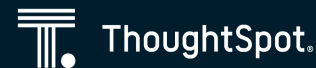


**BEYOND.2022**



Product Spotlight

# The Data Workspace



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# How far we've come



# Introducing a new experience in the Data Workspace

The screenshot displays the Data Workspace interface. The top navigation bar includes links for HOME, ANSWERS, LIVEBOARDS, SPOTIQ, MONITOR, DATA, ADMIN, and DEVELOP. A search bar is present with the text "Search data" and "Search answers and Liveboards". The left sidebar shows the "Data workspace" section with a "+ Create new" button, and links for Home, Connections, SpotApps, Usage statistics, and Utilities. The main content area features a grid of five "Worksheet" cards, each representing a "Retail" dataset. Below this, a table view is shown with filters for "All", "Worksheets", "Tables", "Views", "HubSpot", and "All authors". The table lists several HubSpot datasets, including "HUBSPOT\_CALL", "HUBSPOT\_CONTACT\_FORM\_SUB...", "HUBSPOT\_COMPANY\_CONTACT", "HUBSPOT\_MARKETING\_EMAIL\_E...", "HUBSPOT\_DEALS", "HUBSPOT\_EMAIL", and "HUBSPOT\_MARKETING\_EMAIL".

**Data workspace**

+ Create new

Home

Connections

SpotApps

Usage statistics

Utilities

**Worksheet**

Modified Apr 27, 2022

**Retail\_2**

Opened 3 hours ago

**Worksheet**

Modified May 03, 2022

**Retail\_1**

Opened 3 hours ago

**Worksheet**

Modified May 02, 2022

**Retail\_3**

Opened a day ago

**Worksheet**

Modified May 02, 2022

**Retail\_4**

Opened a day ago

**Worksheet**

Modified May 02, 2022

**Retail\_1**

Opened a day ago

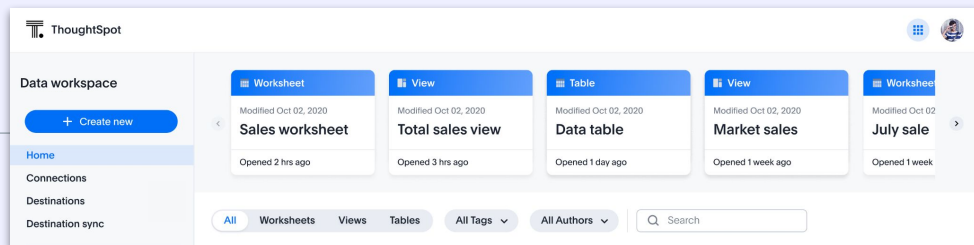
All Worksheets Tables Views HubSpot All authors

Search

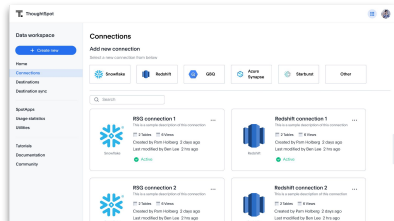
<input type="checkbox"/>	Name	Source	Type	Tags	Author	Last modified
<input type="checkbox"/>	HUBSPOT_CALL		Table	HubSpot	HubSpot Analyst	2 months ago
<input type="checkbox"/>	HUBSPOT_CONTACT_FORM_SUB...		Table	HubSpot	HubSpot Analyst	2 months ago
<input type="checkbox"/>	HUBSPOT_COMPANY_CONTACT		Table	HubSpot	HubSpot Analyst	2 months ago
<input type="checkbox"/>	HUBSPOT_MARKETING_EMAIL_E...		Table	HubSpot	HubSpot Analyst	2 months ago
<input type="checkbox"/>	HUBSPOT_DEALS		Table	HubSpot	HubSpot Analyst	2 months ago
<input type="checkbox"/>	HUBSPOT_EMAIL		Table	HubSpot	HubSpot Analyst	2 months ago
<input type="checkbox"/>	HUBSPOT_MARKETING_EMAIL		Table	HubSpot	HubSpot Analyst	2 months ago

