

# Get to the “Why” Faster with SpotIQ AI-Driven Analytics



**Jon Avrach**  
Principal Sales Engineer  
ThoughtSpot



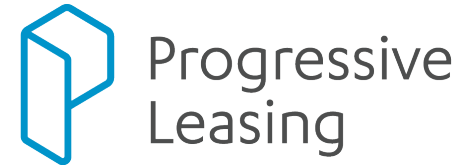
**Sofie Garden**  
Systems Engineer  
ThoughtSpot



**Tim Johnson**

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Head of Insurance  
Operations Delivery



**Kevin Clarke**

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Business Intelligence Engineer



Why #1 – Why is the monument deteriorating?

Why #2 – Why are harsh chemicals needed?

Why #3 – Why so many bird droppings?

Why #4 – Why so many spiders?

Why #5 – Why so many insects?

# Getting to Why in Analytics



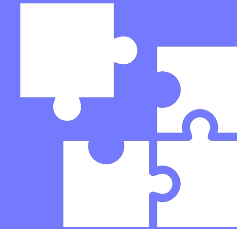
**Ease of Use**

For Everyone



**Trust**

Security Accuracy



**Relevance**

Expert Guidance

**Scale**

Usage | Data | Compute



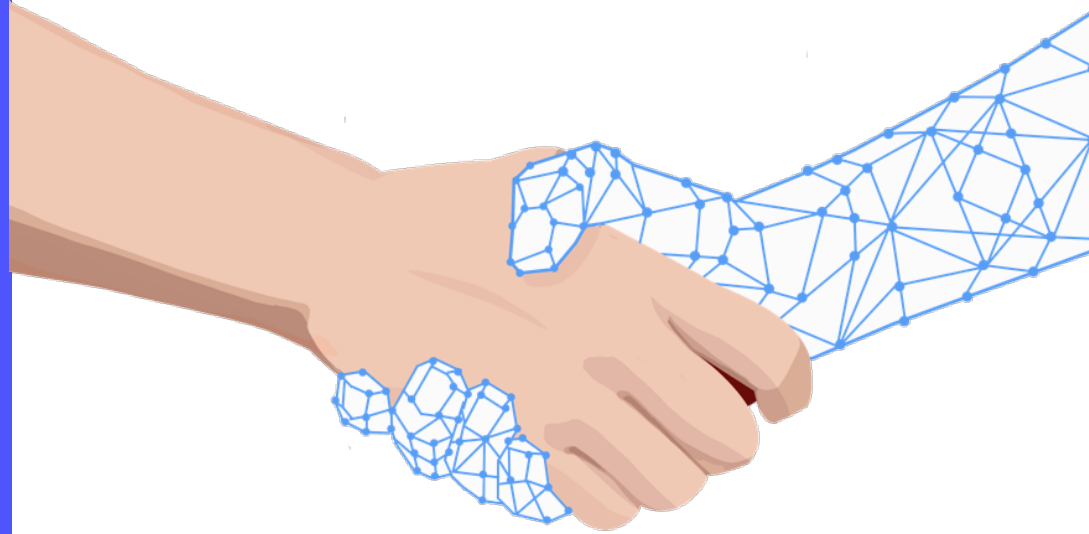
# **DEMO: SPOTIQ IN ACTION**

# SpotIQ Brings out the Human & System Synergy

Human Domain  
Knowledge,  
Experience

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Filter, Iterate &  
Search (Pull)



Massive  
Compute

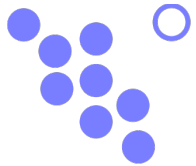
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Global Usage

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Significant  
Unexpected  
Changes (Push)

# Beyond Change - More Out-of-box analysis to Why



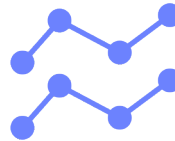
## Outliers

"Is there a Product that has more returns than others?"



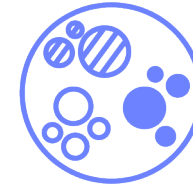
## Trends

"How is Sales of a Product trending?"



## Correlations

"Is there a correlation between Returns and Household Income"



## Clustering

"Are there groups of customers for brand purchased?"



## Comparisons

"What is causing the change in sales of a store in 2019 vs 2018?"

