ThoughtSpot.
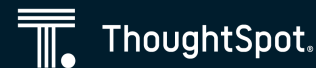
Driving Adoption for Non-traditional Users

How CarTrawler enabled non-data people to be data-driven

Dr. Nanette Solan
Head of Insights
CarTrawler

Overview

1. **CarTrawler?**

2. **What problem was CarTrawler looking to solve?**

3. **How did we get Thoughtspot successfully adopted?**

4. **How did introducing Thoughtspot affect people's roles?**

5. **What needs to be true to make this happen?**

We bring opportunities to life

through a global online marketplace connecting Partners, Customers and Suppliers

What problem was CarTrawler looking to solve?

- **Journey to be more data-driven:**

- **1 year ago:**

- **What we needed:**
  - Flexibility
  - Suitable for ad hoc queries
  - Useable beyond analysts
  - "SQL for people who don't write SQL"

How did we get Thoughtspot successfully adopted?

Business User

Hard to persuade
Will have to learn a new skill
Whet their appetite
What will it do for me?

Business Analyst

Easy to persuade
Know that change is needed
Will make their life better
Need to see their colleagues succeed

Promote, demonstrate, teach, coach

Onboarding

Personalise examples so that it sticks
Have relevant Liveboards ready from the start
Focus on leveraging Liveboards & ad hoc functionality

How did introducing Thoughtspot affect people's roles?

Before	After
Business User	**Business User**
Consumer	Consumer & co-producer
Dependent on analyst availability	Independent
Waiting game	Flexibility
Limited in their scope	Faster cycle times
	Assisted for bigger questions
Business Analyst	**Business Analyst**
Producer	Co-producer
Lots of small ad hoc tasks	Coach
No time for important but not urgent	Not consumed by ad hoc questions
Not using full skillset	Time for important but not urgent
Risk of attrition	Highest point of contribution

= transactional

= team

What needs to be true to make this happen?

- **Buy-in from leadership**
  - Time across multiple teams

- **Buy-in from business analysts**
  - Vital in preparing onboarding

- **Buy-in from business users**
  - Show how it will benefit them

- **Data model**
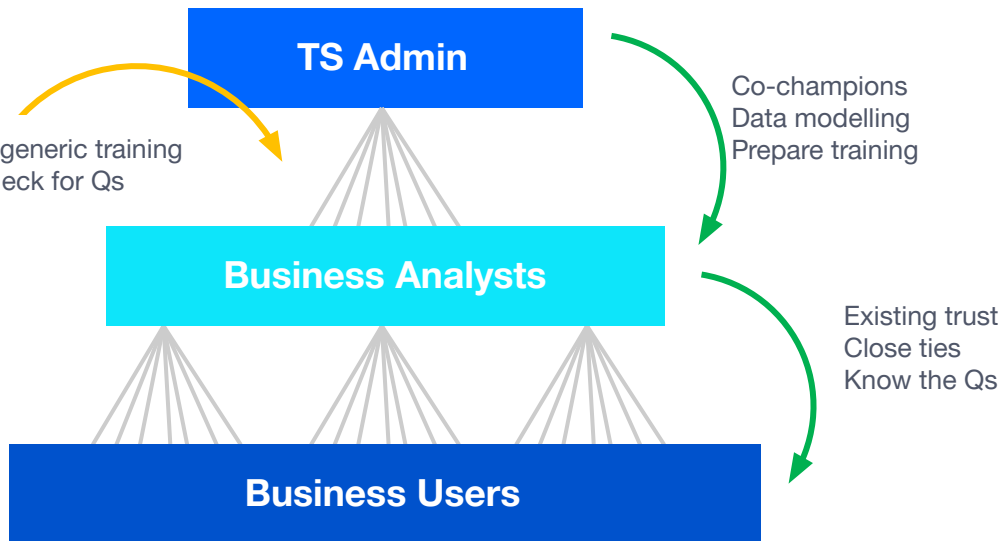 - Will identify room for improvement

Do:

TS Admin

Overly generic training
Bottleneck for Qs
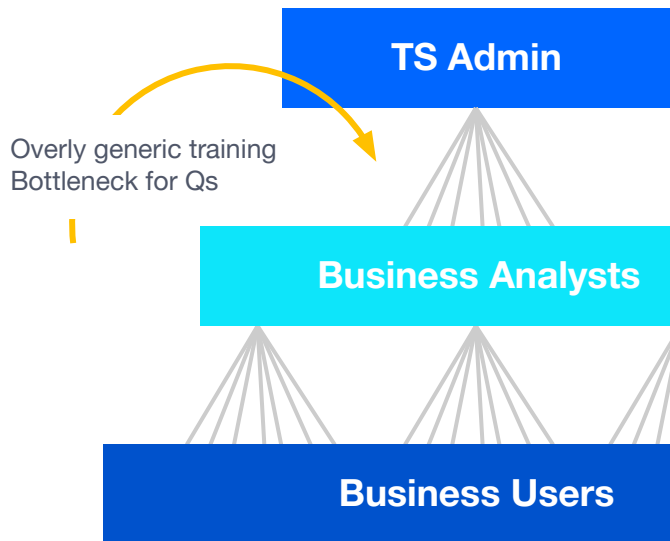
Co-champions
Data modelling
Prepare training

Business Analysts

Existing trust
Close ties
Know the Qs

Business Users

In conclusion

- **Business analysts are vital**
  - Include them in your planning, onboarding, data prep

- **Business users will need to learn a new skill**
  - Instil the "eager want" (D.Carnegie)

- **Make onboarding relevant for the team**
  - Make it memorable, useful & sticky

- **Thoughtspot is an agent for change**
  - People will do their work differently
  - Your data model will improve

The Modern Day Analyst

ThoughtSpot

Leon Tang
VP of Analytics
factory14

factory
14

How many times have you heard these statements?

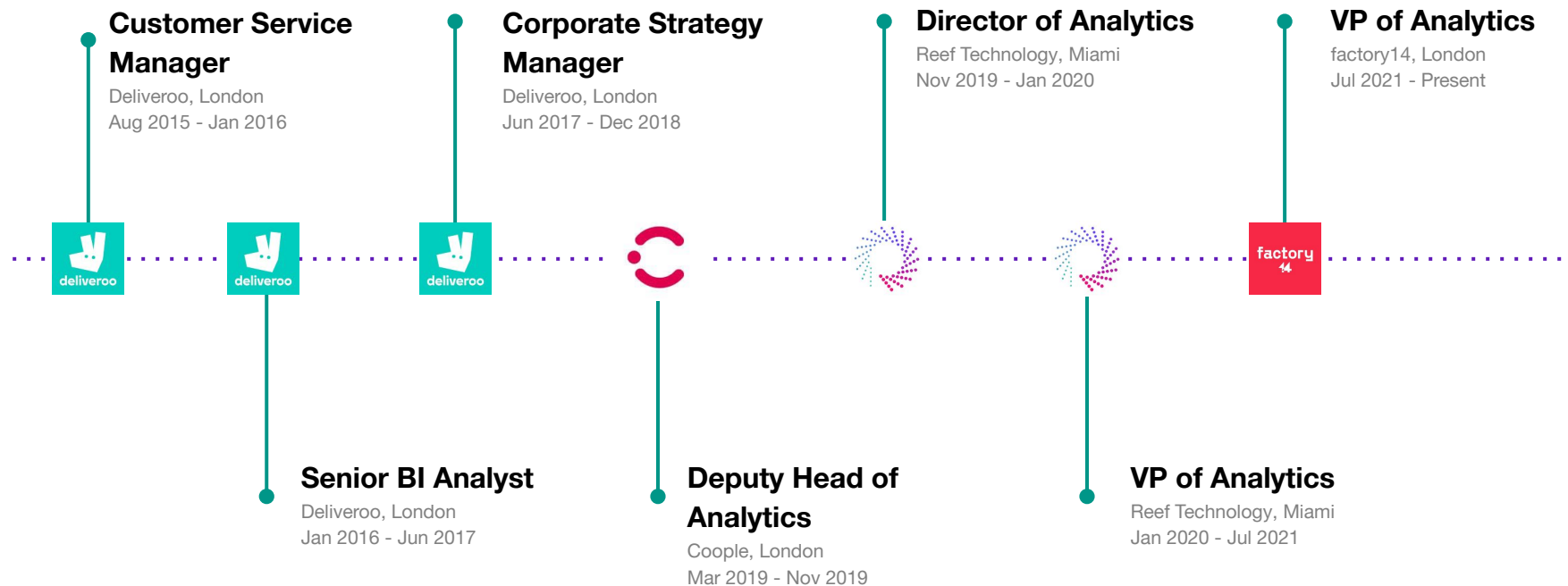*'Can you add a graph that shows sales per month?'*

'Can you change the colour of this line to blue?'