# The New Data Workspace

## Your analytics mission control center

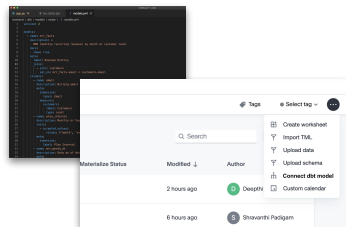


### Connect



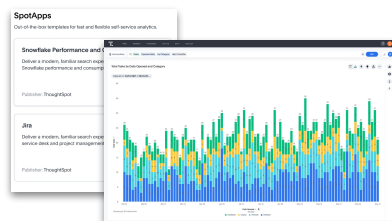
Cloud data sources like Snowflake, Databricks, and more

### Model



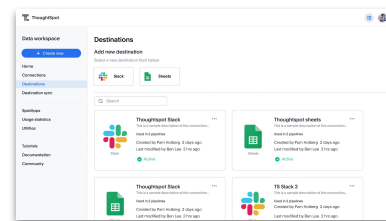
Build and test models with SQL & dbt

### Launch



Out-of-the-Box SpotApps

### Operationalize



Write data back to applications



# Delivering transparency, flexibility, and scale to your data apps

The screenshot displays the ThoughtSpot interface. At the top, a navigation bar includes 'HOME', 'ANSWERS', 'PINBOARDS', and 'DATA'. Below this, a 'WORKSHEET' section is titled 'Inventory Planning'. A table lists columns with their descriptions, data types, and column types. To the right of the table is a menu with options like 'Review Suggestions (1)', 'Manage experts', 'Share', 'Export TML', 'Update from TML', 'Edit TML', and 'Enable Answer Search'. Below the table, the 'TML Editor' is open, showing a script for the 'Inventory Planning' worksheet. The script defines dimensions, facts, and joins.

COLUMN NAME	DESCRIPTION	DATA TYPE	COLUMN TYPE	SYNONYMS
Channel	Click to edit	VARCHAR	ATTRIBUTE	Click to edit
Covid-19 Cases (Tot...	Click to edit	INT64	MEASURE	Click to edit
Date	Click to edit	DATE		
Store	Click to edit	VARCHAR		
Address	Click to edit	VARCHAR		
City	Click to edit	VARCHAR		
Latitude	Click to edit	DOUBLE		
Longitude	Click to edit	DOUBLE		
County	Click to edit	VARCHAR		
State	Click to edit	VARCHAR		

```
1 worksheet:
2   name: Inventory Planning
3   tables:
4     - name: DIM_IWM_CHANNELS
5     - name: DIM_IWM_COVID_LOCATIONS
6     - name: DIM_IWM_DATE_REF
7     - name: DIM_IWM_LOCATIONS
8     - name: DIM_IWM_LOCATIONS_REF
9     - name: DIM_IWM_PRODUCTS
10    - name: FACT_IWM_COVID
11    - name: FACT_IWM_FORECAST_1
12    - name: FACT_IWM_FORECAST_2
13    - name: FACT_IWM_FORECAST_3
14    - name: FACT_IWM_SALES
15    - name: KFF_US_STATE_MITIGATIONS
16  joins:
17    - name: dim_iwm_covid_locations-dim_iwm_locations_ref-locationrefd
18      source: DIM_IWM_COVID_LOCATIONS
19      destination: DIM_IWM_LOCATIONS_REF
20      type: INNER
21      is_one_to_one: false
22    - name: dim_iwm_locations-dim_iwm_locations_ref-locationrefd
23      source: DIM_IWM_LOCATIONS
24      destination: DIM_IWM_LOCATIONS_REF
25      type: INNER
26      is_one_to_one: false
27    - name: DIM_IWM_LOCATIONS_REF-KFF_US_STATE_MITIGATIONS-STATE
28      source: DIM_IWM_LOCATIONS_REF
29      destination: KFF_US_STATE_MITIGATIONS
```

