

DataGenie

Smart 'watch' for your business!



#MakeBusinessesGreatAgain



Product Brochure - Retail

Is your decision making fully insight driven?

Powered by AI to Operate At Scale



Artificial Intelligence = Amazing Insights

DataGenie makes it affordable and effortless for businesses to autonomously realize insight-driven decision-making at scale. and effortless for businesses to autonomously realize insight-driven decision-making at scale.

DataGenie uses AI and automation as a force multiplier to democratize insights, and break through siloed domain knowledge, making it easily accessible to business users across the entire organization.

Love at First 'Insight'

DataGenie is crafted with love for business users. Our customers are delighted by the simplicity of our TopStories, through which we serve complex and intricate business insights. Business users get answers to the questions they ask and more importantly also to questions they never asked but should have. Data professionals can now get out of the rut in maintaining basic reports and dashboards, to focus on more sophisticated analyses and high-value tasks like insight-enabling other departments.



Incredibly Easy

Simplify and automate the entire insight extraction process



Reduced Time to Action

Kill the back & forth between your business users & analysts by giving them all the detailed insights they need, right off the bat



Democratized Insights

Align all organizational objectives with shared insights and metrics



AI Powered Autonomous Stories

Look beyond high-level KPI changes and time intensive analyst driven slice/dice & drill down by enabling AI-driven root cause analysis



Eagle's Visibility

Enhance the field of vision, intelligently baselining data, and mining unseen patterns



Absolute ROI

DataGenie starts delivering insights in an afternoon. With zero learning, quicker adoption, and Genie+, business users can perform at their best in delivering a collective organizational success.



Farfetch has been harnessing the power of DataGenie across multiple use cases, including fraud prevention, marketing ROI, operations, omni-channel, FinOps, etc. Introduction of Genie+ is like having an analyst right at our fingertips, guiding our decisions through natural conversations. With this we anticipate an even broader adoption of DataGenie across our diverse business teams.

