ThoughtSpot

ThoughtSpot Insight Hours

January, 2025

Speakers

Paul Froggatt
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Addie McNamara
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Eliza Dee
Customer Success Manager
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Host

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Mark Balcer
Principal Consultant
7Dxperts

Three pillars of Insights Hours

Product spotlight	How-to ThoughtSpot	Community thread

- Hosted **last Thursday of every month** by ThoughtSpot's GTM team
- Register for **one or all sessions**
- Ask your questions using Q&A for the **Community thread** discussions

Agenda

01 **Introductions**
Hello from speakers and what we'll cover today

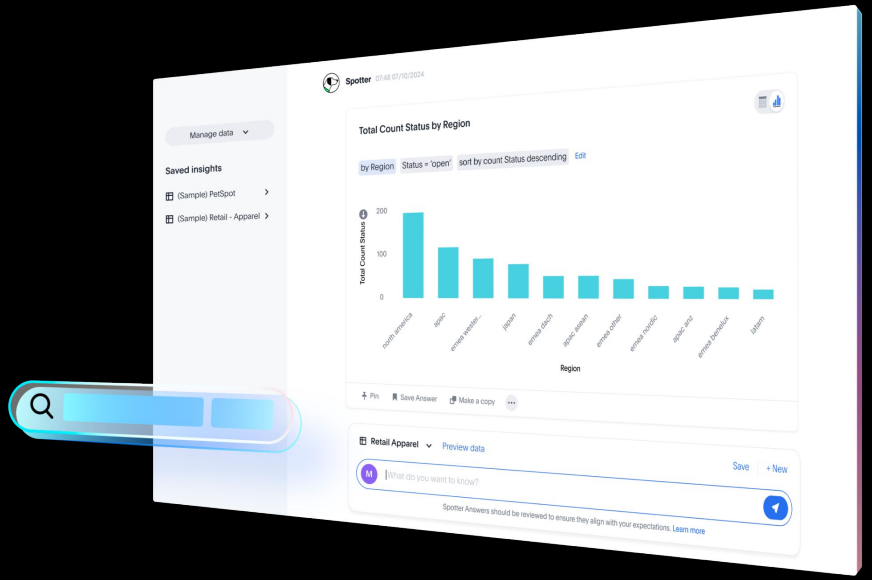
02 **Product spotlight - 10.5 cl release**
Addie McNamara

03 **Special Guest: Meet the 7DXPERTS team**
Unlock real-time geospatial analysis with your modern data stack using ThoughtSpot BYOC

04 **Analyst Studio**
Aditi Dani

05 **How to ThoughtSpot - Group aggregates**
Nick Cooper

06 **Wrap up & next steps**
Eliza Dee



Release Highlights

10.5 cl release highlights

Demo Agenda

01 **Spotter Improvements**

02 **Query Sets**

03 **Pivot Tables 2.0**

04 **Change Analysis Summary**

05 **Anomaly-Based Alerts**

06 **Generic Custom Compare**

07 **Change Join Cardinality**

08 **Google Sheets Plugin Data Refresh**

Suggested Questions

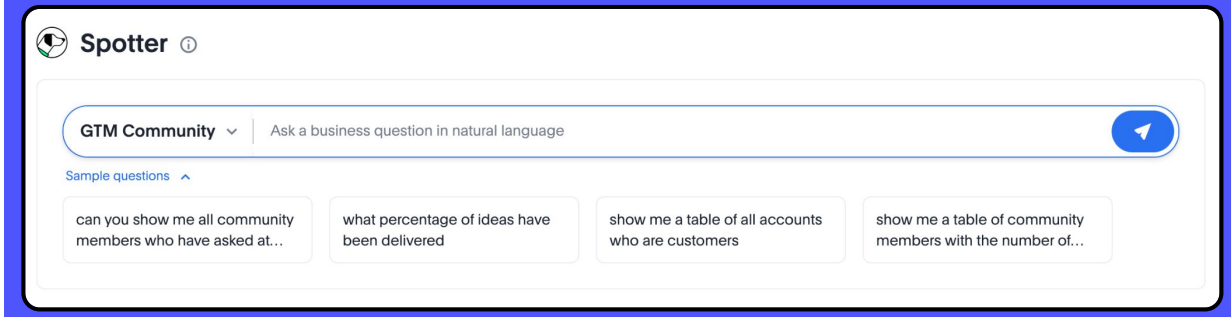
Challenge :

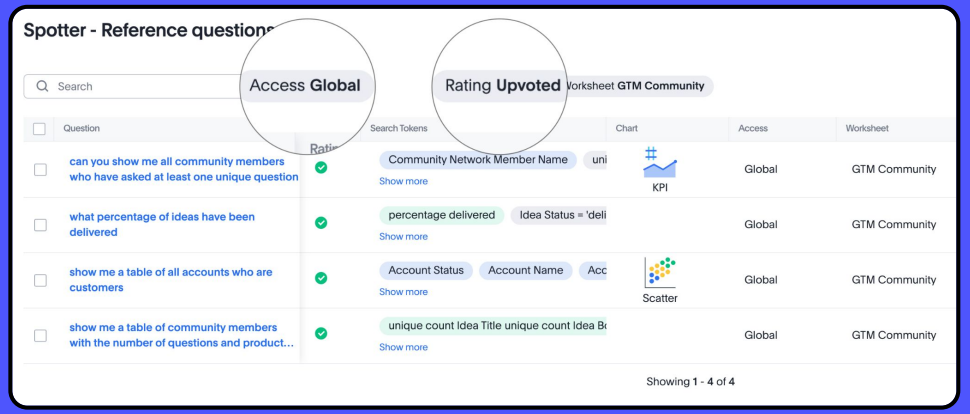
- Quality of AI suggested questions
- Customers have asked for ability to set the suggested questions

Solution :

- Spotter now uses **Reference questions** with **Global** access as suggested questions when they are available.
- Questions with highest number of upvotes will be picked

Instances that **<u>enabled</u> AI Sample Questions** flag will get this change by default in 10.5.0.cl





Typeahead Suggestion from context

Challenge :

- Users find it difficult to type exactly type column names and values

Solution :

- Spotter provides column name and column value suggestions to help users type their question easily
- Note : Column value suggestion only suggests attribute column values that are shown in one of the viz loaded in conversation

Beta in 10.5.0.cl (Feature behind a flag, **disabled** by default)

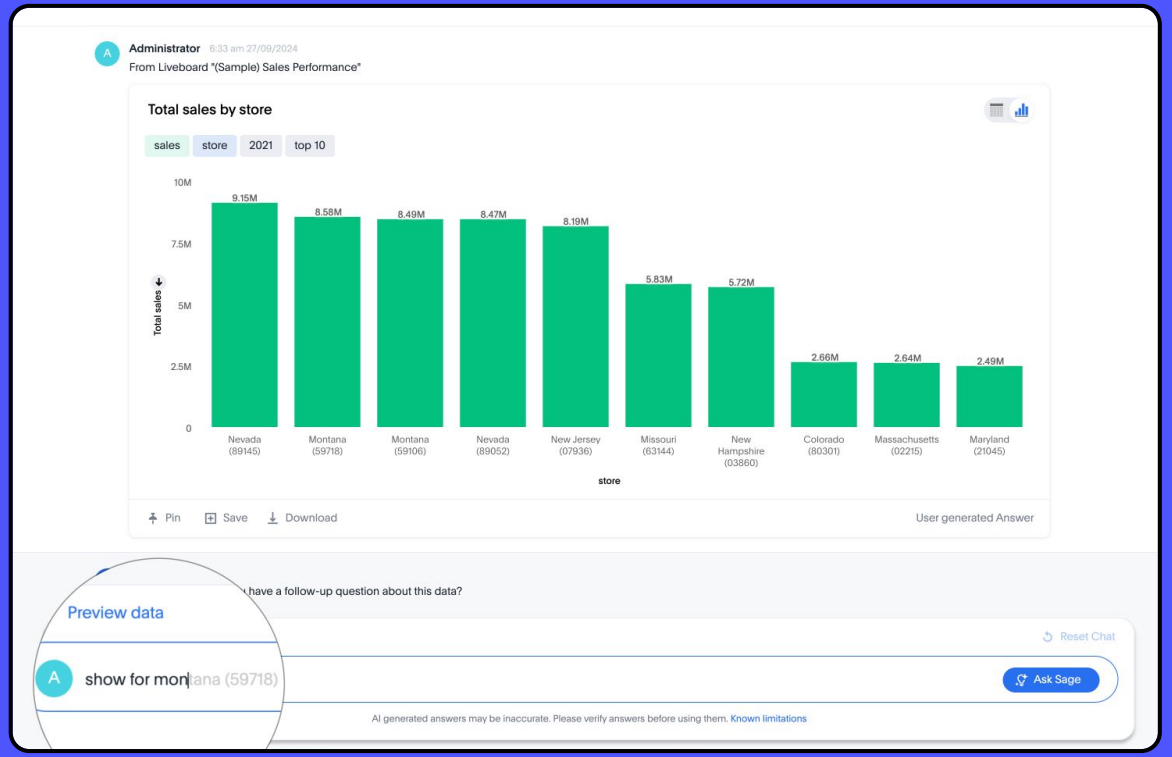


Chart Readability Improvements

Challenge :