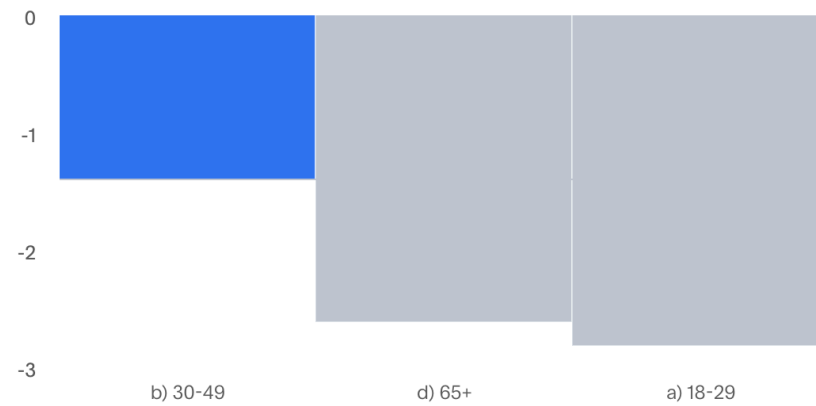
# Introducing “What if”

SpotIQ found 5 insights by analyzing 5.07M+ rows in 6.76 seconds.

Avg Sales changed from 170.51 to 164.87 (3.3%) between 01 August 2019 (Date) and 01 September 2019 (Date).

Original Query:  average Sales last month 2 months ago monthly sort by Date monthly descending

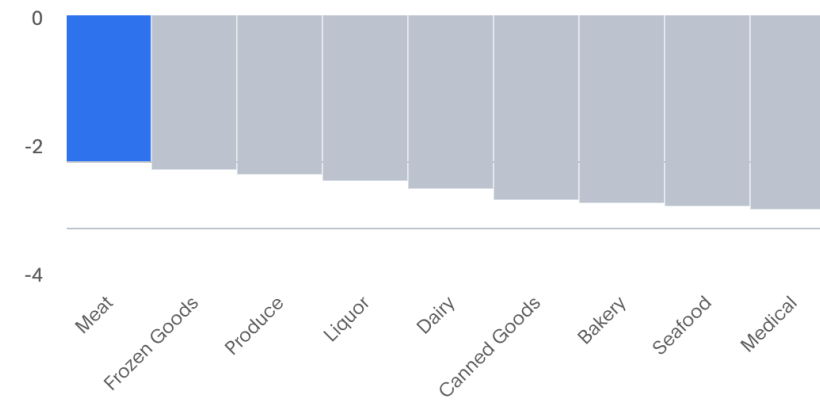
### What-If percent change in Avg Sales by Age Group





If Avg Sales for b) 30-49(Age Group) had not changed, the decrease would have been only 1.4% instead of 3.3%.

Is this insight useful ?  

