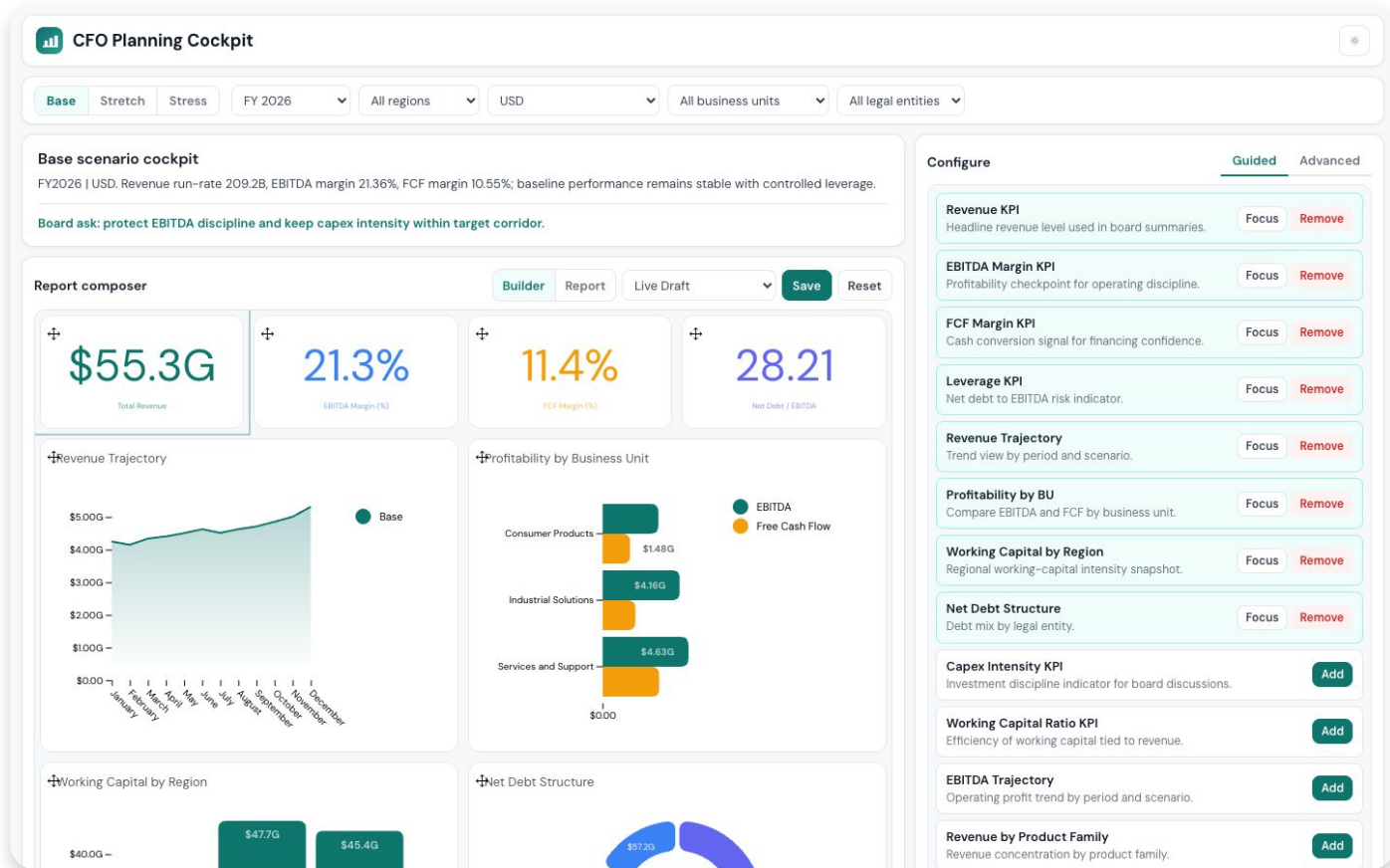
Build it with LUZMO

Marcus Williams
Sales Director, North America

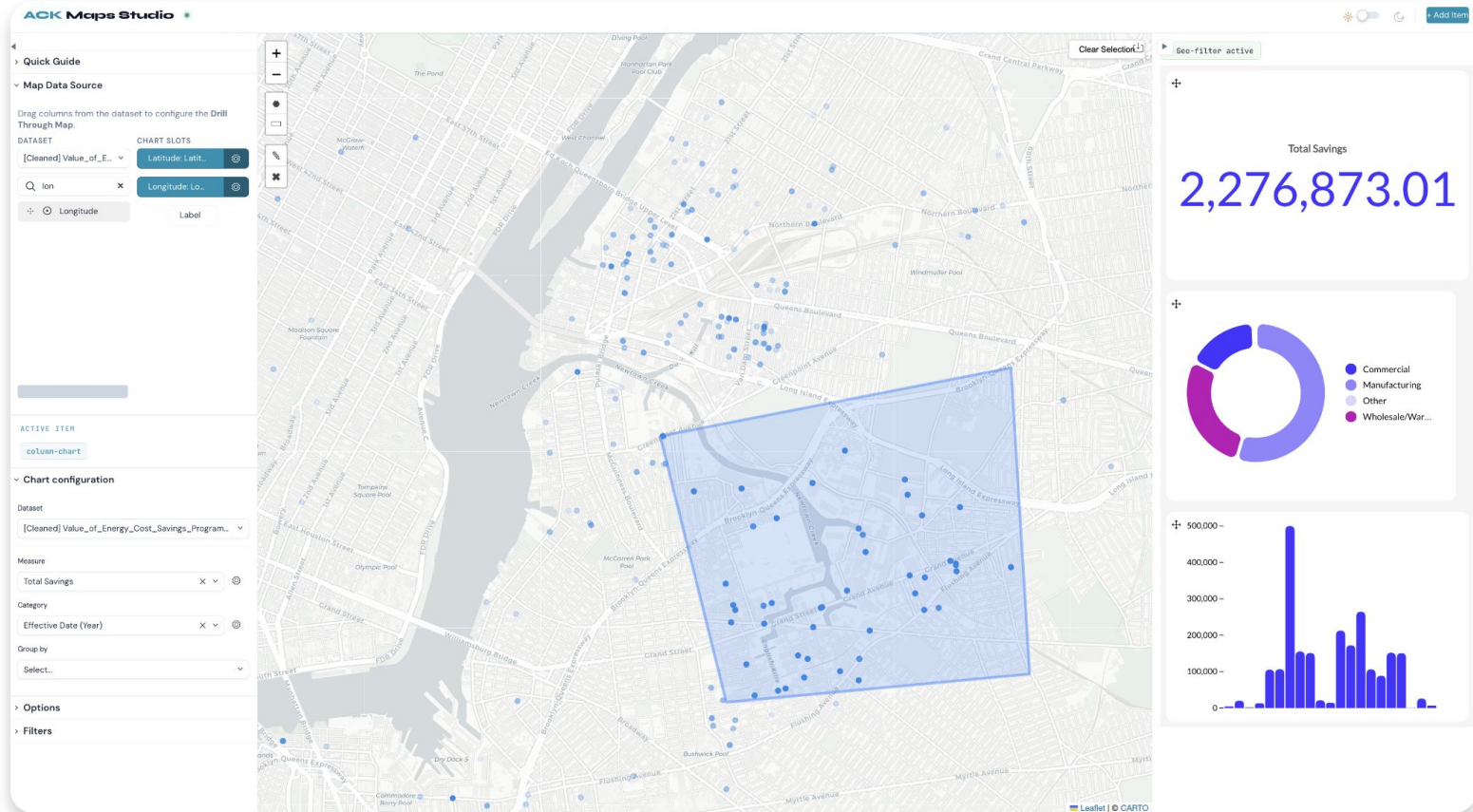
Default theme

English

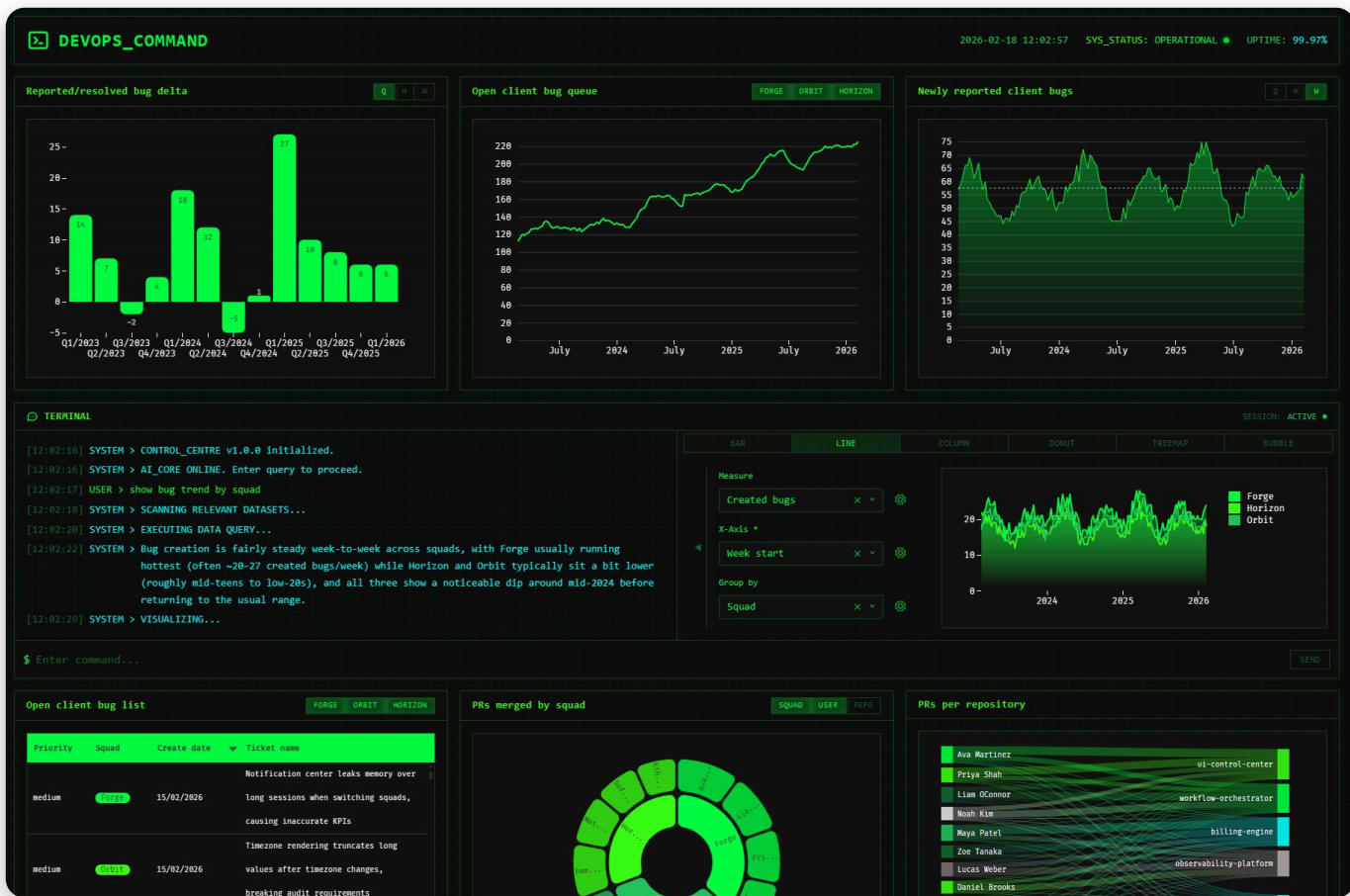
CFO planning cockpit



Maps Studio



DevOps Command Center



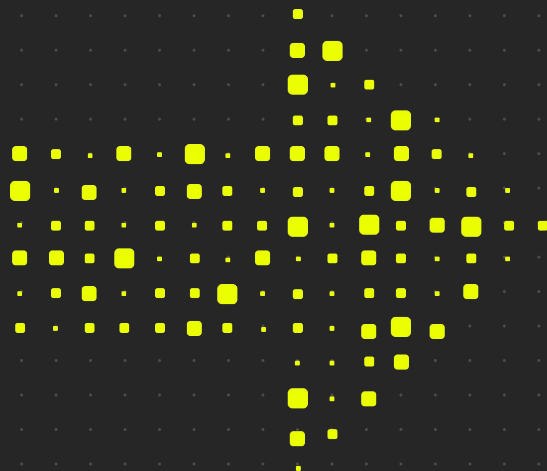
Guided chart builder

The screenshot displays the 'Guided Chart Creator' interface within a 'Report Builder' application. The interface is divided into several sections:

- Left Panel (DATA FIELDS):** A list of data fields under the 'HR Employee Data' source. Fields include Employee, Department, Leadership, Teamwork, Business organizati..., Company culture, Internal communic..., eNPS, Status, Reason to leave, Date of the survey (...), and Date leaving (Mth). Each field has a plus icon and a selection icon.
