

ThoughtSpot Insight Hours

January, 2025



Speakers



Paul Froggatt Director, Technical Architects ThoughtSpot



Addie McNamara Solutions Consultant ThoughtSpot



Eliza Dee Customer Success Manager ThoughtSpot Host



Nick Cooper Principal Solutions Architect ThoughtSpot



Aditi Dani Customer Success Manager ThoughtSpot



Mark Balcer Principal Consultant 7Dxperts

Three pillars of Insights Hours

Product spotlight

How-to ThoughtSpot

Community thread

- Hosted last Thursday of every month by ThoughtSpot's GTM team
- Register for one or all sessions
- Ask your questions using Q&A for the Community thread discussions

Agenda



Introductions

Hello from speakers and what we'll cover today



Product spotlight - 10.5 cl release Addie McNamara



Special Guest: Meet the 7DXPERTS team

Unlock real-time geospatial analysis with your modern data stack using ThoughtSpot BYOC



Analyst Studio

Aditi Dani



06

How to ThoughtSpot - Group aggregates Nick Cooper

Wrap up & next steps Eliza Dee

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| Saved insights | by Region Status = "open" sort by count Status descending Ede |
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| | B Retal Apparet Preview data Save + New Hear |
| | Sooter Answers should be inviewed to ensure they sign with your expectations. Learn more |

Release Highlights

10.5 cl release highlights



Demo Agenda

Spotter Improvements



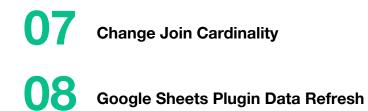


 $\mathbf{04}$

Change Analysis Summary

Anomaly-Based Alerts

Generic Custom Compare



Suggested Questions

Challenge :

- Quality of AI suggested
 questions
- Customers have asked for ability to set the suggested questions

Solution :

- Spotter now uses Reference questions with Global access as suggested questions when they are available.
- Questions with highest number of upvotes will be picked

Instances that <u>enabled</u> AI Sample Questions flag will get this change by default in 10.5.0.cl

| Ask a | business question in natu | ral language | | | |
|---|--|---|---|--|---------------------------------|
| nple questions | | | | | |
| an you show me all community embers who have asked at | what percentage of i been delivered | deas have | show me a table of all account who are customers | s show me a tabl members with | e of community the number of |
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| Q Search Question can you show who have asked what percents delivered show me a tat customers show me a tat | Market Access and the all community members ed at least one unique question age of ideas have been | Rati Search Token Comm Show mor Show mor Show mor | a Chart unity Network Member Name uni tage delivered Idea Status = 'deli at Status Account Name Acc account Idea Title unique count Idea Br | Access # KPI Global Global | GTM Communit |

Typeahead Suggestion from context

Challenge :

 Users find it difficult to type exactly type column names and values

Solution :

- Spotter provides column name and column value suggestions to help users type their question easily
- Note : Column value suggestion only suggests attribute column values that are shown in one of the viz loaded in conversation

Beta in 10.5.0.cl (Feature behind a flag, **<u>disabled</u>** by default)



Chart Readability Improvements

Challenge :

 Customers using smaller screen resolutions have complained about the readability ai answers

Solution :

On smaller screen resolution, we have made the following changes to improve readability of Al answers :

- Reduced the white spaces on side to expand the chart
- Introduced minimum chart height to reduce distortion of charts on extremely small screen resolutions
- Enabled by default in 10.5 Loom link

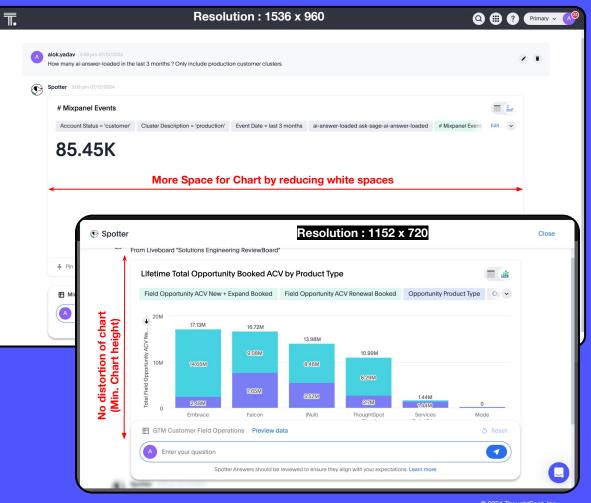


Chart Selection

Challenge :