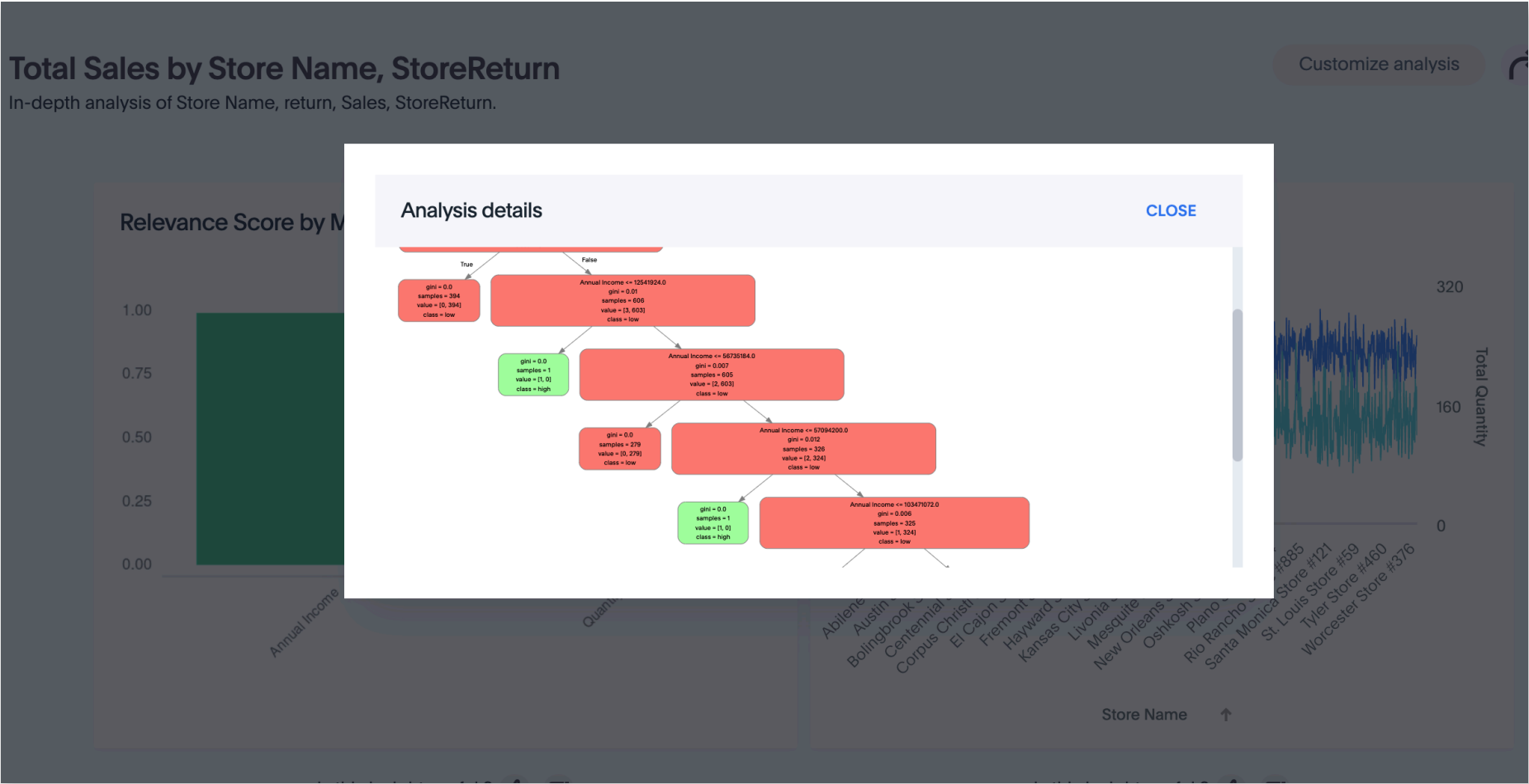
### What-If percent change in Avg Sales by Department



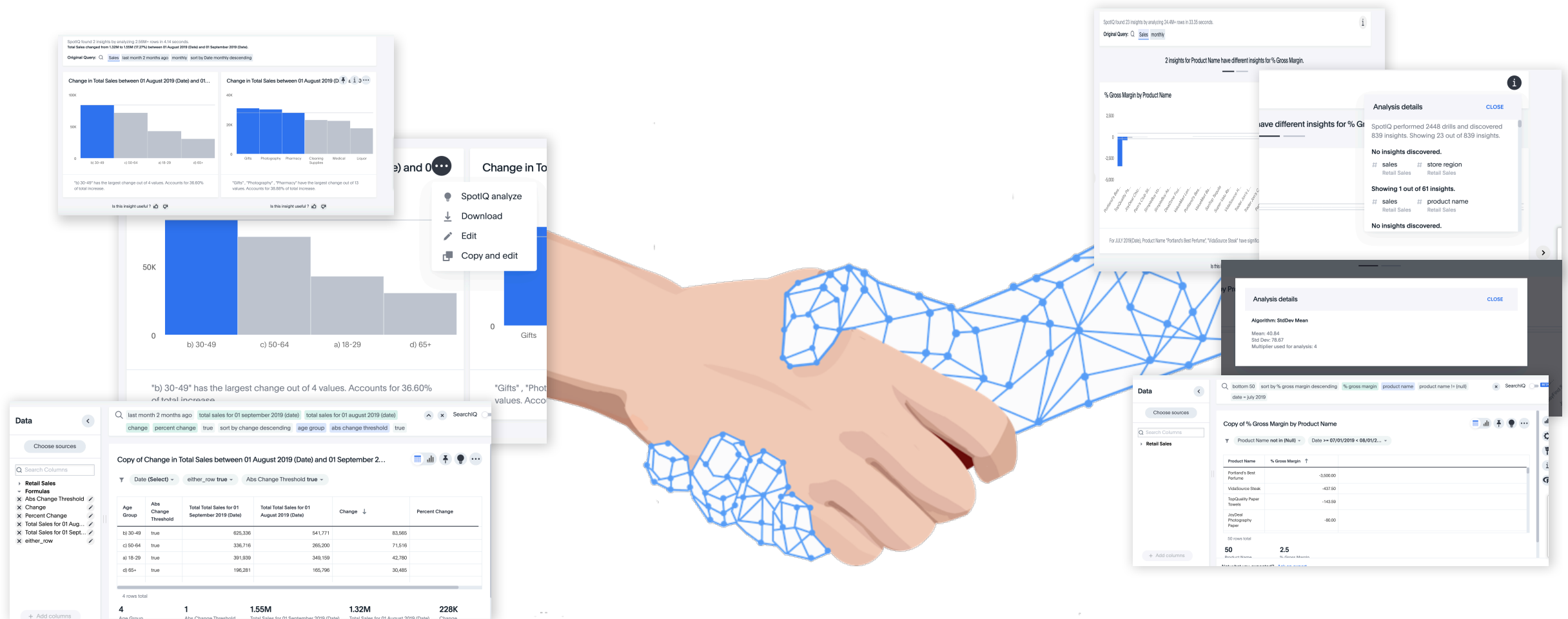
If Avg Sales for Meat(Department) had not changed, the decrease would have been only 2.27% instead of 3.3%.

