ThoughtSpot

Search & AI-Driven Analytics

Use Cases Guide

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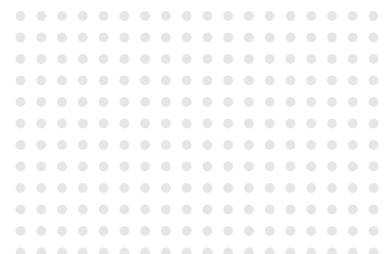
ThoughtSpot is the leader in search & AI-driven analytics across industries and the public sector. Now people at every level of your organization can have direct access to granular levels of data to gain insights and take action that delivers business value.

Simple
Empower everyone to answer their own data questions.

Smart
Personalized recommendations that get smarter with use.

Fast
Move faster with insights in seconds.

Unlimited
Unlimited users, questions and data under one license.

"ThoughtSpot's simple interface, speed and compute power enables us to reach thousands of business users across the organization and transform the culture of how people interact with data."

Nationwide

LEE RAYBOULD, CHIEF DATA OFFICER

"ThoughtSpot is helping us revolutionize patient care and streamline hospital operations. It's given us access to data we never had before."

Nicklaus Children's Hospital

ED MARTINEZ
CIO

"With ThoughtSpot, if anything is out of inventory we're able to react in seconds rather than having to wait weeks or months."

HAGGAR

YOLANDA ACOSTA
TECHNICAL BUSINESS ANALYST

"ThoughtSpot has increased our client-facing team members' sophistication without increasing their complexity."

Sterling Talent Solutions

GREG DITULLIO
SENIOR VP, GLOBAL CLIENT OPERATIONS

Primary Use Cases

Product 360

Thousands of dashboards can't answer the billions of potential questions about your products. With Product 360, merchandisers can ask questions with natural language across large volumes of data and multiple data sources to get immediate answers, so they can avoid stockouts and ensure that supply meets ever-changing customer demand.
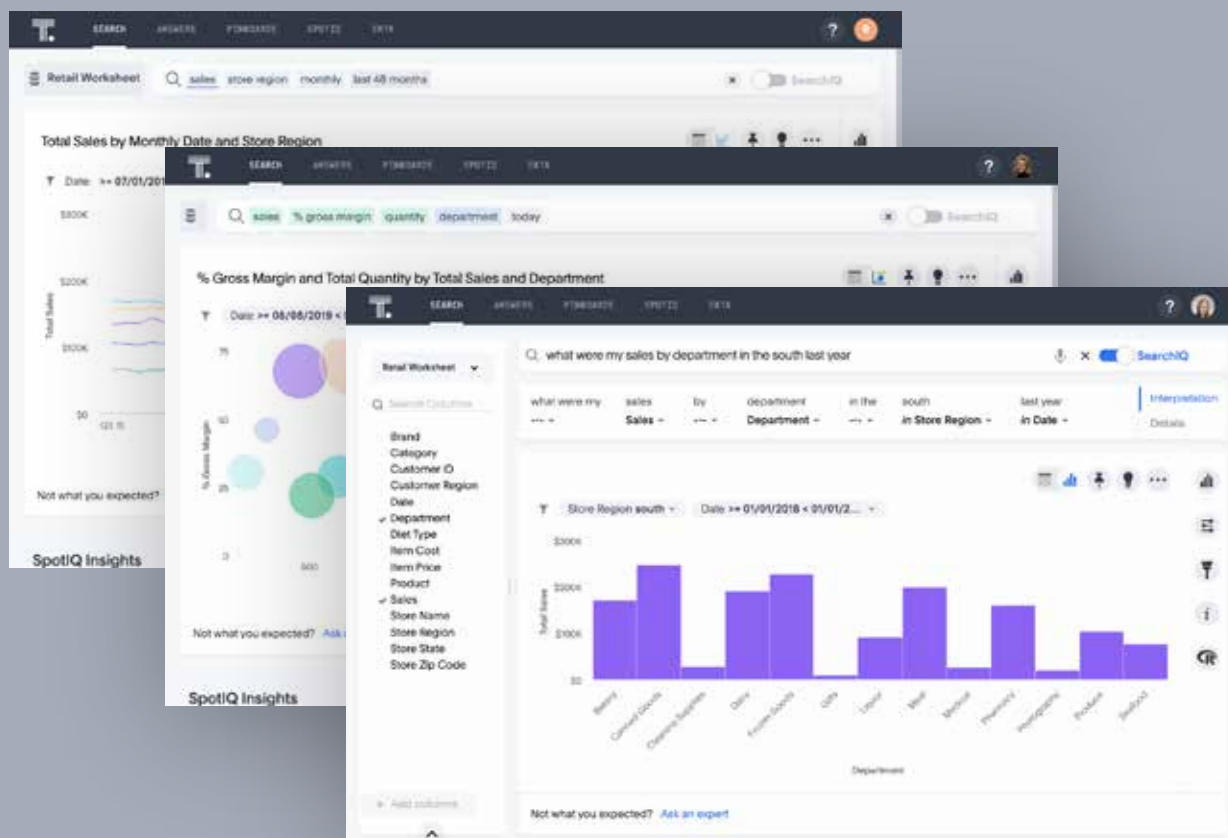
Customer 360