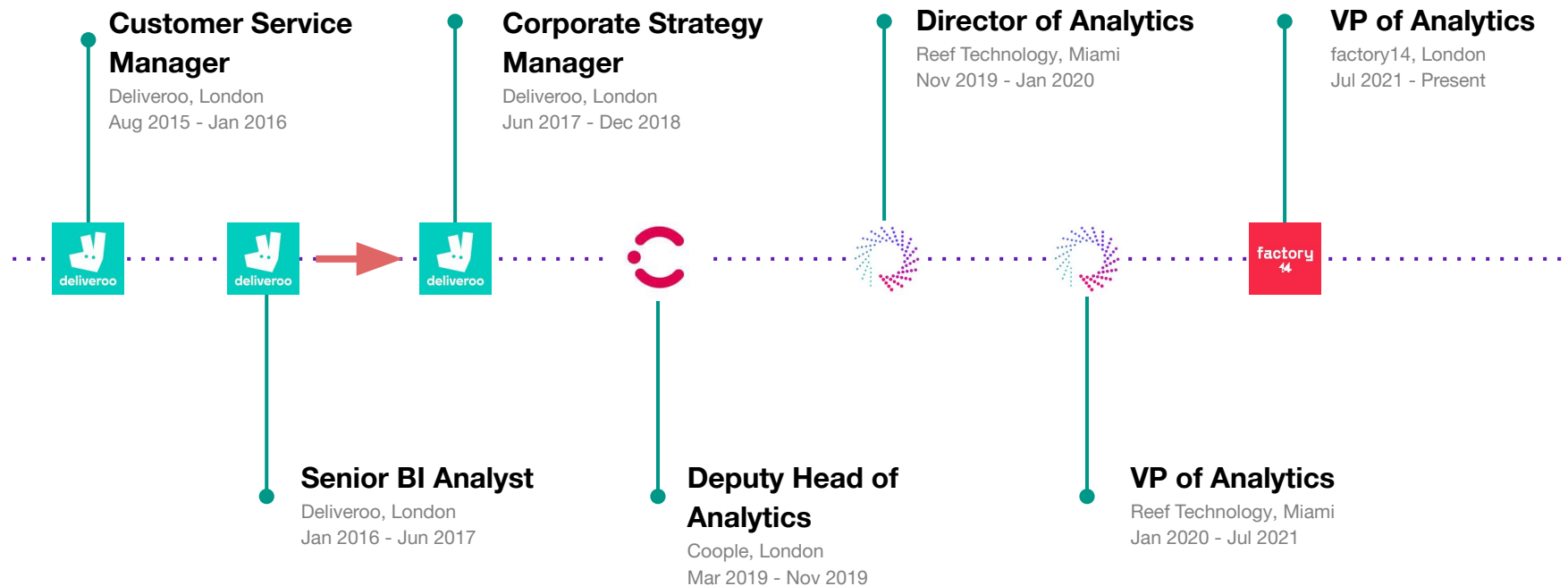*'Could you pull me the data for conversion rates this month?'*

'Is it possible to change this graph to a pie chart?'

'How do I download this data to Excel?'

I used to hear and see these requests multiple times a day!

Customer Service Manager
Deliveroo, London
Aug 2015 - Jan 2016

Corporate Strategy Manager
Deliveroo, London
Jun 2017 - Dec 2018

Director of Analytics
Reef Technology, Miami
Nov 2019 - Jan 2020

VP of Analytics
factory14, London
Jul 2021 - Present

Senior BI Analyst
Deliveroo, London
Jan 2016 - Jun 2017

Deputy Head of Analytics
Coople, London
Mar 2019 - Nov 2019

VP of Analytics
Reef Technology, Miami
Jan 2020 - Jul 2021

This was the main reason why I moved to Corporate Strategy

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Deliveroo, London
Aug 2015 - Jan 2016

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Corporate Strategy made me see Analytics in a different light

Analytics

Data Warehouse

Dashboards
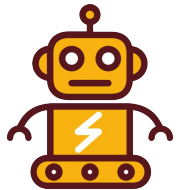
Data Pulling
& Ad Hoc
Requests
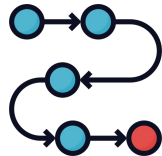
ETL
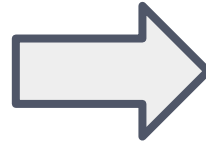
Corporate Strategy
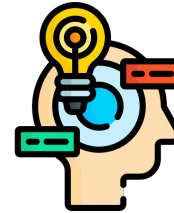
Actionable insights
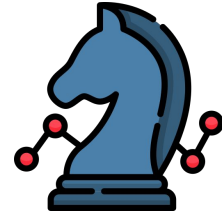
Strategic Direction

Business Partnering

This new vision of Analytics drove exponential growth

Deliveroo
$7B valuation (IPO)

Helped grow Deliveroo from 2,500 orders a day to 250,000 orders a day in 4 years.