- Customers using smaller screen resolutions have complained about the readability ai answers

Solution :

On smaller screen resolution, we have made the following changes to improve readability of AI answers :

- Reduced the white spaces on side to expand the chart
- Introduced minimum chart height to reduce distortion of charts on extremely small screen resolutions

Enabled by default in 10.5

Loom link

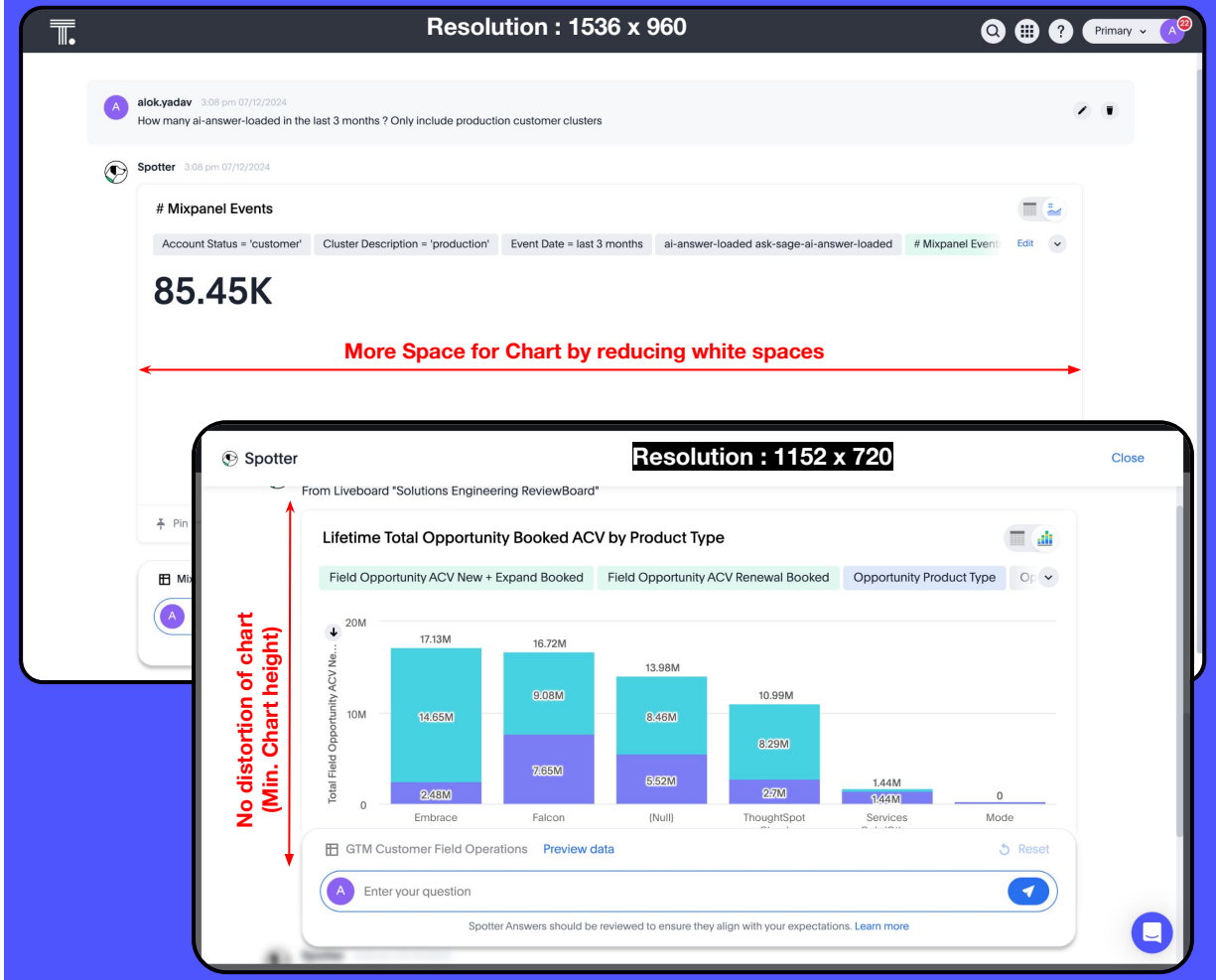


Chart Selection

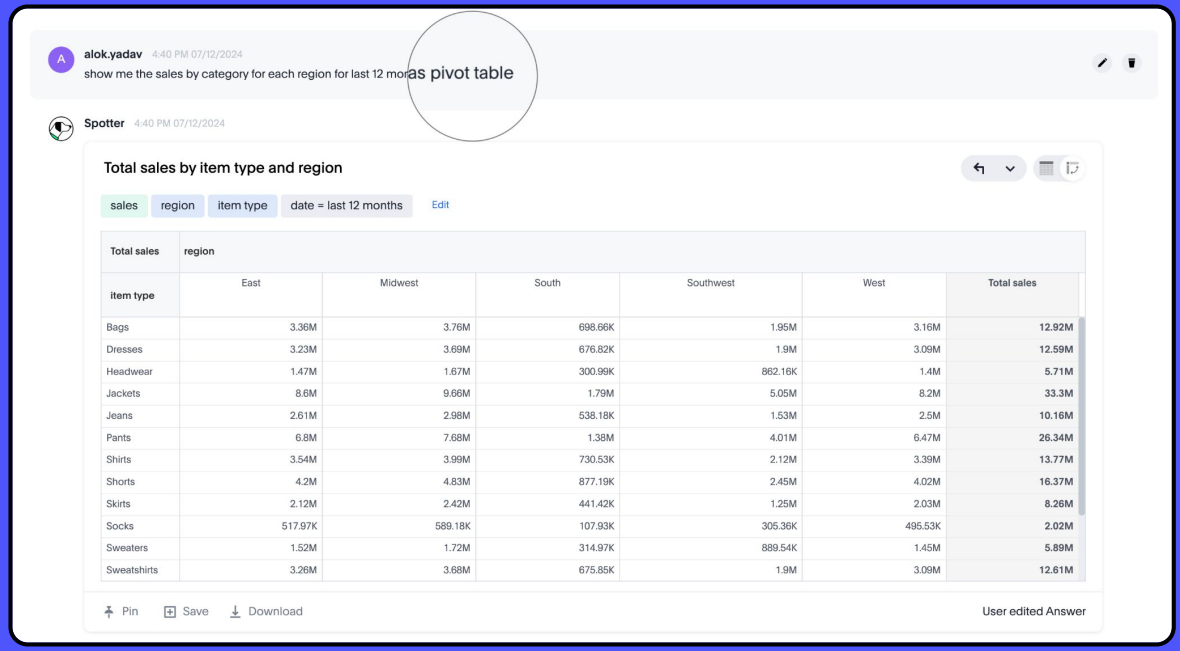
Challenge :

- Users want the ability to request for a specific chart type in Spotter

Solution :

- Spotter will apply the user specified chart type if the data fits charting requirement
- Limitations :
  - Custom charts are NOT supported yet
  - Users can only ask for specific chart type , other chart settings are not available yet

Enabled by default in Spotter (& Ask Sage) experience from 10.5.0.cl.