## Modeling flexibility via TML or the UI

- ✓ Easily handle multiple fact tables for a simpler modeling layer
- ✓ Reuse, share, and collaborate on models & metadata
- ✓ Make adjustments on the fly with an in-browser scripting editor

# Data Workspace Product Roadmap



## May-June

- Data workspace
- Custom SQL views
- dbt integration
- SpotApps

## July-October

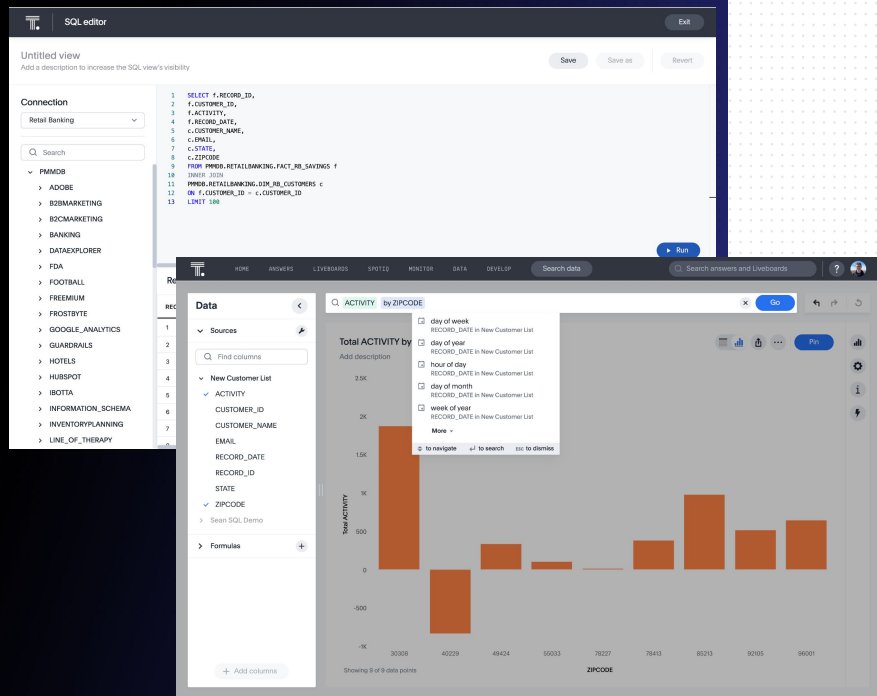
- dbt integration enhancements
  - Git repo integration
  - Multi-folder processing
  - Metrics integration
- Destination Sync

## November-Early 2023

- Enhancements to Worksheet creation
- TML language improvements
- Notebook integration