Led data due diligence for Series F raising $485M.

Reef Technology
$2B valuation

Helped grow Reef to $2B valuation in 2 years.

Built the Analytics team from scratch to 26 people to grow revenue by 25x over 2 years.

However, the choice to BI tools limited self serve

Analysts giving insights

Analysts making dashboards

The ability to self serve was vital to factory14's success

1) FIND & BUY COMPANIES
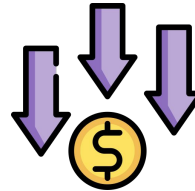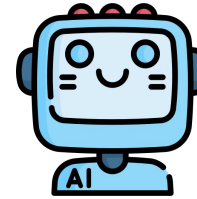

Amazon

Shopify

Bigcommerce

Walmart
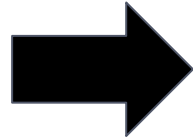
2) OPERATE, OPTIMISE AND GROW

Reducing Costs

Automation

Expansion

As this allows us to work on projects that move the needle

ML model to find
the best brands

Scraping competitor data to
create the best new products

Forecasting models to ensure
that we never out of stock

In a pre-Analytics era, everything was in Excel at factory14…

15 x 10 = 150

Brands   Countries   CSV's Daily

And Excel very quickly became unscalable!

15 x **10** x **6** = **900**

Brands   Countries

Sales
Inventory
Marketing
PPC
Profitability
Conversion

CSV's Daily

That was only for a few datasets on Amazon as well…
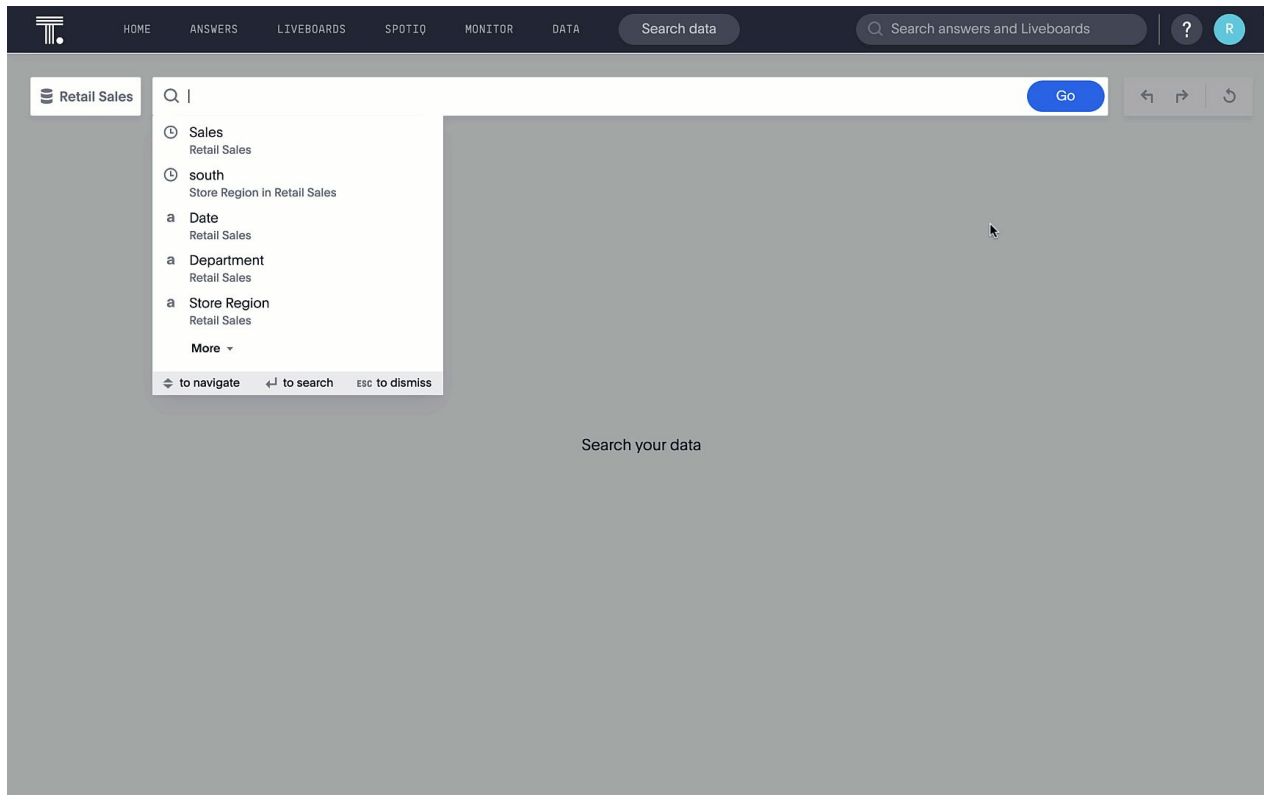
Amazon