Total sales	region					
item type	East	Midwest	South	Southwest	West	Total sales
Bags	3.36M	3.76M	698.66K	1.95M	3.16M	12.92M
Dresses	3.23M	3.69M	676.82K	1.9M	3.09M	12.59M
Headwear	1.47M	1.67M	300.99K	862.16K	1.4M	5.71M
Jackets	8.6M	9.66M	1.79M	5.05M	8.2M	33.3M
Jeans	2.61M	2.98M	538.18K	1.53M	2.5M	10.16M
Pants	6.8M	7.68M	1.38M	4.01M	6.47M	26.34M
Shirts	3.54M	3.99M	730.53K	2.12M	3.39M	13.77M
Shorts	4.2M	4.83M	877.19K	2.45M	4.02M	16.37M
Skirts	2.12M	2.42M	441.42K	1.25M	2.03M	8.26M
Socks	517.97K	589.18K	107.93K	305.36K	495.53K	2.02M
Sweaters	1.52M	1.72M	314.97K	889.54K	1.45M	5.89M
Sweatshirts	3.26M	3.68M	675.85K	1.9M	3.09M	12.61M

Chart Selection (2/2)

Challenge :

- Users perceive that Spotter answers to be incorrect when the chart selected doesn't visualise all the data (even though Spotter generates the correct Search Data tokens)

Solution :

- Spotter will show the data in table view when the suggested chart doesn't fit the data.
- Spotter will retain the chart type in cases of filter changes (or data aggregation changes)

<u>Enabled</u> by default in Spotter (& Ask Sage) experience from 10.5.0.cl.

Query Sets - UI Conditions

Why?

- **Query Sets** provide the ability for the **analyst to simplify asking** and answering questions that require **subquery analysis**.
- I.e.
  - Acquisition Analysis
  - Basket Analysis
  - Segmentation Analysis
  - Frequency Analysis
- YouTube Channel for All Things Sets

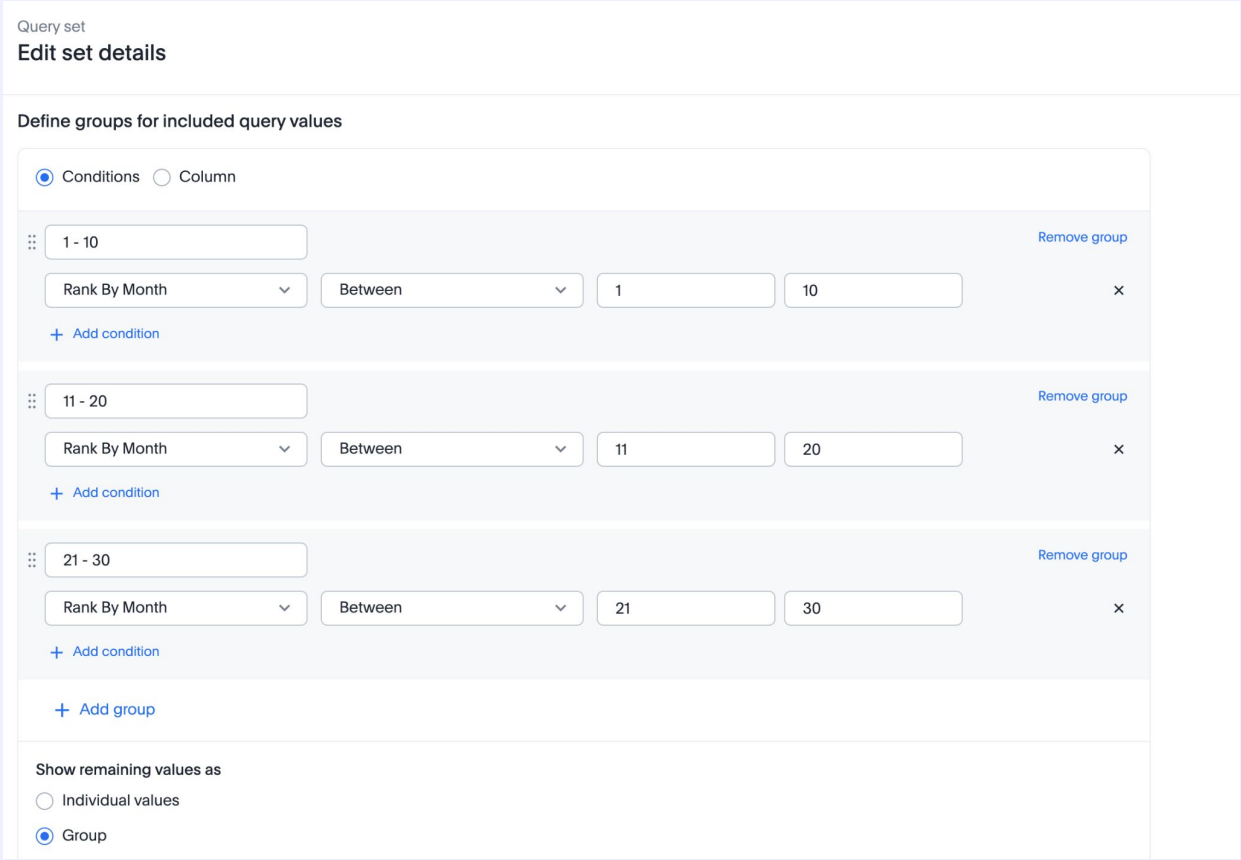
What?

- With this release we have **updated the UI to provide the smart conditions definition**;

When?

- Sets will continue to be EA with a GA planned first quarter of 2025 calendar year.

Query Sets - UI Conditions



Pivot Tables 2.0

The new Pivot table supports **all the features** in the existing Pivot table. Additionally, users also get:

Faster performance

- No more loading and flashing on pivots upon every interaction on the chart
- Faster load times with pagination

Improved UX

- Detailed tooltips
- Zebra mode for better readability
- No clutter
- Expand/Collapse all

More customization

- Custom sort order support
- Adjustable column widths
- Slice with measures and attributes
- Measure names and values for more granular control on configurations
- Native TS capabilities: conditional formatting, number formatting
- Formatting for cells, headers and totals

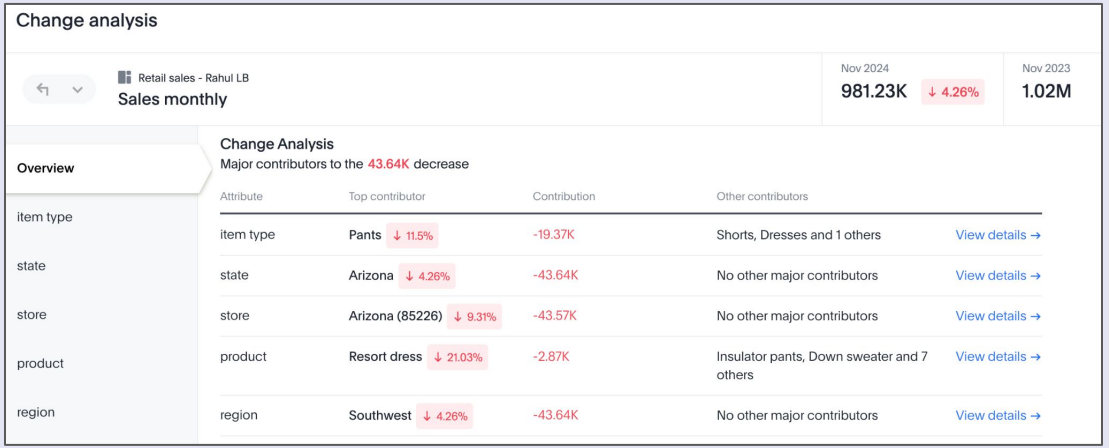
Note: A few features are not available in the Beta version. For the list of features that will be available in EA and GA, please see this doc

Change Analysis Summary Tab

Challenge:
When a user runs change analysis, they directly land on the insight for an attribute. Either the first attribute is not relevant or the user does not understand the deeper insight immediately, hence we see a drop off in retention. It was also noticed that ~50% of users, do not check the change across a second attribute.