 Users want the ability to request for a specific chart type in Spotter

Solution :

- Spotter will apply the user specified chart type if the data fits charting requirement
- Limitations :
 - Custom charts are <u>NOT</u> supported yet
 - Users can <u>only</u> ask for specific chart type , other chart settings are not available yet

Enabled by default in Spotter (& Ask Sage) experience from 10.5.0.cl.

| | | PM 07/12/2024 es by category for each region fo | or last 12 mor <mark>as pivot</mark> t | able | | | |
|------|-------------|--|--|---------|-----------|---------|-------------|
| Spot | ter 4:40 PM | 07/12/2024 | | | | | |
| Т | otal sales | by item type and region | | | | | ← ✓ ■ 1 |
| | | , sy norm type and region | | | | | |
| | sales re | gion item type date = las | t 12 months Edit | | | | |
| | | | | | | | |
| | Total sales | region | | | | | |
| 1 | item type | East | Midwest | South | Southwest | West | Total sales |
| В | Bags | 3.36M | 3.76M | 698.66K | 1.95M | 3.16M | 12.92 |
| D | Dresses | 3.23M | 3.69M | 676.82K | 1.9M | 3.09M | 12.59 |
| Н | leadwear | 1.47M | 1.67M | 300.99K | 862.16K | 1.4M | 5.71 |
| J | ackets | 8.6M | 9.66M | 1.79M | 5.05M | 8.2M | 33.31 |
| J | eans | 2.61M | 2.98M | 538.18K | 1.53M | 2.5M | 10.16 |
| Ρ | Pants | 6.8M | 7.68M | 1.38M | 4.01M | 6.47M | 26.34N |
| S | Shirts | 3.54M | 3.99M | 730.53K | 2.12M | 3.39M | 13.77 |
| S | Shorts | 4.2M | 4.83M | 877.19K | 2.45M | 4.02M | 16.37 |
| S | Skirts | 2.12M | 2.42M | 441.42K | 1.25M | 2.03M | 8.26 |
| S | locks | 517.97K | 589.18K | 107.93K | 305.36K | 495.53K | 2.02 |
| S | Sweaters | 1.52M | 1.72M | 314.97K | 889.54K | 1.45M | 5.891 |
| S | Sweatshirts | 3.26M | 3.68M | 675.85K | 1.9M | 3.09M | 12.61 |

Chart Selection (2/2)

Challenge :

 Users perceive that Spotter answers to be incorrect when the chart selected doesn't visualise all the data (even though Spotter generates the correct Search Data tokens)

Solution :

- Spotter will show the data in table view when the suggested chart doesn't fit the data.
- Spotter will retain the chart type in cases of filter changes (or data aggregation changes)

<u>Enabled</u> by default in Spotter (& Ask Sage) experience from 10.5.0.cl.



Query Sets - UI Conditions

Why?

- Query Sets provide the ability for the analyst to simplify asking and answering questions that require subquery analysis.
- I.e.
 - Acquisition Analysis
 - Basket Analysis
 - Segmentation Analysis
 - Frequency Analysis
- YouTube Channel for All Things Sets

What?

• With this release we have updated the UI to provide the smart conditions definition;

When?

• Sets will continue to be EA with a GA planned first quarter of 2025 calendar year.

Query Sets - UI Conditions

| Query set Edit set details |
|---|
| Define groups for included query values |
| Conditions Column |
| I - 10 Remove group Rank By Month Between + Add condition |
| Il - 20 Remove group Rank By Month > H Add condition X |
| Image: Second |
| + Add group Show remaining values as Individual values Group |

Pivot Tables 2.0

The new Pivot table supports **all the features** in the existing Pivot table. Additionally, users also get:



Change Analysis Summary Tab

Challenge:

When a user runs change analysis, they directly land on the insight for an attribute. Either the first attribute is not relevant or the user does not understand the deeper insight immediately, hence we see a drop off in retention. It was also noticed that ~50% of users, do not check the change across a second attribute.

