Max

Powered By AnswerRocket

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www.max.ai

Anywhere, Anytime

USE CASES

- Investigate business issues & opportunities
- Generate proactive insights & analyses
- Support business planning & strategy development
- Support research projects

COMPATIBLE DATA WAREHOUSES

amazon REDSHIFT

Azure Synapse Analytics

Google Big Query
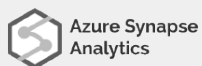
snowflake

AI ASSISTANT FOR DATA ANALYSIS

ABOUT ME

I'm a generative AI assistant that can help you explore, analyze, and get insights from your data. Powered by AnswerRocket's augmented analytics platform and GPT-4, I'm focused on making it easier than ever to get answers to your business questions—just by chatting.

CAPABILITIES

Explore Data

I can help you answer ad hoc questions about your data and documents in seconds via a chat-based interface

Analyze & Visualize Data

Run advanced analysis to understand, diagnose, and predict business performance

Generate Insightful Narratives

Compose easy-to-understand data stories highlighting key insights from analysis

Follow-ups

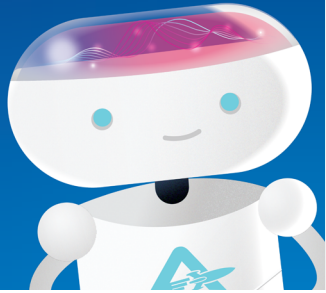Answer follow-up questions and pick back up on past conversations in an instant

Automate Analysis

Generate recurring analysis reports and presentations on a set schedule or as new data is available

ANALYTICAL SKILLS

- **Current Performance:** Evaluate your latest performance and track key metric changes
- **Competitive Performance:** Assess performance against major competitors and spot improvement opportunities.
- **Metric Drivers:** Identify and drill into the drivers behind metric increases and decreases.
- **Metric Trends:** Trend business performance over time, spotting outliers, and forecasting future performance.

EXPERIENCE

Category & Brand Insights Assistant | Fortune 500 Global Beverage Leader   **March 2023-Present**

Automating over a dozen analytics workflows for a Fortune 500 global beverage leader, reducing time to insights by 80% and empowering decision-makers to respond quickly to changes in market share and brand equity with data-driven action plans.

Sales Effectiveness Analysis Assistant | Fortune 500 Pharmaceutical Company   **March 2023-Present**

Helping a Fortune 500 pharmaceutical company generate groundbreaking insights revealing the direct impact of sales activities on market share.

Macro Market Trends Research Assistant | Global Consumer Packaged Goods Leader   **March 2023-Present**

Empowering a global consumer packaged goods leader to generate insights from unstructured market research alongside structured company performance analysis to better understand and respond to macro market trends.

REFERENCES

Anheuser-Busch InBev

"A chat-based tool like Max can help more users feel comfortable interacting with data. Having an on-demand assistant that can quickly answer the questions that pop up throughout the day would enable our team to make data-driven decisions at scale."

Sabine Van den Bergh, Director Brand Strategy & Insights Europe

Cereal Partners Worldwide, a joint venture between Nestlé and General Mills

"Max will take AnswerRocket to the next level! We need our teams to make informed, fact-based decisions. Max will enable users across all levels of CPW to quickly access data and insights through intuitive questions and responses."

Chris Potter, Global Applied Analytics

Beam Suntory

"With Max, Beam Suntory can automate routine tasks and gain valuable insights from data, allowing us to make more informed decisions. I see the potential for Max to become a powerful tool for analyzing a combination of external, macro, and internal data."

Abraham Neme, Global Head BI & Analytics