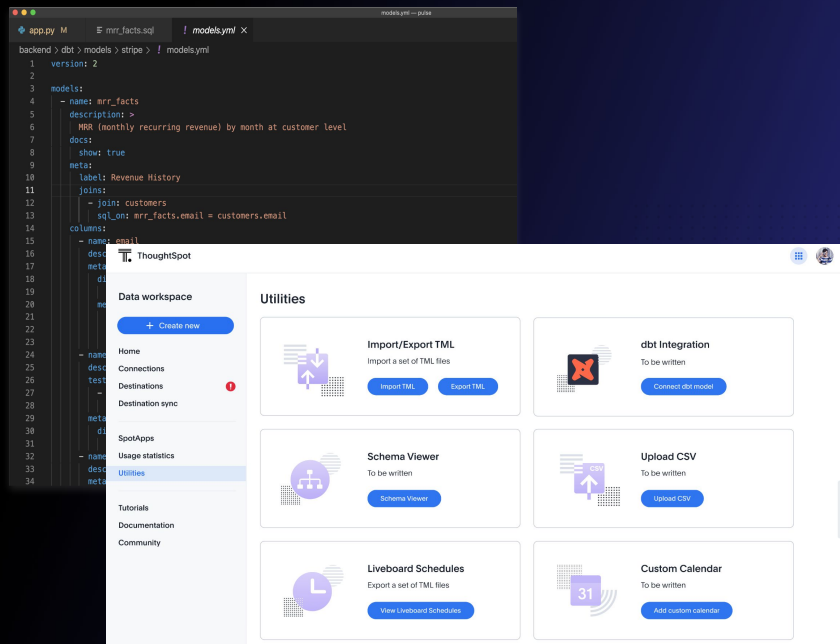
## SQL Views

# Create live analytics experiences with custom SQL



- ✓ Make SQL searchable in seconds
- ✓ Integrate seamlessly with Liveboards, drill, Search and other live services
- ✓ Works with all major cloud platforms including Snowflake, Databricks, and more

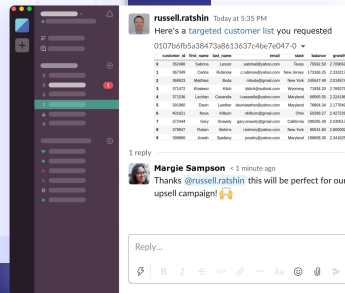
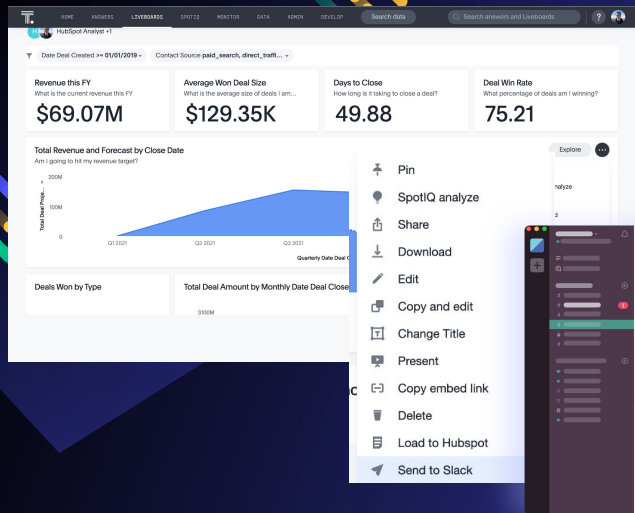
# Seamlessly integrate your dbt models



- ✓ Detects table relationships from dbt
- ✓ Converts dbt model to TML
- ✓ Automatically generates a new worksheet
- ✓ Start searching your data and building liveboards instantly