Aggregate data on customer segments and demographics no longer cuts it. Customer 360 enables marketers and sales teams to understand why customers are buying a specific product at a specific location and time to improve customer acquisition and retention.
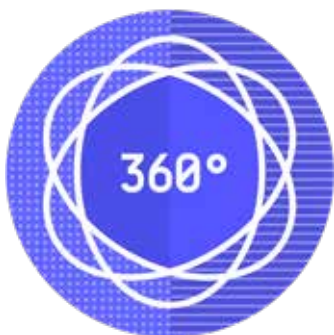
Supplier 360

If your buyers aren't efficient, how efficient is your business? Supplier 360 scales to massive volumes of data from a variety of data sources, connecting procurement data from disparate regions, brands, and organizations so procurement pros can maximize the buying power of every dollar.

Retail

With Product 360, merchandisers rely on Directed Diagnostics to better identify and pursue merchandise growth opportunities within key categories.

E-Commerce teams and merchandise managers analyze sales across all websites and channels to inform dynamic pricing in order to better compete with online retailers at all category and item levels. Teams join basket analytics with Customer 360 details to optimize ad spend to align investment with impact.

Finance executives leverage Product 360 to improve comparable store sales, with executive visibility by hierarchies of categories, regions, profit centers and more. They analyze markdowns to determine how price reductions affect overall sales.
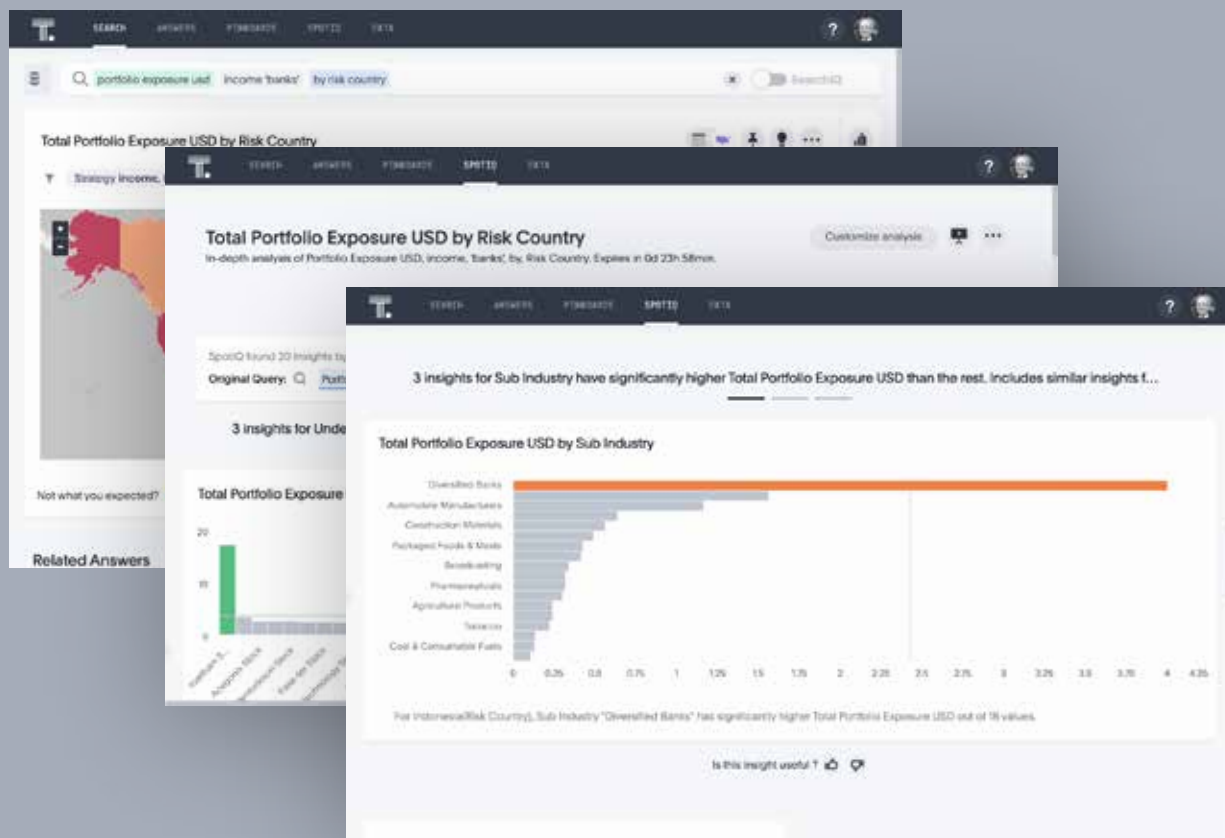
Walmart ✳