Solution:
On running change analysis, the user lands on on an Overview tab that gives a summary of the change across the selected attributes

Rollout: Staggered rollout controlled by PM and CSM



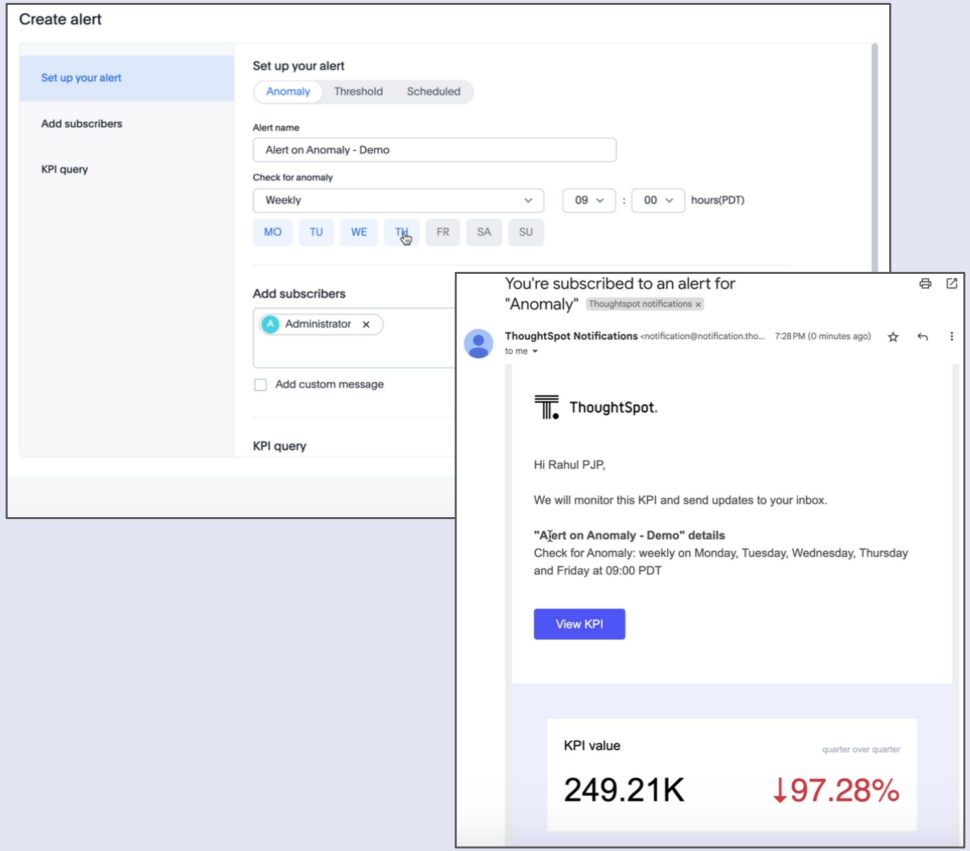
Anomaly based alerts

Challenge:
Understanding the trend of a KPI helps user be on top of it effectively. Users can monitor important KPIs for unusual behaviours at their fingertips to take proactive action

Solution:
We run ML and statistical based anomaly detection on KPI to detect the deviation away from expected range. If an KPI falls outside this range, ThoughtSpot sends a notification to users' email for them to take action.

Early Access: 10.1

GA: 10.5



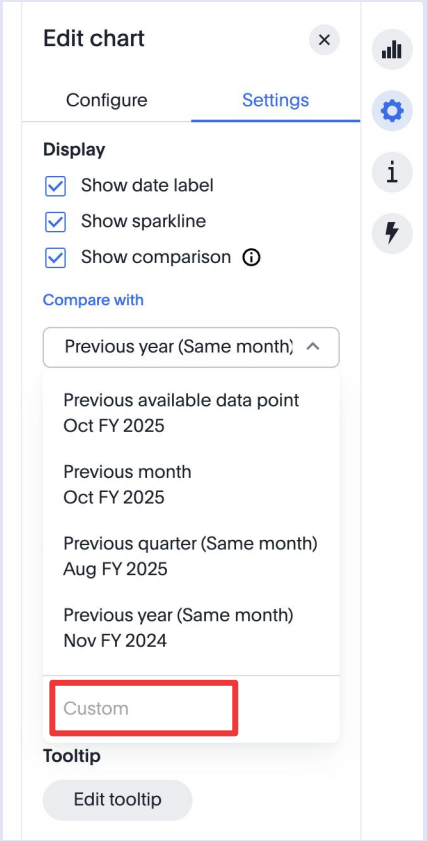
Generic Custom Compare

Challenge:
The options for comparison on a KPI chart was restricted to a predefined set of options. Users with seasonality apart from the fixed set were not able to derive value from the comparison

Solution:
The ability to set a custom comparison period is available to users.
Example: They can compare their monthly KPI to any month in the past

Early Access: 10.5 (Custom calendar is not supported)

GA: 10.6 (With Custom calendar support)



Change join cardinality

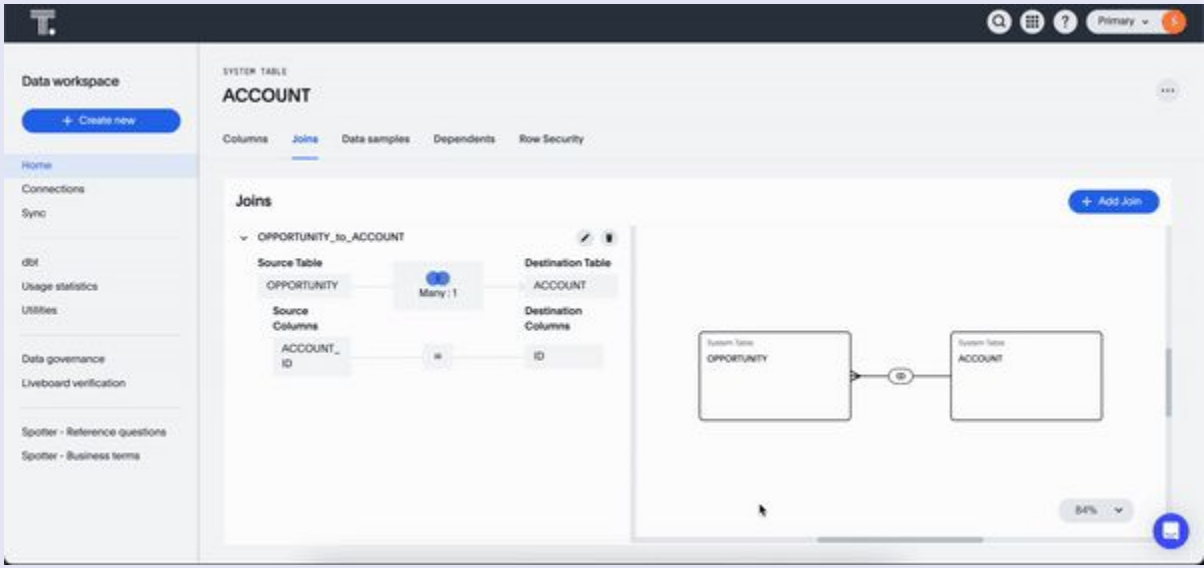
Challenge:
Users are not able to change the join cardinality once they create the join and use it in a worksheet/model.

Current workaround is to delete the join and fix downstream objects manually.