Solution:

On running change analysis, the user lands on on an Overview tab that gives a summary of the change across the selected attributes

Rollout: Staggered rollout controlled by PM and CSM

| Change analys | is | | | | |
|---------------|---------------------------------------|------------------------------------|--------------|--|----------------------------|
| < < | tetail sales - Rahul LB es monthly | | | Nov 2024 981.23K ↓ | 4.26% Nov 2023 |
| Overview | Change Analy Major contributo | vsis ors to the 43.64K decrease | | | |
| | Attribute | Top contributor | Contribution | Other contributors | |
| item type | item type | Pants 11.5% | -19.37K | Shorts, Dresses and 1 others | View details \rightarrow |
| state | state | Arizona 4.26% | -43.64K | No other major contributors | View details \rightarrow |
| store | store | Arizona (85226) 🔱 9.31% | -43.57K | No other major contributors | View details \rightarrow |
| product | product | Resort dress 4 21.03% | -2.87K | Insulator pants, Down sweater and 7 others | View details \rightarrow |
| region | region | Southwest 4.26% | -43.64K | No other major contributors | View details → |

Anomaly based alerts

Challenge:

Understanding the trend of a KPI helps user be on top of it effectively. Users can monitor important KPIs for unusual behaviours at their fingertips to take proactive action

Solution:

We run ML and statistical based anomaly detection on KPI to detect the deviation away from expected range. If an KPI falls outside this range, ThoughtSpot sends a notification to users' email for them to take action.

Early Access: 10.1

GA: 10.5

| Create alert | | | | | | | |
|-------------------|---|----|--------------------------------|--|-------------------------------|-----|---|
| Set up your alert | Set up your alert Anomaly Threshold Schedule | d | | | | | |
| Add subscribers | Alert name | | | | | | |
| KPI query | Alert on Anomaly - Demo | | | | | | |
| | Weekly MO TU WE TH FR | SA | ✓SU | 09 v : 00 v hours(PD | ŋ | | |
| | Add subscribers | | | e subscribed to an alert for naly" Thoughtspot notifications × | | 9 | Ø |
| | Administrator × | • | Thought to me 👻 | Spot Notifications <notification@notificatio< td=""><td>n.tho 7:28 PM (O minutes ago)</td><td>Å ←</td><td>:</td></notification@notificatio<> | n.tho 7:28 PM (O minutes ago) | Å ← | : |
| | Add custom message | | Ē | ThoughtSpot. | | | |
| | KPI query | | Hi | Rahul PJP, | | | |
| | | | | e will monitor this KPI and send upda | tes to your inbox. | | |
| | | | Cł | ¥ert on Anomaly - Demo" details neck for Anomaly: weekly on Monday, Id Friday at 09:00 PDT | Tuesday, Wednesday, Thurs | day | |
| | | | ľ | View KPI | | | |
| | | | | | | | |
| | | | | KPI value | quarter over quar | ler | |
| | | | | 249.21K | ↓97.28 % | b | |
| | | | | | | | |

Generic Custom Compare

Challenge:

The options for comparison on a KPI chart was restricted to a predefined set of options. Users with seasonality apart from the fixed set were not able to derive value from the comparison

Solution:

The ability to set a custom comparison period is available to users. Example: They can compare their monthly KPI to any month in the past

Early Access: 10.5 (Custom calendar is not supported)

GA: 10.6 (With Custom calendar support)

| Edit chart | | × | |
|---------------------------------|----------------|----|---|
| Configure | Setting | s | 3 |
| Display | | | |
| Show date lat | bel | | G |
| Show sparklin | ie | | |
| Show compa | rison 🛈 | | |
| Compare with | | | |
| Previous year (S | ame month) | ^ | |
| Previous availab Oct FY 2025 | ole data point | | |
| Previous month Oct FY 2025 | | | |
| Previous quarte Aug FY 2025 | r (Same mont | h) | |
| Previous year (S Nov FY 2024 | ame month) | | |
| Custom | | | |
| Tooltip | | | |
| Edit tooltip | | | |

Change join cardinality

Challenge:

Users are not able to change the join cardinality once they create the join and use it in a worksheet/model.

