



# Click-less Analytics: A New System of Business Intelligence

**MachEye is an AI-powered BI platform that offers natural search & interactive audio-visu-als to help you uncover advanced insights, increase data engagement, and enable faster business decisions.**

Traditional BI paradigm restricts business users to “what you ask is what you get” type approach that is limited to custom reports and static dashboards. This approach is time consuming and does not incorporate advanced AI-powered insights that are vital in today’s business environment. Too often we hear business leaders complain about scant user adoption of analytics platforms resulting in low ROI on technology spend.

MachEye reimagines business intelligence to deliver Click-less analytics that answers natural language questions with immediate answers, leverages contextual AI models to generate advanced insights, and presents as interactive audio-visu-als. MachEye brings personalized and contextual insights to users even when there are no questions asked. The Click-less Analytics platform makes **consumption of business intelligence not only insightful, but adds a fun experience too.**

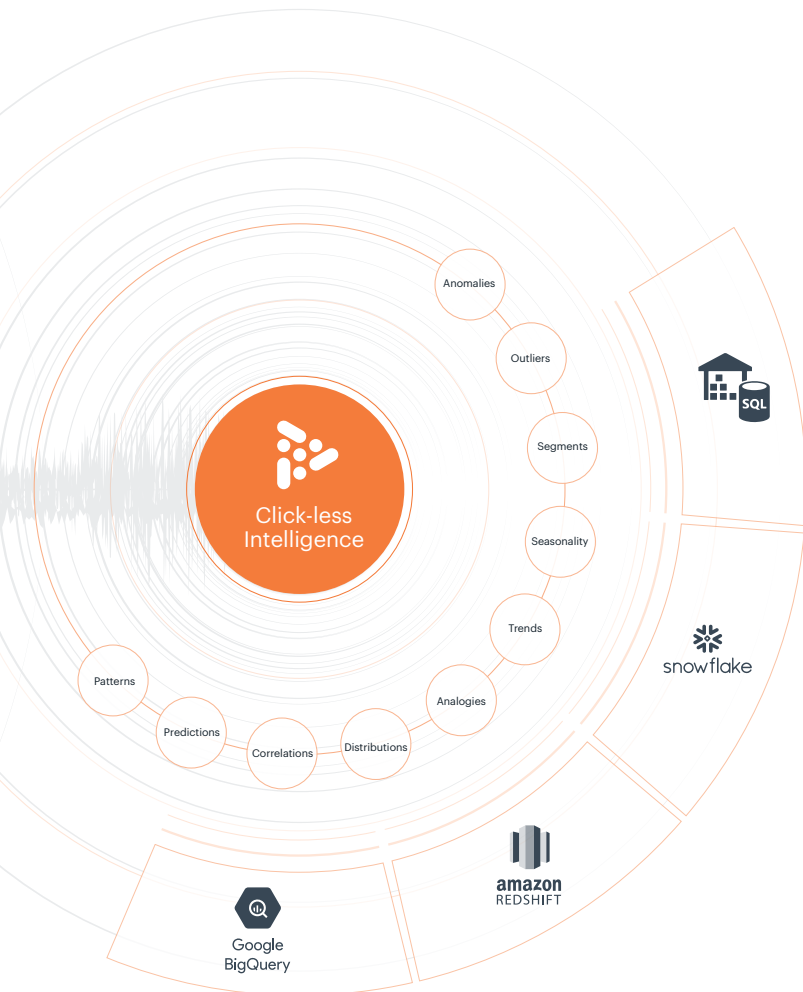
## How does MachEye simplify analytics?

### 1. Faster Decisions with Natural Search

“Show the top 5 products in Midwest last quarter?” is probably a frequent question on the business user’s mind. But when it comes to finding its answer, business users have to either depend on analysts or master a steep learning curve to create complex SQL queries.

MachEye eliminates this time-consuming process and offers business users the simple and familiar natural search approach to interact with their data. Users can ask questions in natural language as they do on popular social platforms, without depending on analysts.

For example, to be ready for a quarterly sales review meeting, a sales manager can simply ask questions such as total sales this quarter, sales by product in Q3 2019, or sales by region. MachEye not only answers these questions, but also offers insights on related dimensions such as comparison with last quarter, top product sold, or region with highest and lowest sales. Business user can also create their own dashboard in minutes. **MachEye empowers business users to make faster decisions.**



## 2. Uncover Opportunities with Click-less Intelligence

Click-less intelligence brings advanced AI-powered insights to business users, without them searching for it. For example, a manager is presented with a customer with an underwhelming revenue for a product. Acting on this insight, manager can take pre-emptive corrective actions. This is the power of click-less intelligence. MachEye automatically runs thousands of queries and processes results through dozens of insight-detecting AI algorithms (shipped out-of-the-box or your custom configured). MachEye also empowers analysts to run select algorithms “on-demand” on select data using their own chosen parameters.

MachEye’s insights are automatically tailored for the user’s role, responsibility and activity. MachEye proactively delivers recommendations and highlights anomalies, trends, segments and behavioral insights without a single mouse click. **MachEye ensures that no opportunity is missed.**

## 3. Increase User Engagement with Interactive Narrations

Crunching lengthy reports and overwhelming dashboards to extract answers can be stressful and time-consuming. This drives most business users away from analytics and reduces the ROI on analytics investments. By integrating contextual and AI-powered insights with the power of storytelling, MachEye generates interactive experiences that revolutionize the way users receive insights. Using Natural Language Generation (NLG), MachEye transforms data into short narratives that can be easily understood and shared.

MachEye presents the insights not just as charts, but also as dynamically created crisp interactive audio-visuials to give the familiar experience of everyday social media at an enterprise level. Product learns from user’s constant interactions resulting in improvement of quality and relevance of future insights. **MachEye delivers business intelligence as a personal business companion.**

### Search, Or Don't

Get click-less insights as they happen, not just when you search for them.

### Deep, Yet Simple

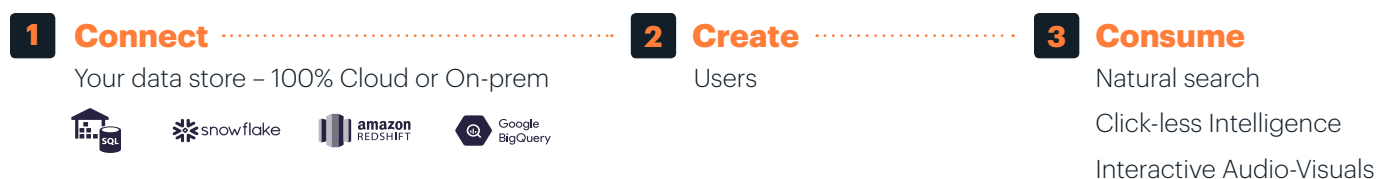
Access advanced business insights discovered by robust AI models in the most natural way.

### Narrated, Yet Interactive

Give analytics a play button and interact with from any device, anywhere.

## Become Intelligence driven with MachEye’s Click-less Analytics

With MachEye, businesses can transform quickly and effortlessly from being data-driven to intelligence-driven. As a cloud-native platform, MachEye requires zero data duplication and connects to your existing on-premises or cloud data stores to provide instant value. MachEye constantly curates intelligence based on the users’ persona, business metrics, and engagement with the platform. MachEye also signals granular data quality index based on advanced algorithms and business rules. This helps business, technical, and creative leaders to always stay up to speed on the latest quality insights across the organization from any device, anywhere.



**Get Started for FREE**

[www.macheye.com](http://www.macheye.com)