Departments

- ✓ Merchandising
- ✓ Finance
- ✓ E-Commerce

Primary Use Case(s)

Financial Services

With Customer 360, RBC eliminated ad hoc analytics requests from executives and marketers about credit card promotions. Executives can now answer their own questions about promotions in two minutes rather than waiting for two weeks.

The Credit Card Services team makes decisions based on data in real-time rather than waiting weeks for BI reports. More than 200 marketers and executives actively analyze campaign statistics such as conversion rates, account lifetime value, and overall ROI alongside customer details such as product mix.
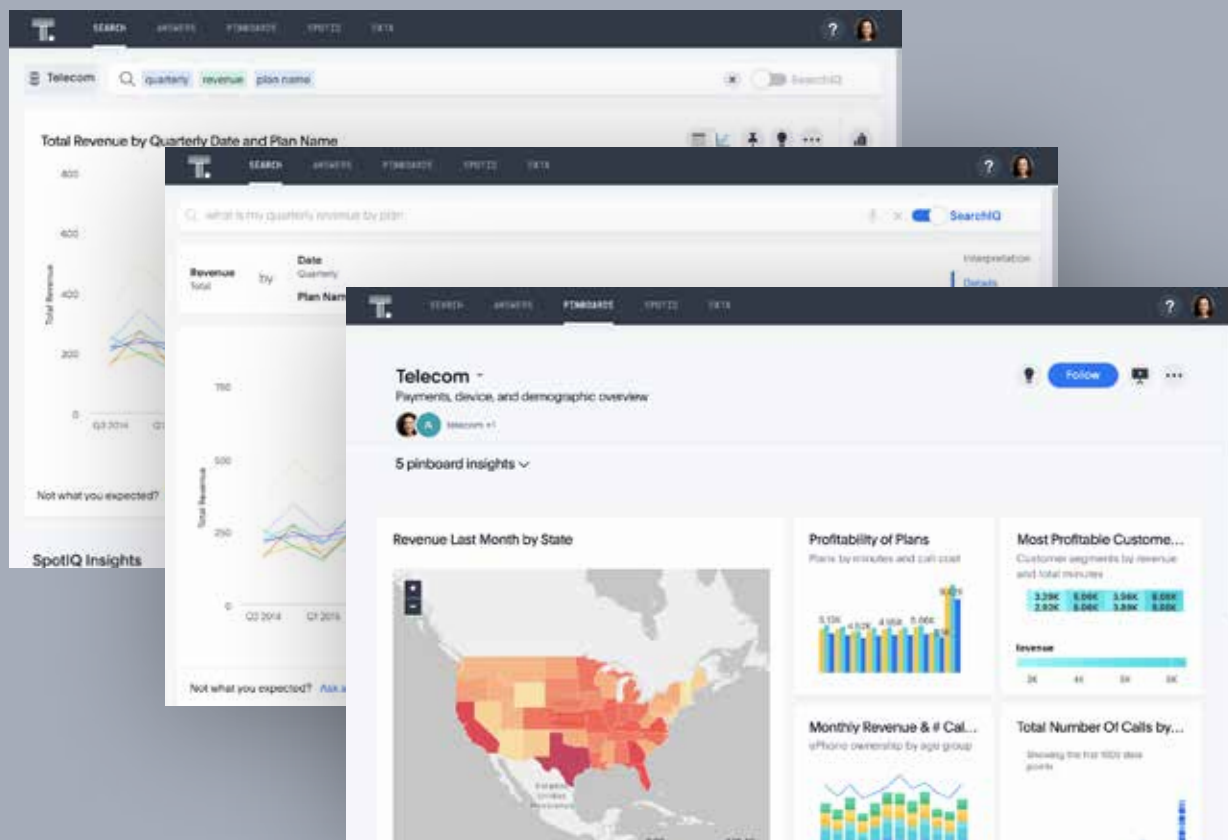