Current workaround is to delete the join and fix downstream objects manually.

Solution:

Users can change the join cardinality from the new tables will not work (consistent with current behavior)

Early Access: 10.5

GA: 10.7

| Τ. | | | | Q 🕀 ? 🕬 😼 |
|---|--|------------------|--|------------|
| ata workspace | SYSTEM TABLE ACCOUNT Columns Joins Date so | mples Dependents | Row Security | |
| onnections | Joins | | | + Ass Join |
| bi sege statistics billes als governance veboard verification potter - Reference questions | OPPORTUNITY_I0_ACC Source Table OPPORTUNITY Source Columns ACCOUNT_ ID | Many 1 | Destinution Table ACCOUNT Destinution Columns | Account |
| potter - Business terms | | | | O |

Google Sheets Plugin - Refresh data

Challenge:

- One time data import. No refresh / update data functionality.
- Error messaging issues

Solution:

- Addition of Refresh functionality in the Google Sheets Plugin workflow.
- Similar to how it currently works in Google Slides

Rollout: Already in Production

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|---------------|------------------|-------|------------|---|
| county | Month(date) | •• | 38.6268039 | 1 |
| | 1/1/24, 5:30 AM | | 38.6268039 | |
| | 4/1/24, 5:30 AM | | 38.6268039 | |
| | 5/1/24, 5:30 AM | | 38.6268039 | |
| | 6/1/24, 5:30 AM | | 38.6268039 | |
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| | 9/1/24, 5:30 AM | | 38.6268039 | |
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| | 7/1/24, 5:30 AM | | 38.6268039 | |
| | 12/1/24, 5:30 AN | | 38.6268039 | |
| - | 12/1/24, 5:30 AN | | 38.6268039 | |
| | 12/1/24, 5:30 AN | | 45.7874957 | |
| | 8/1/23, 5:30 AM | | 45.7874957 | |
| | 8/1/23, 5:30 AM | | 45.7874957 | |
| | 9/1/23, 5:30 AM | | 45.7874957 | |
| | | | 45.7874957 | |
| | 11/1/23, 5:30 AN | | 45.7874957 | |
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| ^ | ThoughtSpot $	imes$ |
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| 8039 | Select data from your ThoughtSpot |
| 8039 | instance |
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| 8039 | Update your data |
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| 8039 | Update all sheets or only the current sheet |
| 8039 | All sheets |
| 8039 | |
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| 8039 | Update data |
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How to

7Dxperts





ThoughtSpot.

Bringing Maps to Life

Unlock real-time geospatial analysis with your modern data stack using ThoughtSpot BYOC (Bring Your Own Charts)

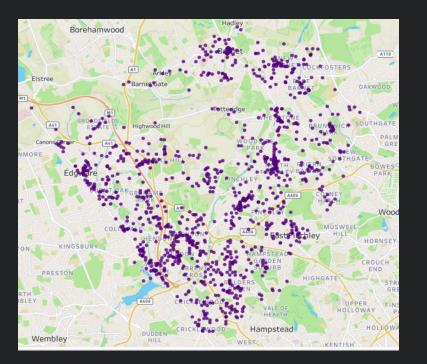
Mark Balcer – Principal Consultant



The problem

The solution







xperts





Of the 10,000 customers that a leading CDW company have, approximately 6,000 of those have Latitude and Longitude data residing in their CDW

They estimate that only 10% are utilizing this geospatial data

This leaves a lot of use cases to be explored for value...