Michele Di Gangi

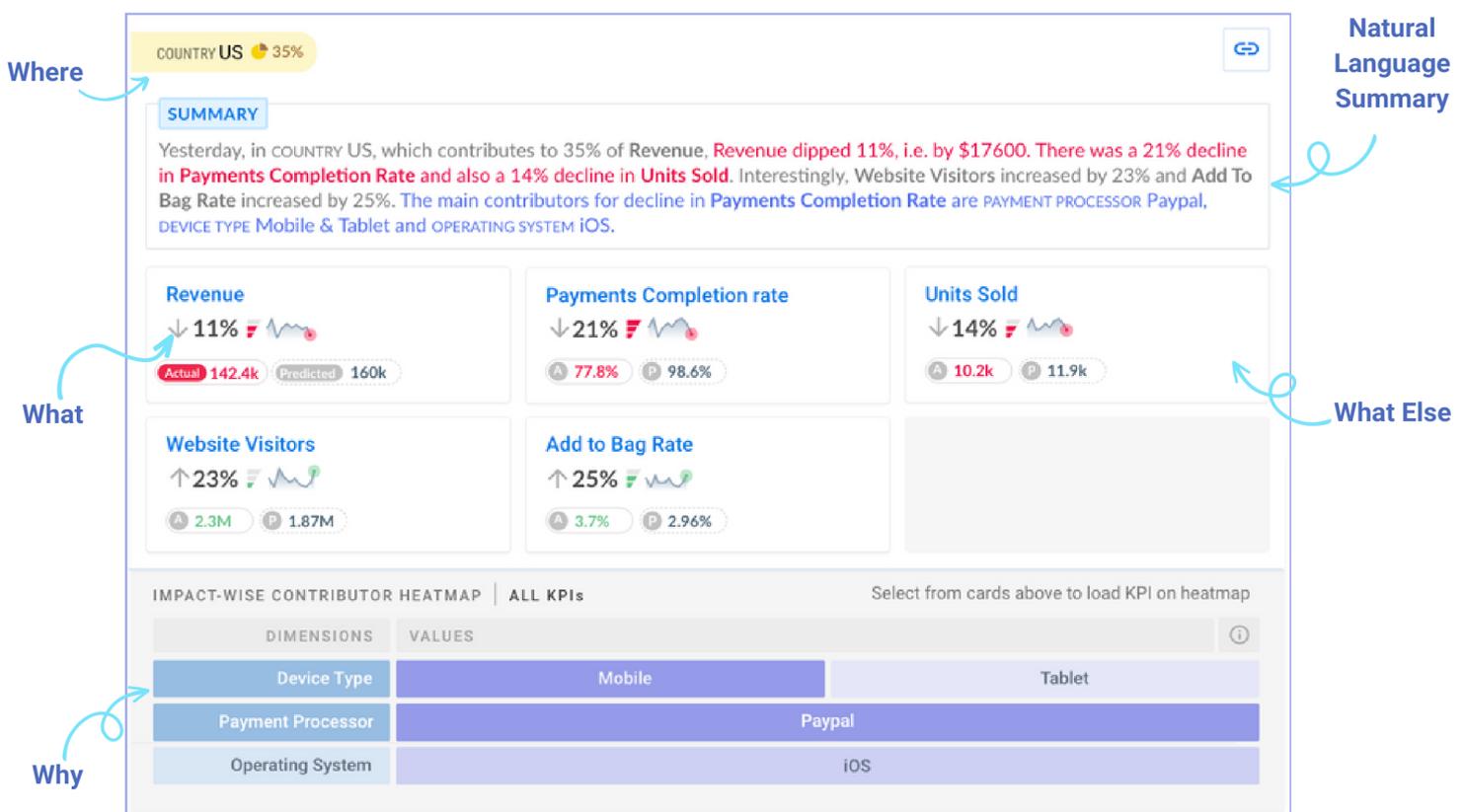
Vice President Data, Farfetch

See what's important Nothing Less, Nothing More

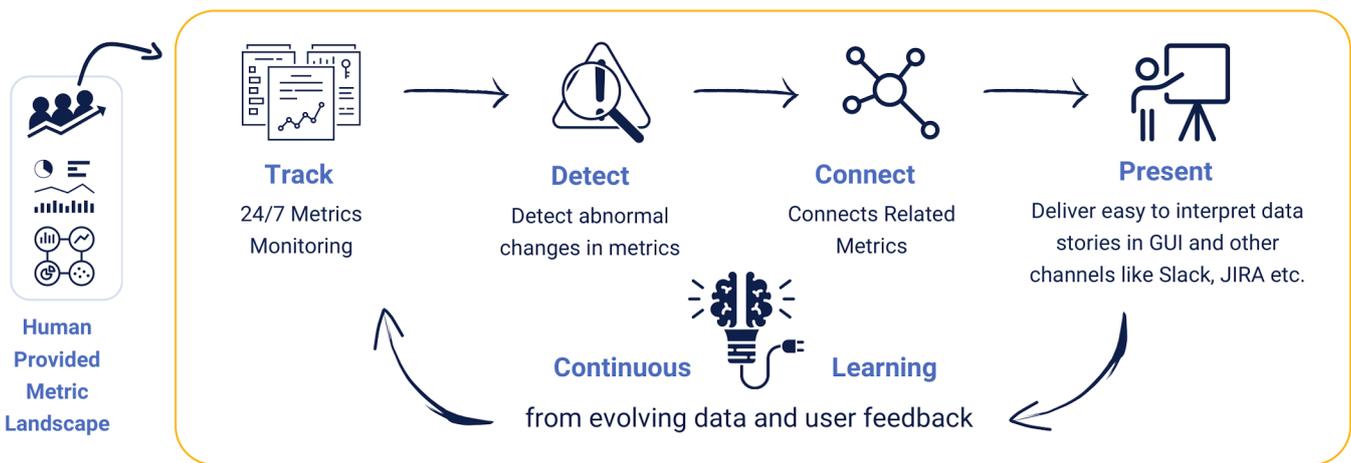
Numerous KPIs across several dimensions – leverage AI & Automation to cut through the clutter and focus on the ones that need attention

TopStories®

Think of it as a highly personalized version of "CNN top 10." DataGenie continuously monitors your entire business metrics environment, identifies and links the unexplained anomalies to key narratives, and autonomously presents them in order of business significance. Say goodbye to the hassle of creating, overseeing, and keeping track of countless pre-defined dashboards. Our dynamic TopStories provide your business users with precise, comprehensive insights – delivering exactly what's crucial, including the 'Where,' 'What,' 'When,' and 'Why' behind each issue.