Solution:
Users can change the join cardinality from the new tables will not work (consistent with current behavior)

Early Access: 10.5

GA: 10.7



Google Sheets Plugin - Refresh data

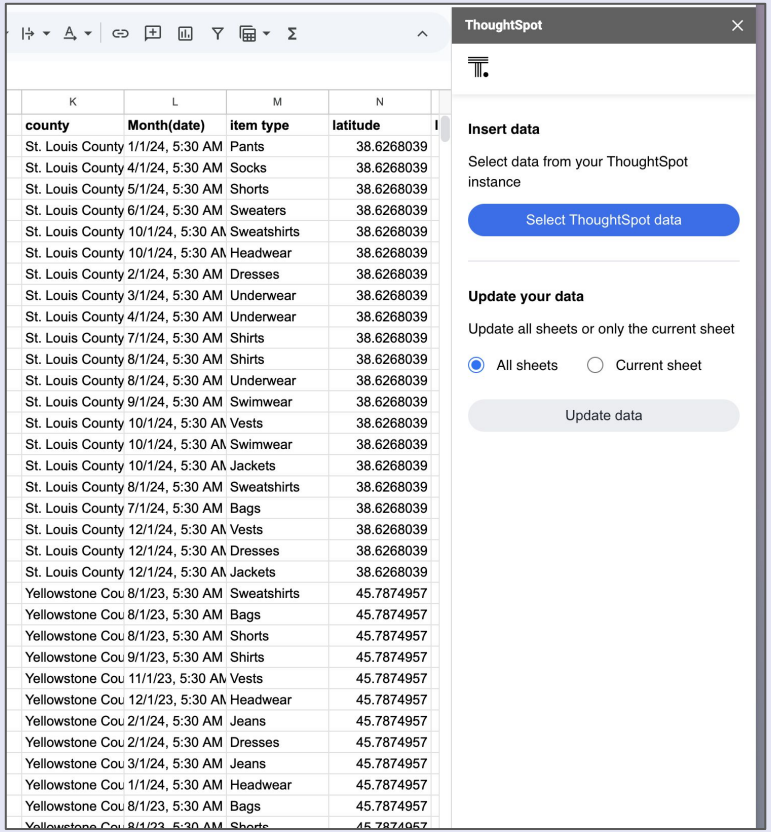
Challenge:

- One time data import. No refresh / update data functionality.
- Error messaging issues

Solution:

- Addition of Refresh functionality in the Google Sheets Plugin workflow.
- Similar to how it currently works in Google Slides

Rollout: Already in Production



K	L	M	N
county	Month(date)	item type	latitude
St. Louis County	1/1/24, 5:30 AM	Pants	38.6268039
St. Louis County	4/1/24, 5:30 AM	Socks	38.6268039
St. Louis County	5/1/24, 5:30 AM	Shorts	38.6268039
St. Louis County	6/1/24, 5:30 AM	Sweaters	38.6268039
St. Louis County	10/1/24, 5:30 AM	Sweatshirts	38.6268039
St. Louis County	10/1/24, 5:30 AM	Headwear	38.6268039
St. Louis County	2/1/24, 5:30 AM	Dresses	38.6268039
St. Louis County	3/1/24, 5:30 AM	Underwear	38.6268039
St. Louis County	4/1/24, 5:30 AM	Underwear	38.6268039
St. Louis County	7/1/24, 5:30 AM	Shirts	38.6268039
St. Louis County	8/1/24, 5:30 AM	Shirts	38.6268039
St. Louis County	8/1/24, 5:30 AM	Underwear	38.6268039
St. Louis County	9/1/24, 5:30 AM	Swimwear	38.6268039
St. Louis County	10/1/24, 5:30 AM	Vests	38.6268039
St. Louis County	10/1/24, 5:30 AM	Swimwear	38.6268039
St. Louis County	10/1/24, 5:30 AM	Jackets	38.6268039
St. Louis County	8/1/24, 5:30 AM	Sweatshirts	38.6268039
St. Louis County	7/1/24, 5:30 AM	Bags	38.6268039
St. Louis County	12/1/24, 5:30 AM	Vests	38.6268039
St. Louis County	12/1/24, 5:30 AM	Dresses	38.6268039
St. Louis County	12/1/24, 5:30 AM	Jackets	38.6268039
Yellowstone Cou	8/1/23, 5:30 AM	Sweatshirts	45.7874957
Yellowstone Cou	8/1/23, 5:30 AM	Bags	45.7874957
Yellowstone Cou	8/1/23, 5:30 AM	Shorts	45.7874957
Yellowstone Cou	9/1/23, 5:30 AM	Shirts	45.7874957
Yellowstone Cou	11/1/23, 5:30 AM	Vests	45.7874957
Yellowstone Cou	12/1/23, 5:30 AM	Headwear	45.7874957
Yellowstone Cou	2/1/24, 5:30 AM	Jeans	45.7874957
Yellowstone Cou	2/1/24, 5:30 AM	Dresses	45.7874957
Yellowstone Cou	3/1/24, 5:30 AM	Jeans	45.7874957
Yellowstone Cou	1/1/24, 5:30 AM	Headwear	45.7874957
Yellowstone Cou	8/1/23, 5:30 AM	Bags	45.7874957

How to

7Dxperts

7XPERTS

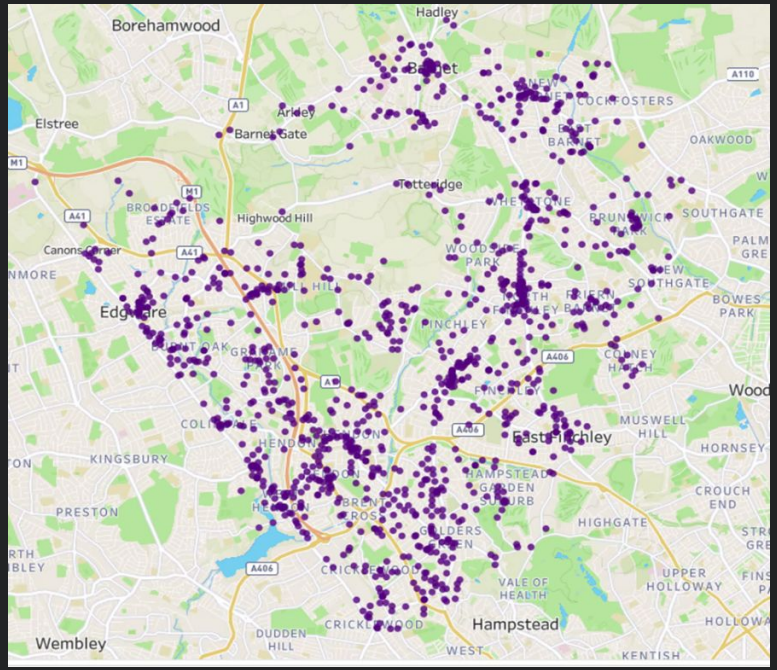
ThoughtSpot®

Bringing Maps to Life

Unlock real-time geospatial analysis with your modern data stack using ThoughtSpot BYOC (Bring Your Own Charts)

Mark Balcer – Principal Consultant

The problem



The solution

7xPERTS

DEMO

Did you know..

Of the 10,000 customers that a leading CDW company have, approximately 6,000 of those have Latitude and Longitude data residing in their CDW

They estimate that only 10% are utilizing this geospatial data

This leaves a lot of use cases to be explored for value…

Some use cases by Industries

Retail

Store Location Optimisation, Targeted Marketing, Supply Chain Efficiency

Logistics

Route Optimisation, Warehouse Placement, Inventory Management

Telecommunications

Network Expansion, Service Quality Improvement, Customer Segmentation

Real Estate

Property Value Analysis, Development Planning, Risk Assessment

Transportation

Demand Forecasting, Infrastructure Planning, Public Transit Optimization

Travel

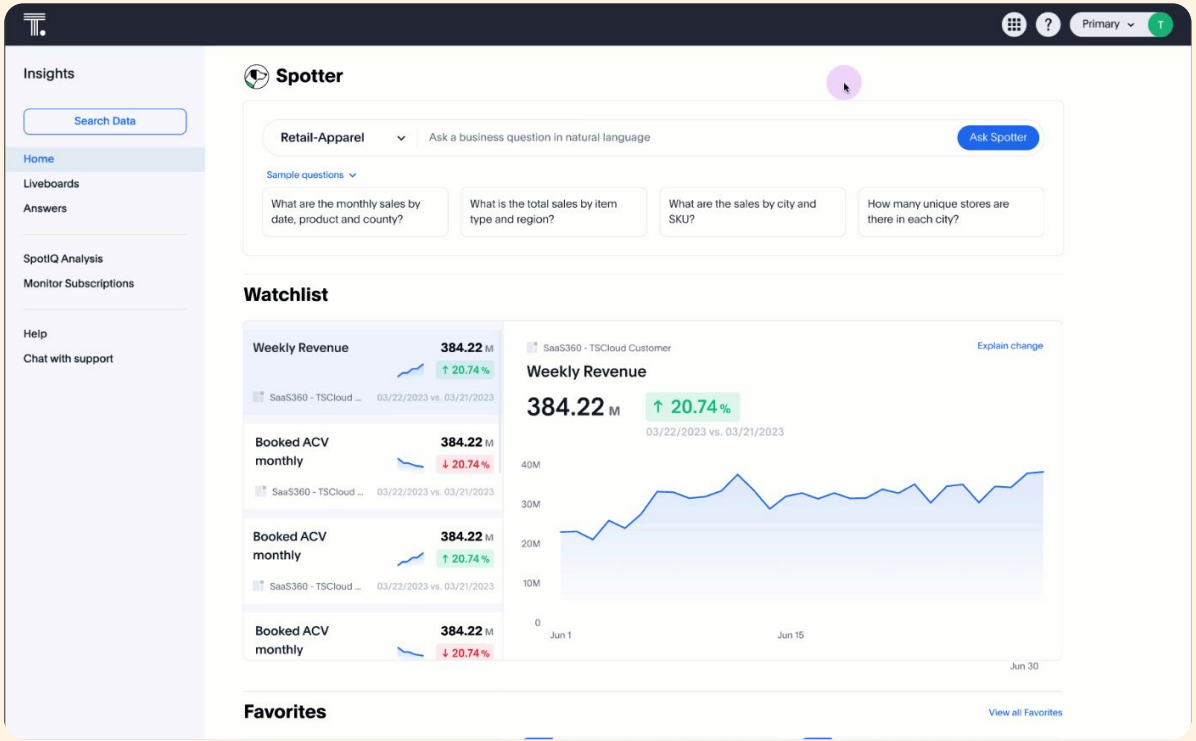
Destination Popularity Analysis, Targeted Marketing for Travel Packages, Seasonal Demand Forecasting