Some use cases by Industries

7*x***PERTS**



Retail

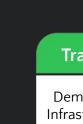
Store Location Optimisation, Targeted Marketing, Supply Chain Efficiency





Telecommunications

Network Expansion, Service Quality Improvement, Customer Segmentation



Transportation

Demand Forecasting, Infrastructure Planning, Public Transit Optimization



Logistics

Route Optimisation, Warehouse Placement, Inventory Management

Real Estate

Property Value Analysis, Development Planning, Risk Assessment

Travel

Destination Popularity Analysis, Targeted Marketing for Travel Packages, Seasonal Demand Forecasting How to

Analyst Studio



INTRODUCING ANALYST STUDIO

Accelerate data to insights

| | > |
|---------------|---|
| your I-rea | |





Analyze and explore in SQL, Python, and R



Optimize cloud costs

| • | | | | • • |
|---------------------|--|---|--|---|
| sights | Spotter | | | |
| Search Data | Retail-Apparel V As | k a business question in natural languag | le | Ask Spotter |
| me | | | | |
| aboards | Sample questions V | | | |
| swers | What are the monthly sales by date, product and county? | What is the total sales by item type and region? | What are the sales by city and SKU? | How many unique stores are there in each city? |
| otlQ Analysis | | | | |
| nitor Subscriptions | Watchlist | | | |
| p | | | | Evaluation of the second |
| at with support | | 384.22 M Saa5360 - TSCloud Cu | | Explain change |
| | SaaS360 - TSCloud 03/22/2023 vs. | | ↑ 20.74% | |
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| | SaaS360 - TSCloud 03/22/2023 vs. | 03/21/2023 30M | $\sim\sim\sim$ | |
| | Booked ACV | 384.22 м 20М | | |
| | monthly | ↑ 20.74 % | | |
| | SaaS360 - TSCloud 03/22/2023 vs. | 03/21/2023 10M | | |
| | | 384.22 M Jun 1 | Jun 15 | |
| | monthly | ↓ 20.74 % | | Jun 30 |
| | | | | Jun 30 |
| | Favorites | | | View all Favorite |
| | | | | |

Unify your data

Challenges:

- Data stored in separate CDWs.
- Some data in CDWs and other data scattered in files*.

Capability

• Join datasets together in ThoughtSpot data models or worksheets to unify data from multiple sources.

Value

- Comprehensive Insights
- Flexibility

| | Worksheet | li View | 🔳 Table | | li View | Worksheet | |
|----------------------|--|---|---|-------------|---|-----------------|-----------------|
| Data Workspace 🛛 🕂 | Modified Oct 02, 2020 Sales worksheet | Modified Oct 02, 2020 Total sales view | Modified Oct 02, 2020 Data table Opened 1 day ago | | Create connection Select a data source | | |
| Data objects | Opened 2 hrs ago | Opened 3 hrs ago | | | | | |
| | | | | | Q Search data source | | |
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| veboard verification | | | Homandor | Gustomert | | | |

Advanced tooling to get your data Al-ready

Problem

Slow time-to-value .

Capability

- SQL Editor .
- Google Sheets ٠
- Publish Datasets to ThoughtSpot •

Value

- Get started within minutes: .
- Build prototypes & gather feedback: •
- Faster insights for business users:

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| + Add chart | | 5 o.occurred_at, 6 o.standard_gty, | | | | |
| | | 7 o.standard_qty * o.standard_amt_usd AS sales_volume, | | WHADWORDS WHADROLL | | |
| | | 8 CASE 9 WHEN o.gloss_gty > 0 THEN 'gloss' | | WHADROLL Engagement | | |
| | | 10 WHEN o.poster_qty > 0 THEN 'poster' 11 ELSE 'standard' | | | | |
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| | | 5 Raffle | Garret Redmond true 2 | | | |
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Ad hoc exploration tooling for analysts