Shopify

Bigcommerce

Walmart

How do 6 analysts give the whole business visibility in 3 months?

We outsourced our work using Thoughtspot!

These are the questions being asked now...

'Could you create us a tool to understand when / how much of each product we need to reorder?'

'Can you help restructure the KPIs of each team in the company?'
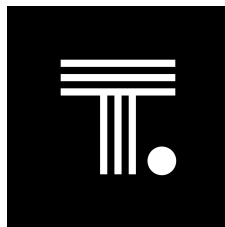
'How do we improve sales for our top brands?'

'What story can we tell our investors to raise our next round of funding?'

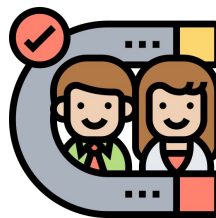*'Could you join this weekly meeting?'*

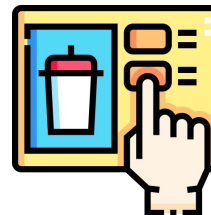# These questions are just the cherry on top!

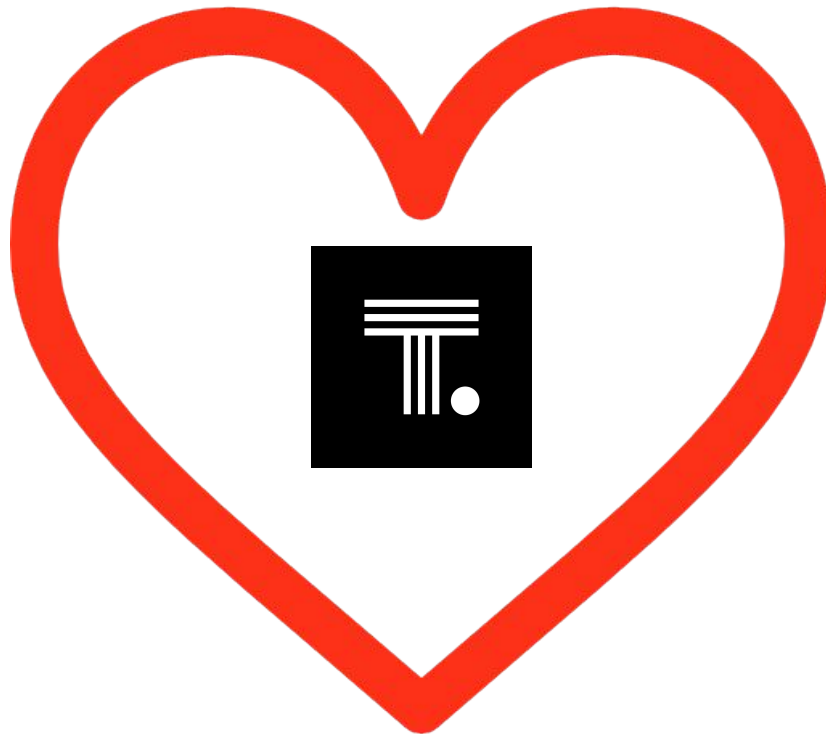factory14 ✕ Thoughtspot = 80% Weekly Retention Rate | 95% of all liveboards are created by business users | ~14,000 ad hoc queries answered via Thoughtspot

Thoughtspot is making the 'Modern Day Analyst' a reality

Thank you Thoughtspot!

Questions?