How to

Analyst Studio

INTRODUCING ANALYST STUDIO

Accelerate data to insights



Get your data AI-ready

Complete analytics workflow

Analyze and explore in SQL, Python, and R

Optimize cloud costs

Unify your data

Challenges:

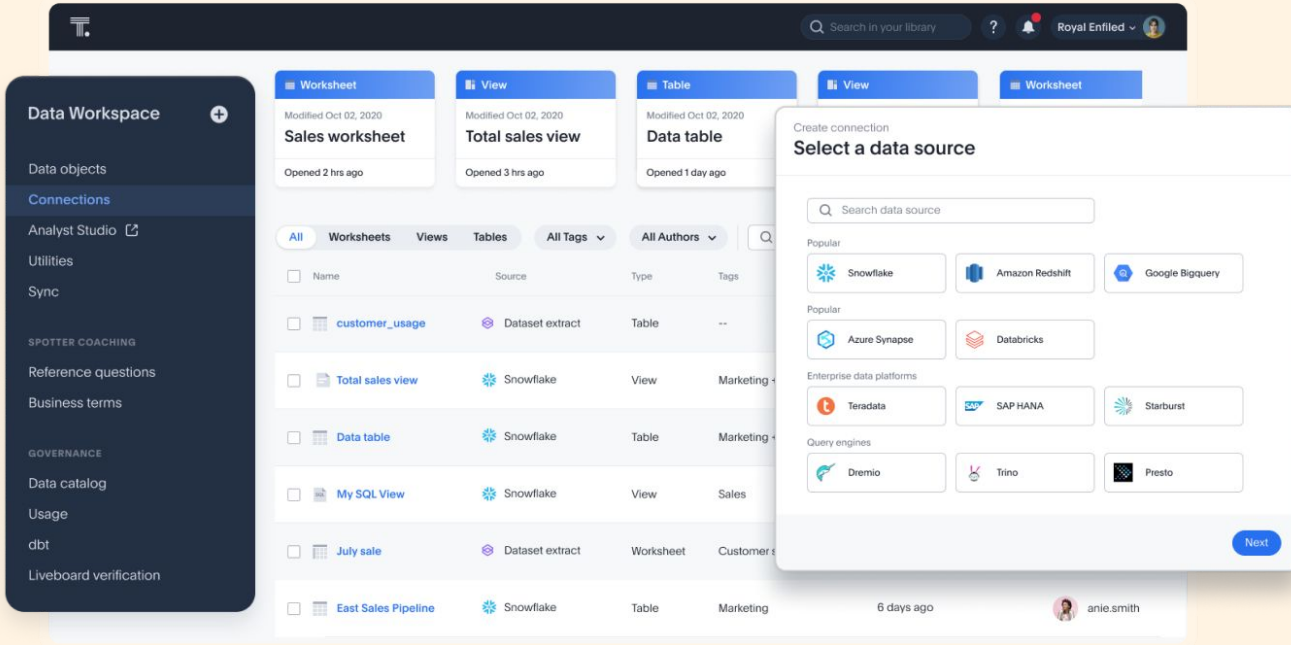
- *Data stored in separate CDWs.*
- *Some data in CDWs and other data scattered in files*.*

Capability

- *Join datasets together in ThoughtSpot data models or worksheets to unify data from multiple sources.*