Departments

- ✓ Credit Card Services
- ✓ Marketing
- ✓ Executives

Primary Use Case(s)

Telecom & Media

With Customer 360, the Customer Service team identifies opportunities to improve NPS by analyzing call detail record data to understand correlations with metrics such as average handle time.

E-Commerce teams get instant answers about online sales and self-service transactions. They drill into sales by dimensions such as channel, device type, wireless plan, and transaction date to improve their campaigns and promotions.
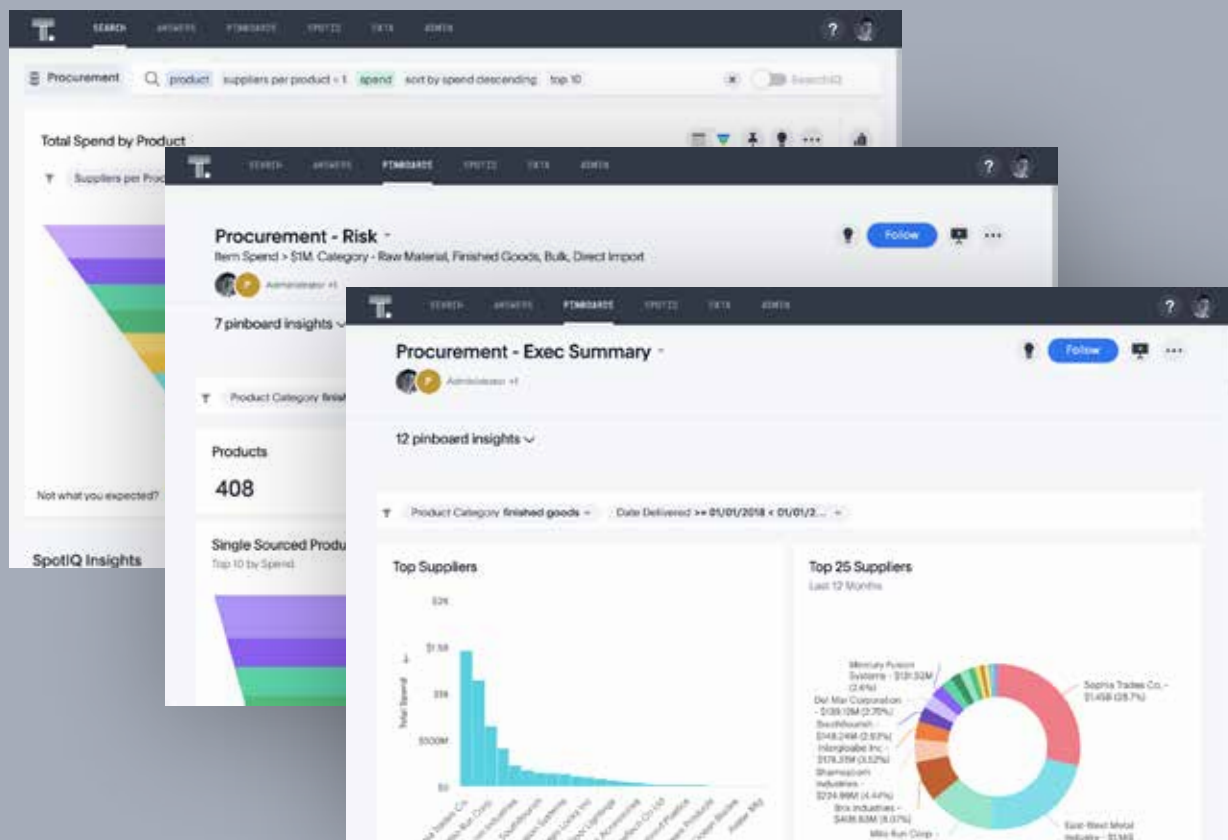
FORTUNE 50
TELECOM PROVIDER

Departments

✓ Customer Service
✓ E-Commerce

Primary Use Case(s)

Manufacturing

With Supplier 360, a major footwear, apparel, and equipment manufacturer is enabling a more agile supply chain to develop products faster and grow its direct sales channel without increasing procurement costs.