ThoughtSpot Sync powered by Seekwell

# Sync your data warehouse to take action instantly



## ThoughtSpot Sync

No API building required

Bring your customer and product data in any app

Work with your existing cloud data warehouse

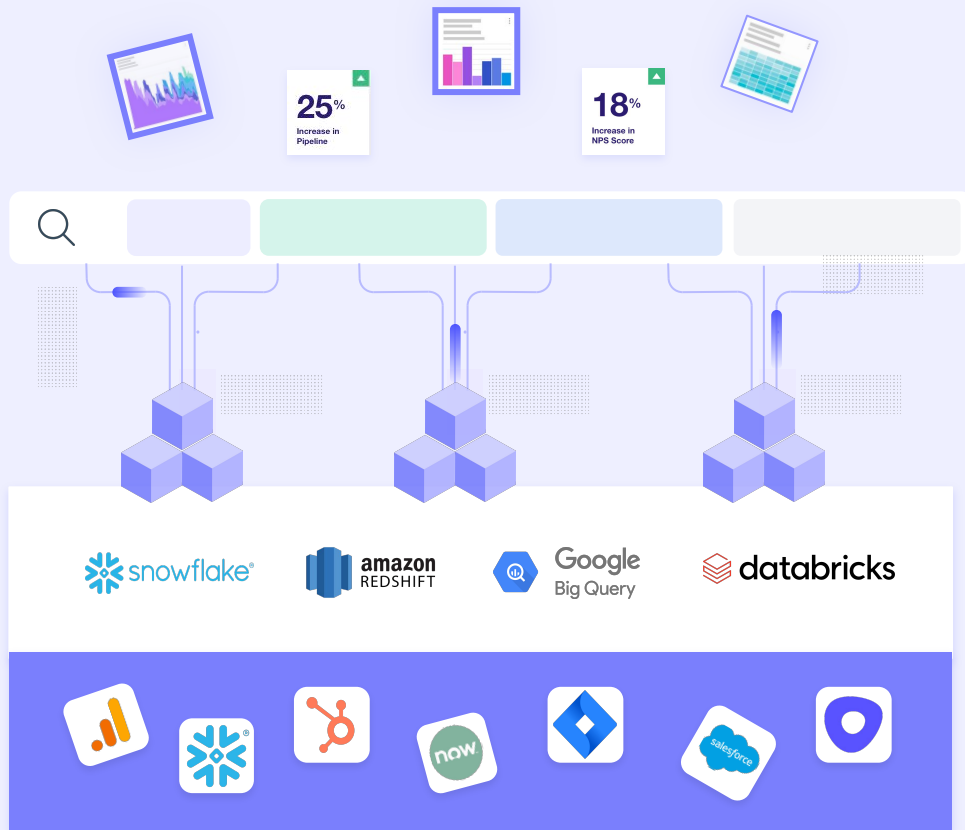
Automate your data processes

Extend to other apps like Slack, Teams, etc.