Is this insight useful ?  

# Understand How We Got There

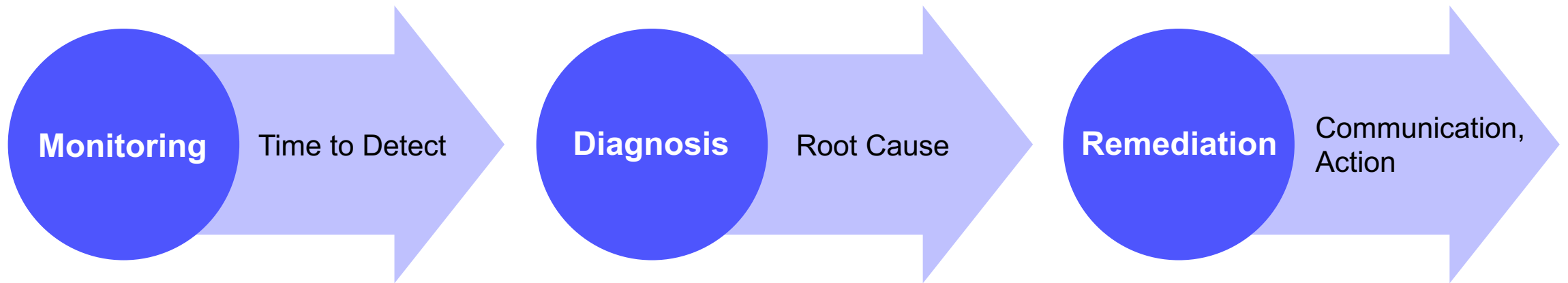


# Transparency: Building Trust with the System



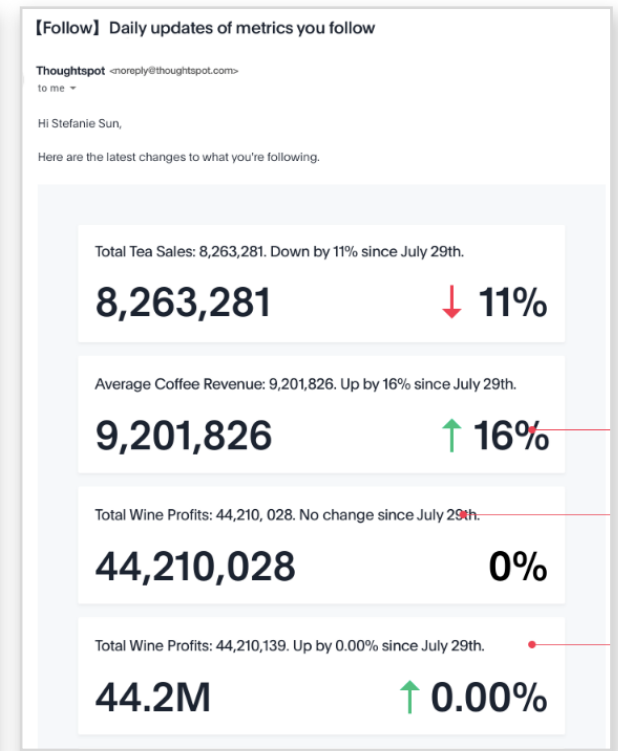
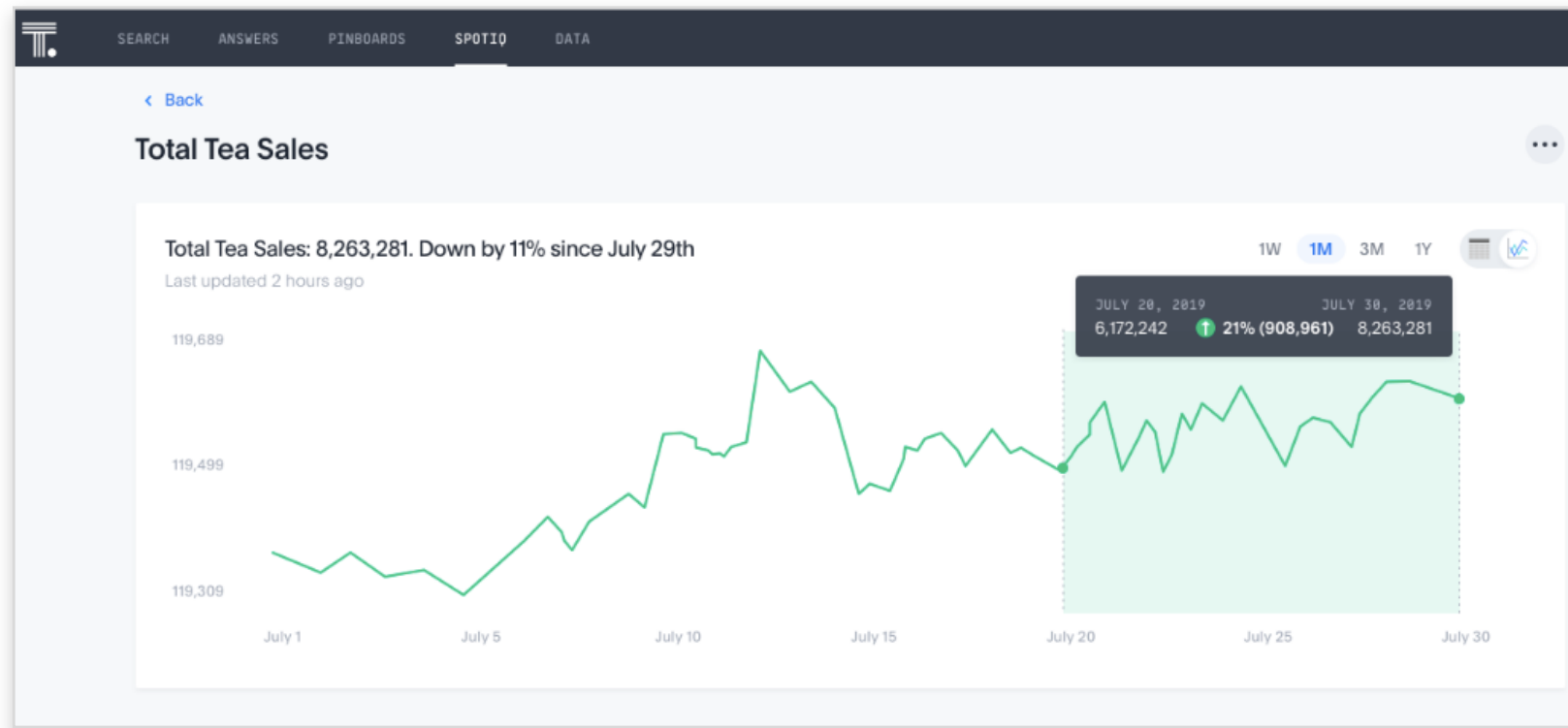