Value

- *Comprehensive Insights*
- *Flexibility*



Advanced tooling to get your data AI-ready

Problem

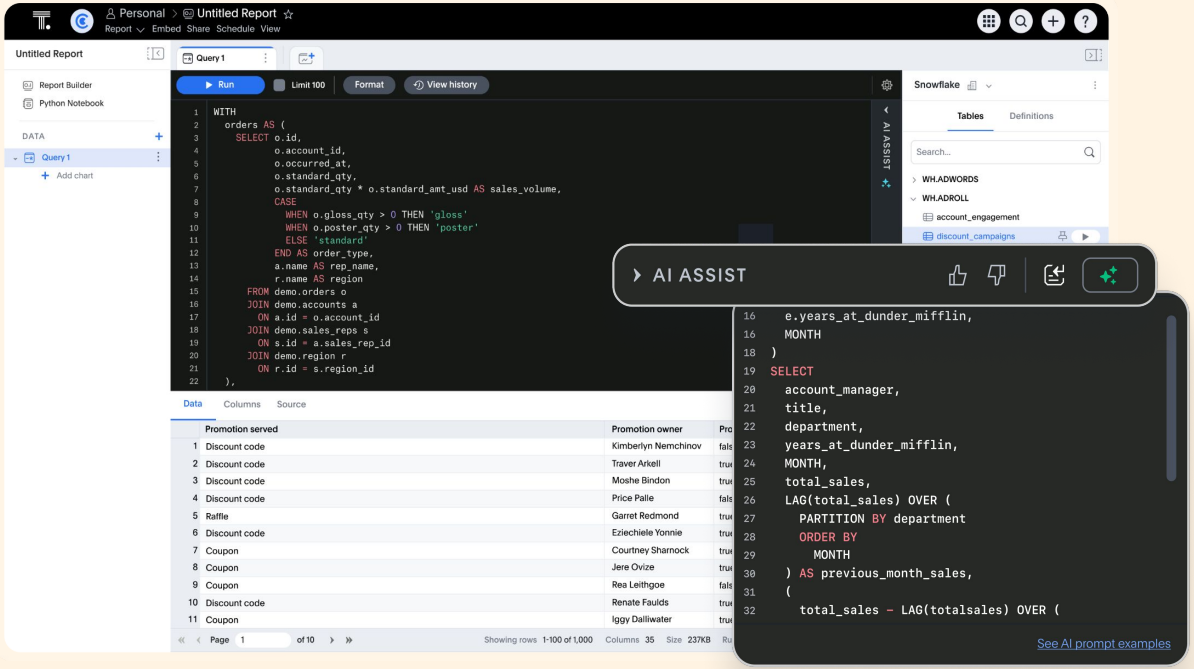
- *Slow time-to-value*

Capability

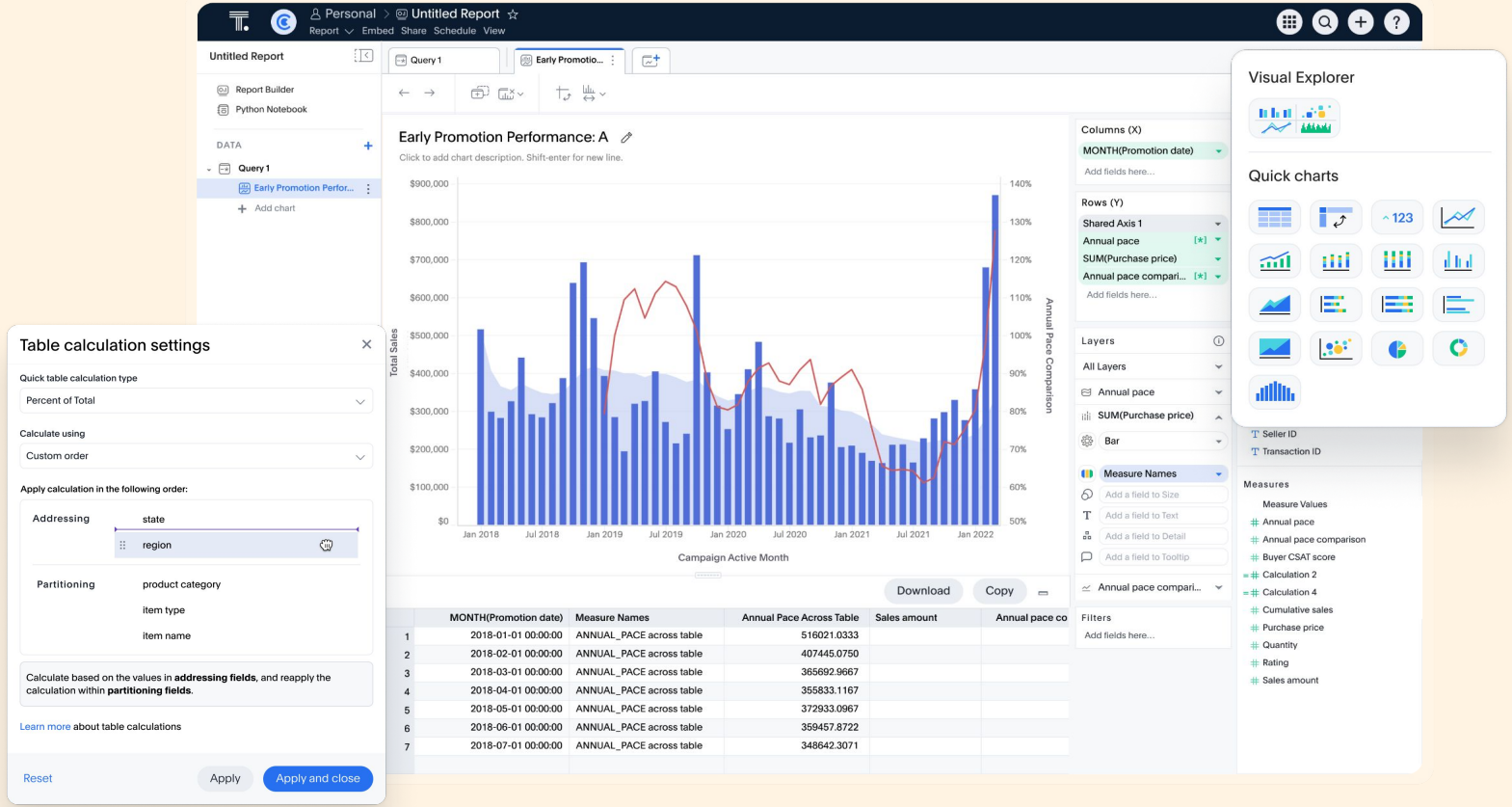
- *SQL Editor*
- *Google Sheets*
- *Publish Datasets to ThoughtSpot*

Value

- *Get started within minutes:*
- *Build prototypes & gather feedback:*
- *Faster insights for business users:*



Ad hoc exploration tooling for analysts



Manage data and costs on your terms

Problem

- *Slow or costly analytics*

Capability

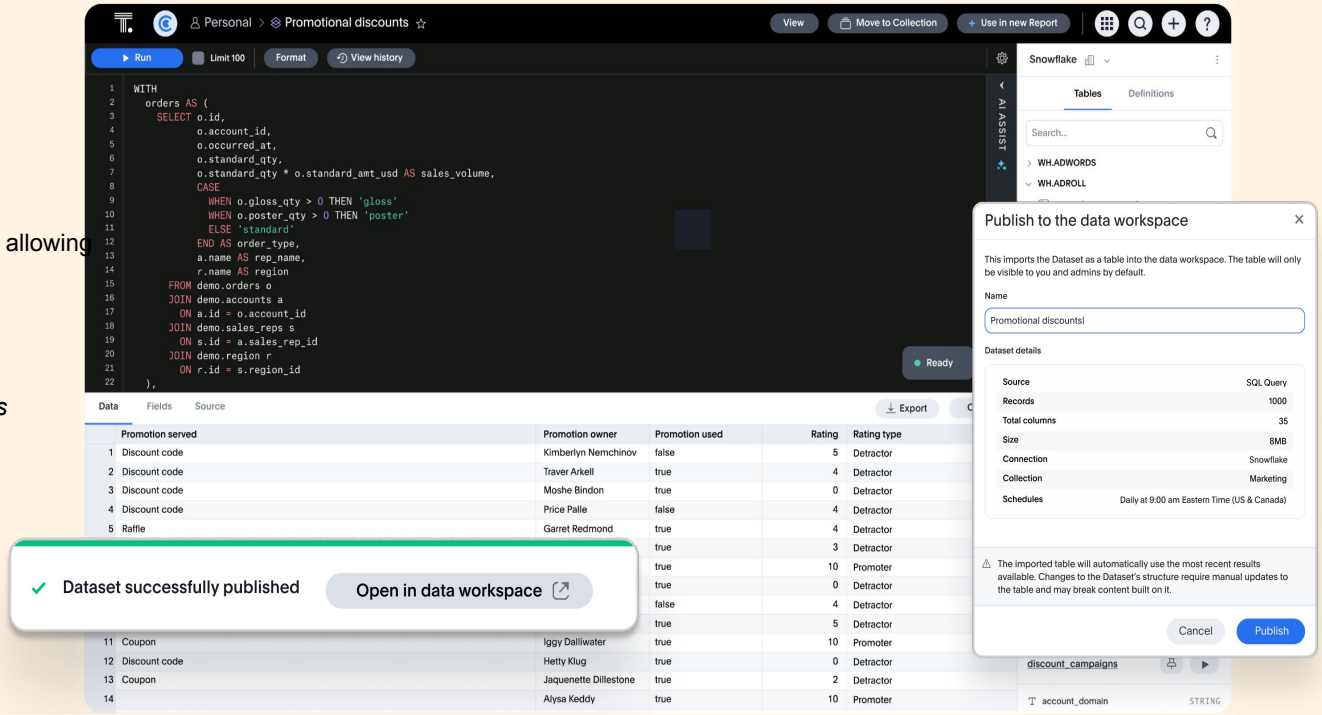
Create periodic data snapshots or extracts, allowing data to be refreshed at regular intervals

When to use extracts?

- *Performance and scalability issues*
- *Fragmented data sources*
- *Data freshness*

Value

- *Optimized Performance*



Advanced tooling for data scientists

Problem:

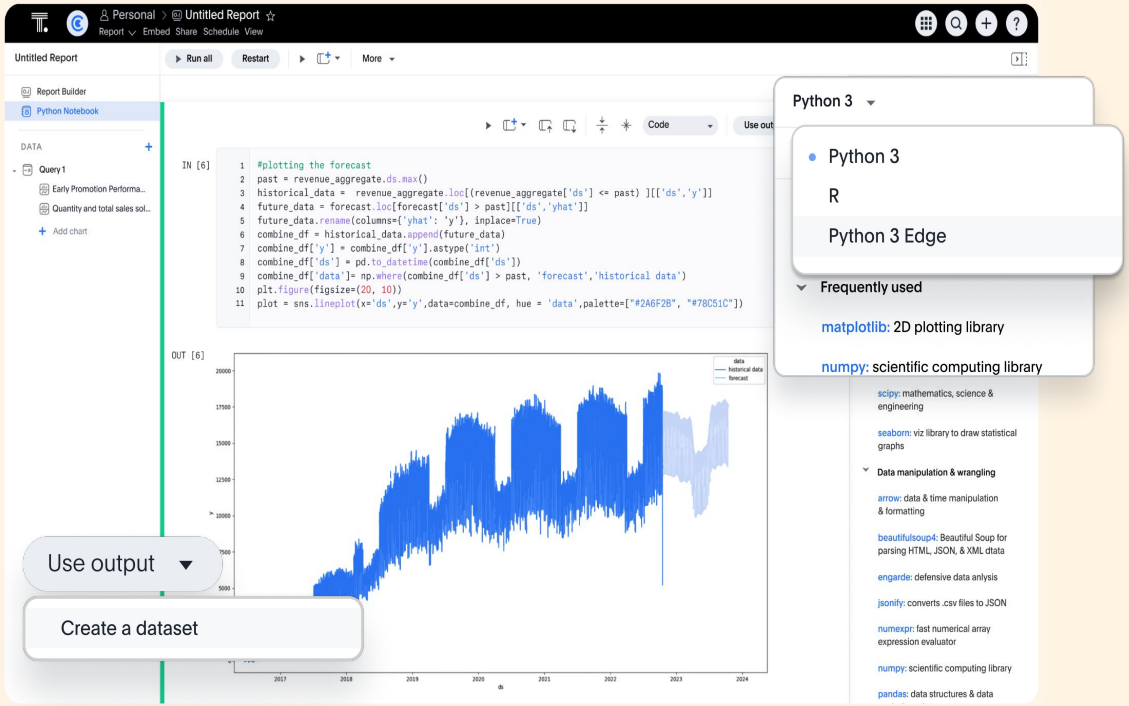
- *Lack of data science capabilities within Thoughtspot*
- *Need to use other tools for advanced analytics.*