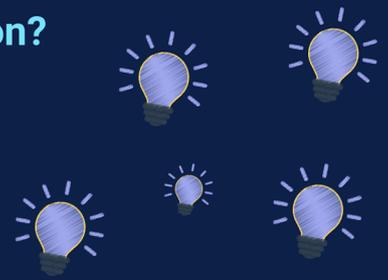


Get insights in an afternoon



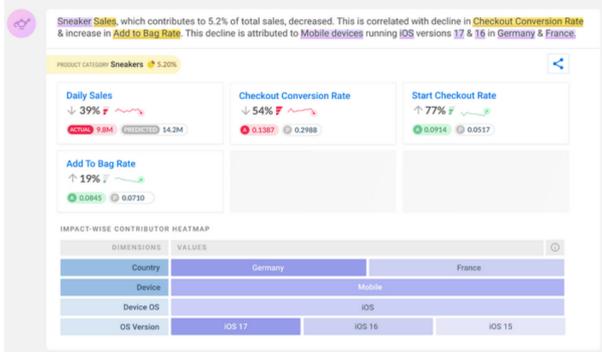
Insights strategy aligned with all of your organization?

Generative AI Features That Democratize Insights



Generative AI democratizes insights, making data-driven decisions accessible to all team members.

Data Explorer | Forecasting & Scenario Planning | Guided Dashboards | Genie+ A Natural Language Interface



Autonomous Insights Through StoryCard

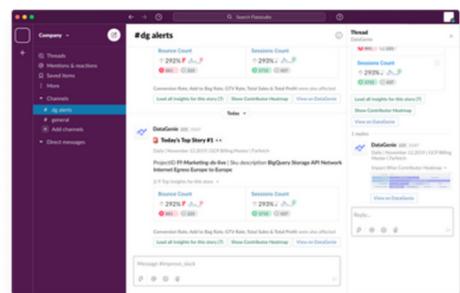


Forecasting & Scenario Planning



Guided Conversational Dashboards

Add dashboard components from a variety of datasets using simple queries



Downstream Channel Integration

Send automatic alerts to Slack, Jira, PagerDuty, etc.



As we expanded the use of an advanced cloud-based BI tool, we also needed to expand our team of analysts. DataGenie enabled us to scale our breadth and depth of Analytics faster by dramatically reducing the human effort involved, freeing up our skilled analysts from mundane & repetitive BI work.

- Kshitij Kumar,
ex-Chief Data Officer, Farfetch

GPT4 powered

GENIE



Simple natural questions, to comprehensive and intelligent insights

Imagine a system that never needs onboarding, training or learning? How quickly can you get your business users to use a modern intelligent insights engine? Welcome to the world of Genie+ an intelligent wrapper around DataGenie that provides a simple prompt based interface to get all your answers without any technical know-how!

Dont Keep Looking Get Answered!

Hardwork vs.
Smartwork

I need to increase revenue in UK by 20% in the next 6 months. Show me scenario analysis on how that can be achieved

What's driving the drop in revenue in Germany?

From which devices are most new users coming from in Canada?

Show me sales forecast for sneakers in Europe for next 2 months

Show me the top issues regarding payments



Effortlessly engage in **natural, everyday language conversations** with your data and receive instant, accurate responses to your inquiries.



Autosuggestions & Nudges are provided based on usage. Get a feed of the most trending questions across the organization.



Context Persistence Genie+ remembers contexts from recent past questions and hence follow-up questions can be asked without any details.

Genie+ Everywhere



Genie+ is the easiest path to getting your organization's business and non-data savvy users to adopt DataGenie. Power users can also benefit from Genie+ capabilities like smart onboarding of datasets, automatic recognition and suggestions of KPIs that can be tracked, automated scenario analysis and more. Genie+ extends its functionality beyond just a question and answer agent. It makes DataGenie the most powerful insight tool an organization can ever use!

Gartner

recognitions*

1. Market Guide for Augmented Analytics Tools (2021, 2022, 2023)
2. Emerging Tech Impact Radar: Data and Analytics
3. Important & Compelling Innovations in the ABI Platform Market

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Reimagine Decision Making



Global data-sphere to be 181 Zeta Byte by 2025 - are you making the most of your data?

DataGenie helps leverage your data-sphere, exponentially simplifying the process of extracting insights.

Retail Use Cases

- OmniChannel Insights
- Pricing Insights
- Product Insights
- Inventory Optimization
- Marketing Insights
- Fraud Detection
- Supply Chain Optimization
- Customer Care Insights
- FinOps and more...



Shift focus from reporting & drill-down, to delivering intelligent actionable insights autonomously



Free domain experts from monotonous activities and focus on building domain-specific knowhow



Domain agnostic algorithm – power to baseline & process any dataset



Reuse existing tools and processes



Deployment Options

Deploy in your cloud environment of choice and peer DataGenie with your VPC
- No data leaves your network

Microsoft Azure





The Power Of **1000** Analysts



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