# Getting to Why: Life Cycle

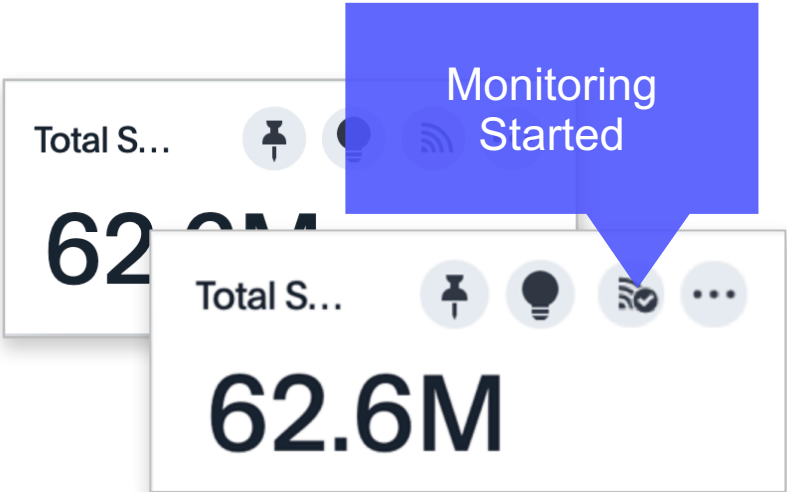
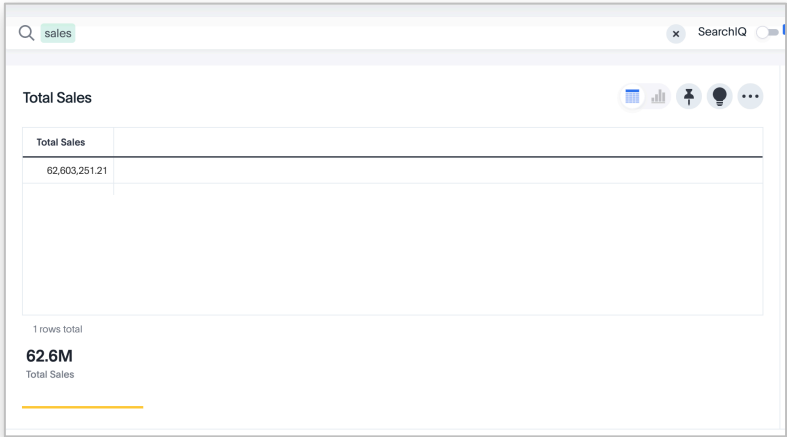


# Introducing Monitor

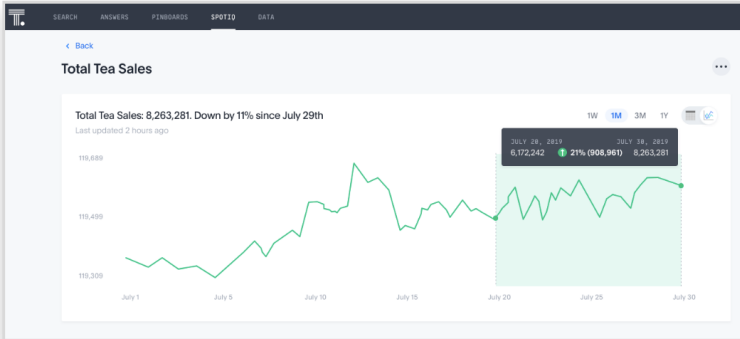
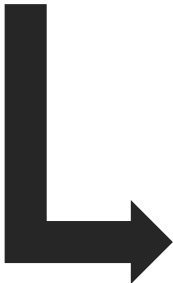
- Stay on top of Metrics important for your business
- Track historical data and trend automatically