## Introducing TML Blocks

Pre-built pieces of code to  
accelerate Live Analytics

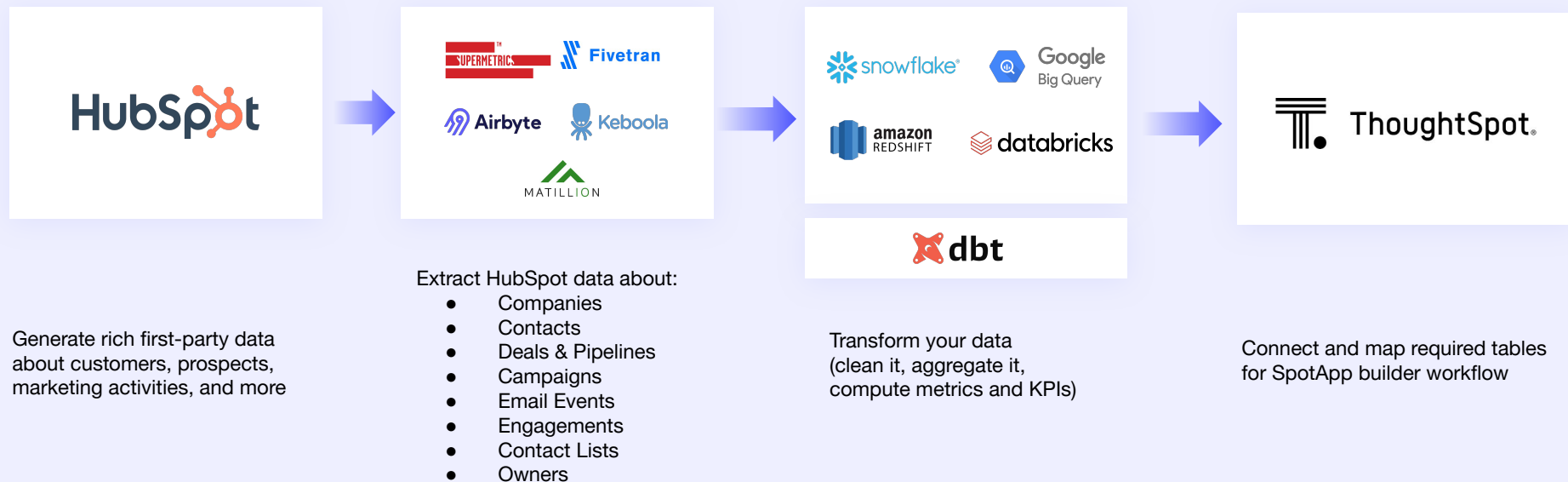


## Introducing SpotApps

Live Analytics use case  
templates built with TML



# Easily connect and transform HubSpot for live analytics



# ELT templates for SpotApps



APIs

Apps

DBs

Files

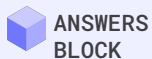
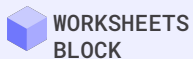
No  
SQL

## Extract, connect, and search to find insights in minutes

- Shared load jobs available in Matillion Exchange, verified by the Matillion team
- Easily extract the requisite tables for the SpotApp template load it into your cloud data warehouse
- Transform and ready data to deliver meaningful insights via search
- Uncover powerful business insights in seconds

# Remarkable marketing through live analytics

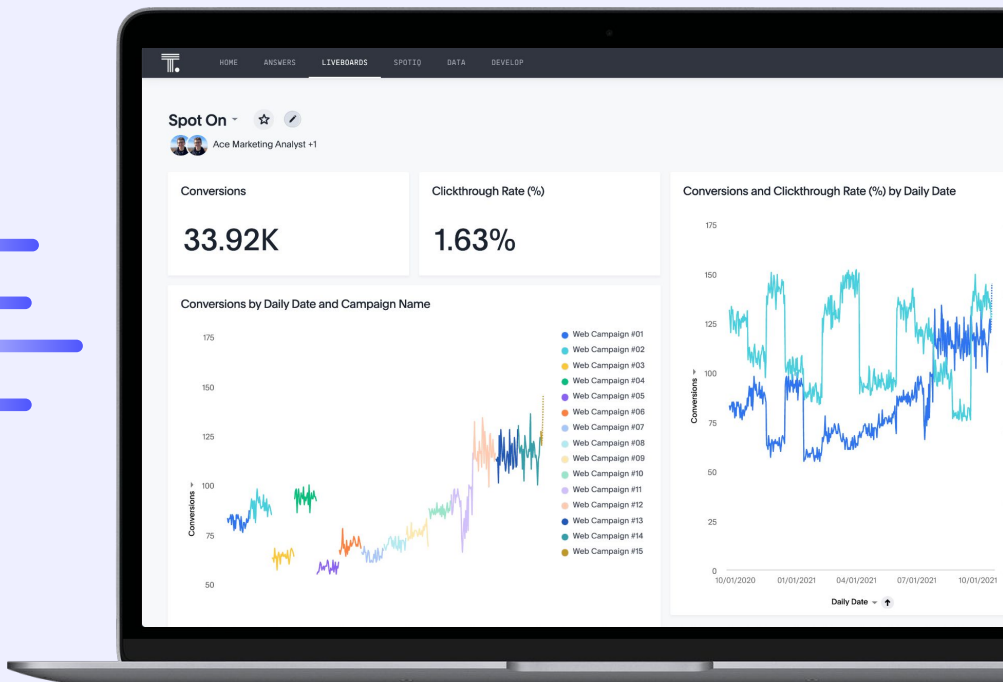
## Get started faster with the HubSpot SpotApp template



Set up in minutes and get to the 'why' faster

Built with reusable ThoughtSpot Modeling Language (TML) blocks

Discover powerful new insights with pre-built Liveboards and live charts



- ✓ Create hyper-targeted ad audiences for retargeting campaigns
- ✓ Get a live view of trends, click-through rates, and conversions
- ✓ Drill into customer behavior details to hyper-personalize engagement