Capability

- *Analyst Studio includes an integrated Python/R notebook where query results are readily accessible.*

Value

- *Run advanced analytics using Python or R*

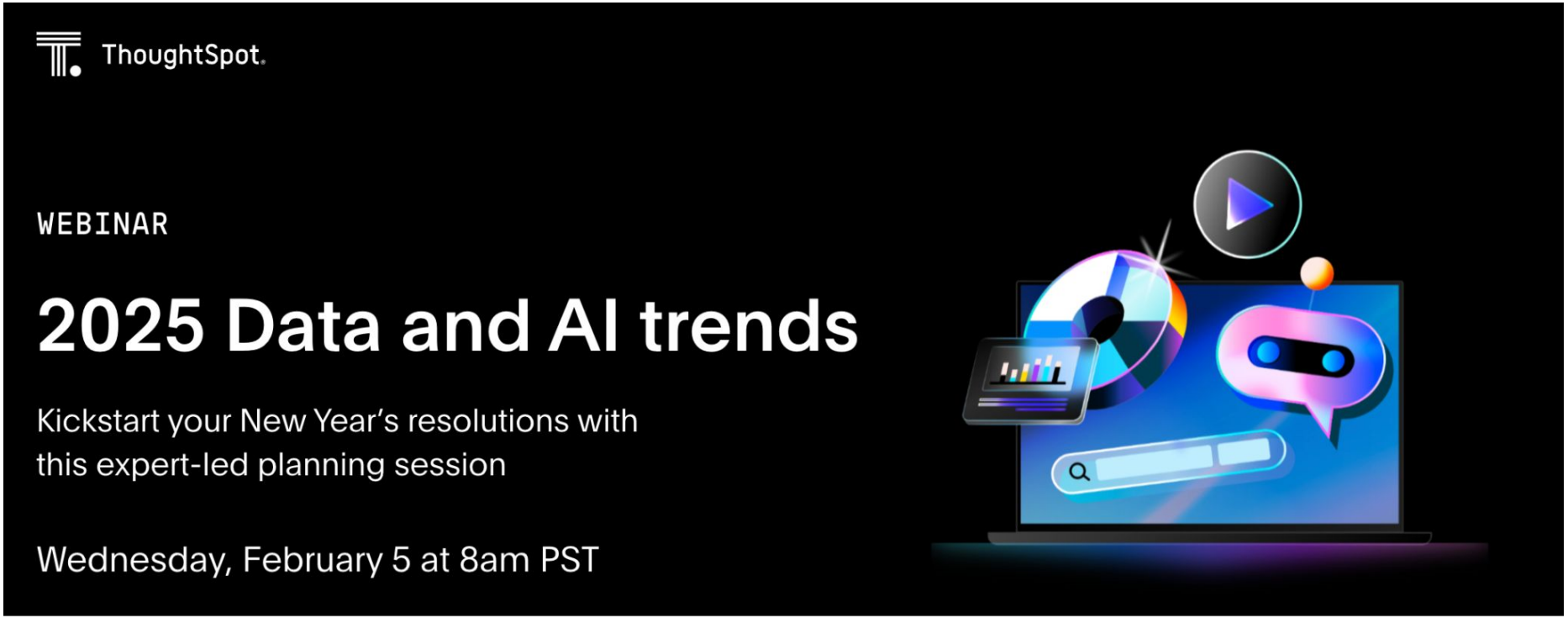


How to

Group aggregates

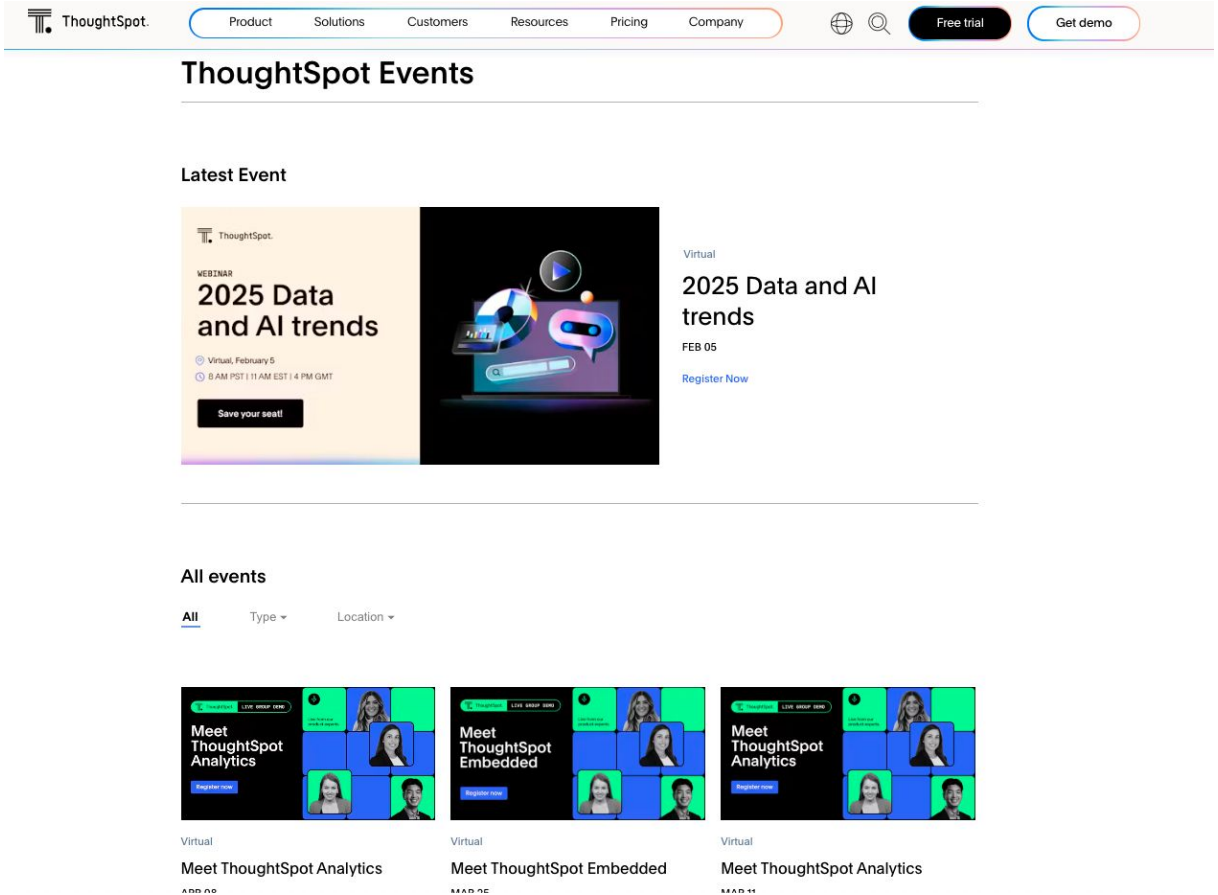
What's coming & next steps

Upcoming events



[2025 Data and AI trends]

ThoughtSpot Events



See you next month!

February 28th
INSIGHTS HOUR 2025