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| | u | Campaign Active Month Add a field to Tooltip | # Buyer CSAT score | | |
| Partitioning product category | tegory | Download Copy ⊨ ∠ Annual pace compari | | | |
| item type | | MONTH(Promotion date) Measure Names Annual Pace Across Table Sales amount Annual pace co Filters | # Cumulative sales # Purchase price | | |
| item name | | 1 2018-01-01 00:00:00 ANNUAL_PACE across table 516021.0333 Add fields here | # Quantity | | |
| | | 2 2018-02-01 00:00:00 ANNUAL_PACE across table 407445.0750 | # Rating | | |
| alculate based on the values in addressing fields, and reapply the | | 3 2018-03-01 00:00:00 ANNUAL_PACE across table 365692.9667 | # Sales amount | | |
| Iculation within partitioning fields. | | 4 2018-04-01 00:00:00 ANNUAL_PACE across table 355833.1167 5 2018-05-01 00:00:00 ANNUAL_PACE across table 372933.0967 | | | |
| arn more about table calculations | | 5 2018-05-01 00:00:00 ANNUAL_PACE across table 372933.0967 6 2018-06-01 00:00:00 ANNUAL_PACE across table 359457.8722 | | | |
| | | 7 2018-07-01 00:00:00 ANNUAL_PACE across table 348642.3071 | | | |
| | Apply and close | | | | |

Manage data and costs on your terms

Problem

Slow or costly analytics

Capability

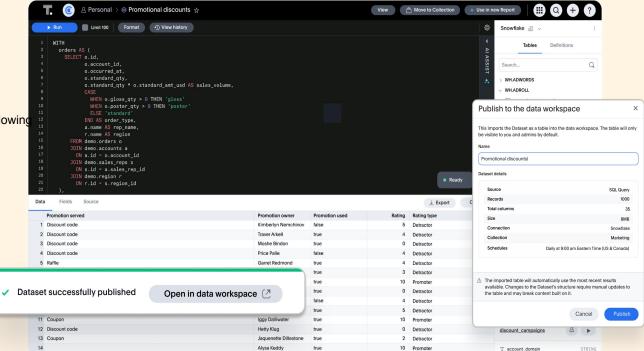
Create periodic data snapshots or extracts, allowing data to be refreshed at regular intervals

When to use extracts?

- Performance and scalability issues
- Fragmented data sources
- Data freshness

Value

Optimized Performance



Advanced tooling for data scientists

Problem:

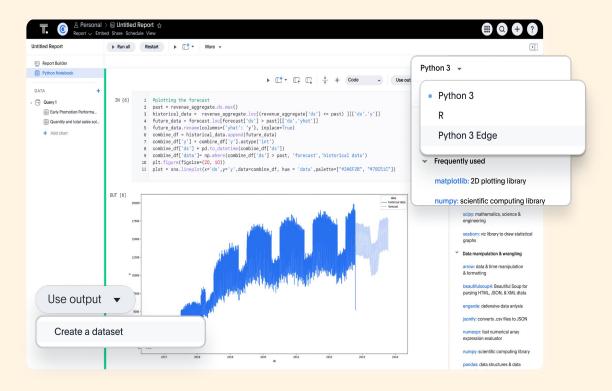
- Lack of data science capabilities within Thoughtspot
- Need to use other tools for advanced analytics.

Capability

 Analyst Studio includes an integrated Python/R notebook where query results are readily accessible.

Value

Run advanced analytics using Python or R



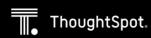
Group aggregates

How to



What's coming & next steps

Upcoming events



WEBINAR

2025 Data and AI trends

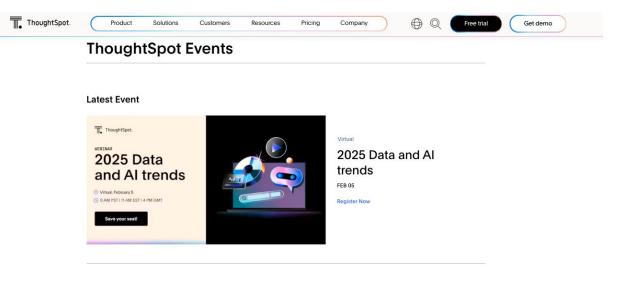
Kickstart your New Year's resolutions with this expert-led planning session

Wednesday, February 5 at 8am PST



2025 Data and Al trends

ThoughtSpot Events



All events

All Type - Location -



Meet ThoughtSpot Analytics

Meet ThoughtSpot Embedded

Meet ThoughtSpot Analytics

See you next month!

February 28th INSIGHTS HOUR 2025