- Top Center (Configuration):** A 'Category: Department' field and a 'Measure: Company culture' field, both with selection icons. Below them is a 'Group by' field.
- Right Panel (CHART TYPE):** A list of chart types including Bar Chart, Column Chart, Line Chart, Area Chart, Donut Chart, Scatter Plot, Bubble Chart, Funnel Chart, Radar Chart, Treemap, Sunburst, Circle Pack, Heat Map, Combination, and Evolution Number. The 'Bar Chart' option is selected and highlighted.
- Central Visualization:** A horizontal bar chart showing four categories: Customer Success, Marketing, Product development, and Sales. The bars are blue. The x-axis is labeled with values 0, 50, 100, 150, and 200.
- Bottom Panel (Progress):** A progress bar with five steps: 1. Data (checked), 2. Chart Type (active), 3. Review, 4. Refine, and 5. Next. There are 'Prev' and 'Next' buttons at the bottom right.

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Recap



Recap

Why self service analytics?

Your users want to explore, not just view.
Every custom report request is proof.

Different breakdowns, different chart types, different time ranges: they're asking for control.

What it unlocks

Less support load: fewer custom report requests.

Stickier users: they've invested in their own setup.

Expansion revenue: self-service is a natural premium tier

The Luzmo tools

Embedded Dashboard Editor

Low-code, powerful embedded editor.
The fastest path to self-service.

Composable Analytics

Full UX control. Build the exact experience your product needs.

LUZMO

Q&A



Next steps

- Play with it yourself on <https://demo-app.luzmo.com/report-builder>
- Discover our example gallery on <https://examples.luzmo.com/>
- Want to get started with self-service or composable analytics? Reach out to your **CSM** or hello@luzmo.com.

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Thank you!