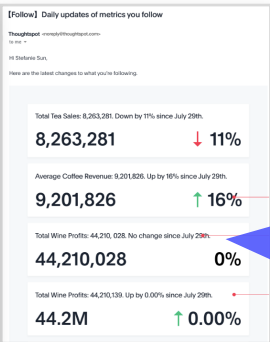
# Monitor



Search



Consume Diagnose



Notify users of changes

# Getting Up Close and Personal with your Data



**Tim Johnson**

Head of Insurance Operations, Suncorp

# Why?

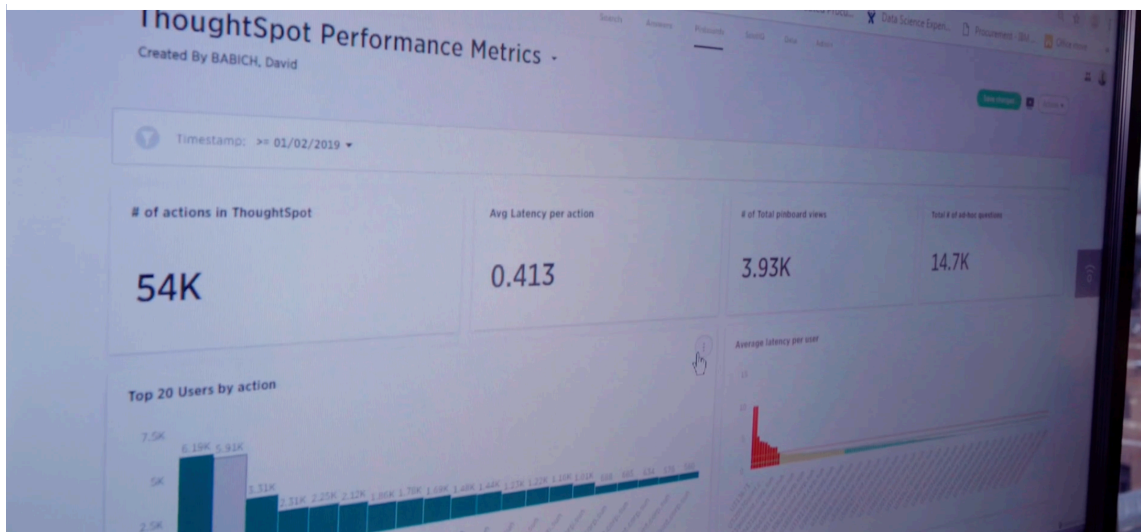
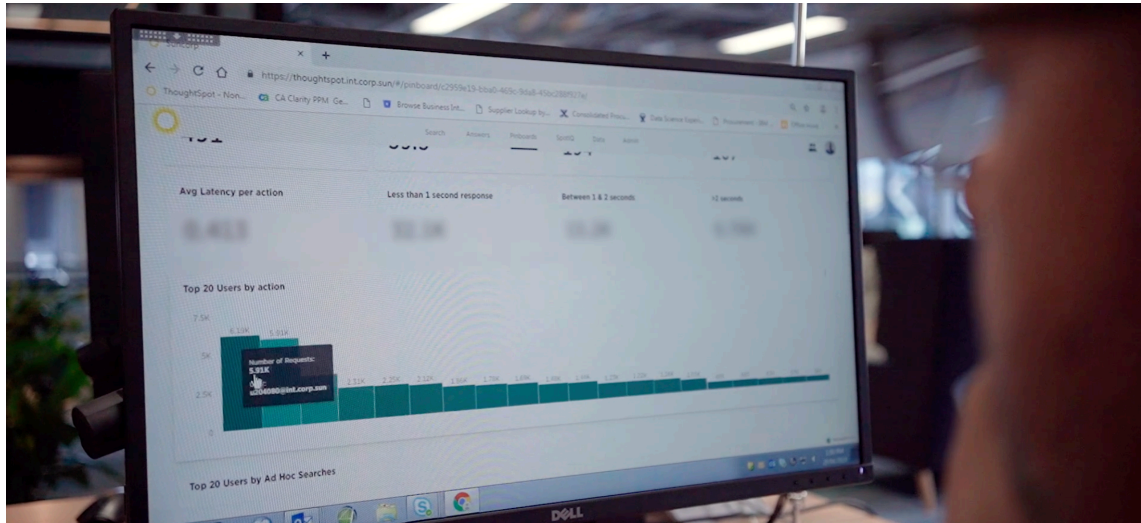


- 10 year aspiration to bring business closer to their data
- Drive front line ownership and accountability
- Uplift operational effectiveness and agility
- Owning the answers and increasing decision confidence
- Answering questions that we have never asked



# What?

- Key operational data across sales, underwriting and claims
- Keeping it raw and getting close to our data
- Maximising sharing and reuse





# How?



- Ensuring data engineering is kept to a minimum beneath ThoughtSpot
- Differentiating data “topics” inside ThoughtSpot to reduce data duplication
- Heavy coaching of business users and Building a strong community of practice
- Showcasing actual use cases to spark innovation
- Keeping the barriers to entry low

# What else?



- We have a groundswell of appetite from the front line
- Unintended (positive) consequences
- Unlocking insights directly with the business decision makers
- Catalyst effect



Progressive  
Leasing

**BEYOND.2019**  
DATA ANALYTICS CONFERENCE

**Thank You**