The Global Procurement team performs self-service analytics on procurement data to identify opportunities for cost savings in areas including travel & entertainment, raw materials, and machinery.
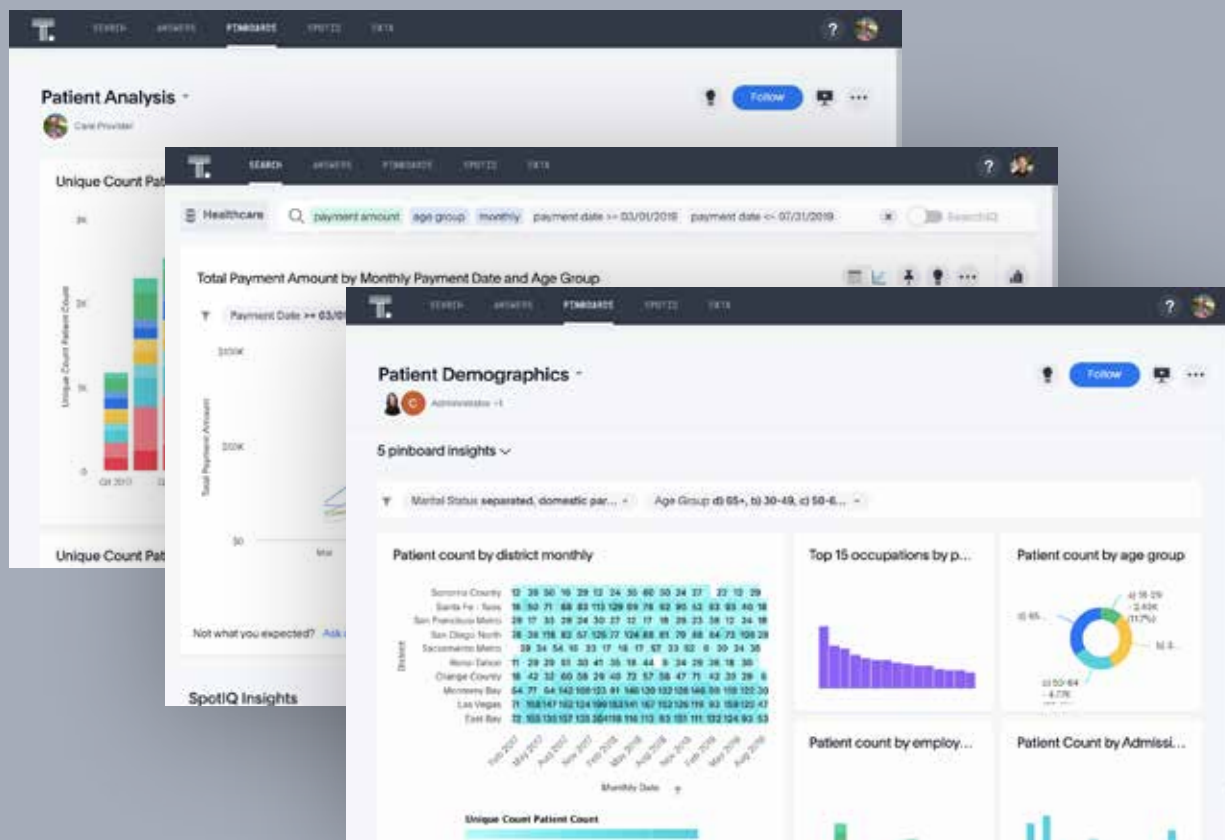
FORTUNE 50
GLOBAL MANUFACTURER

Departments

✓ Procurement

Primary Use Case(s)

360°

Healthcare

With Customer 360 for patient analytics, hospital staff, physicians, and specialists perform their own ad hoc analyses to identify trends, including rates of diagnoses by department or disease, payor mix, and patient volume mix by service.

ThoughtSpot enabled the hospital to accelerate its expansion by providing operations staff and physicians insights into all layers of the organization. Previously, data was in many disparate systems. ThoughtSpot provided a secure, well-governed environment for analytics across the systems, giving the hospital a complete view of organization-wide data. Rather than hiring a team of data scientists, staff integrated data themselves and performed their own analytics, saving time and resources.
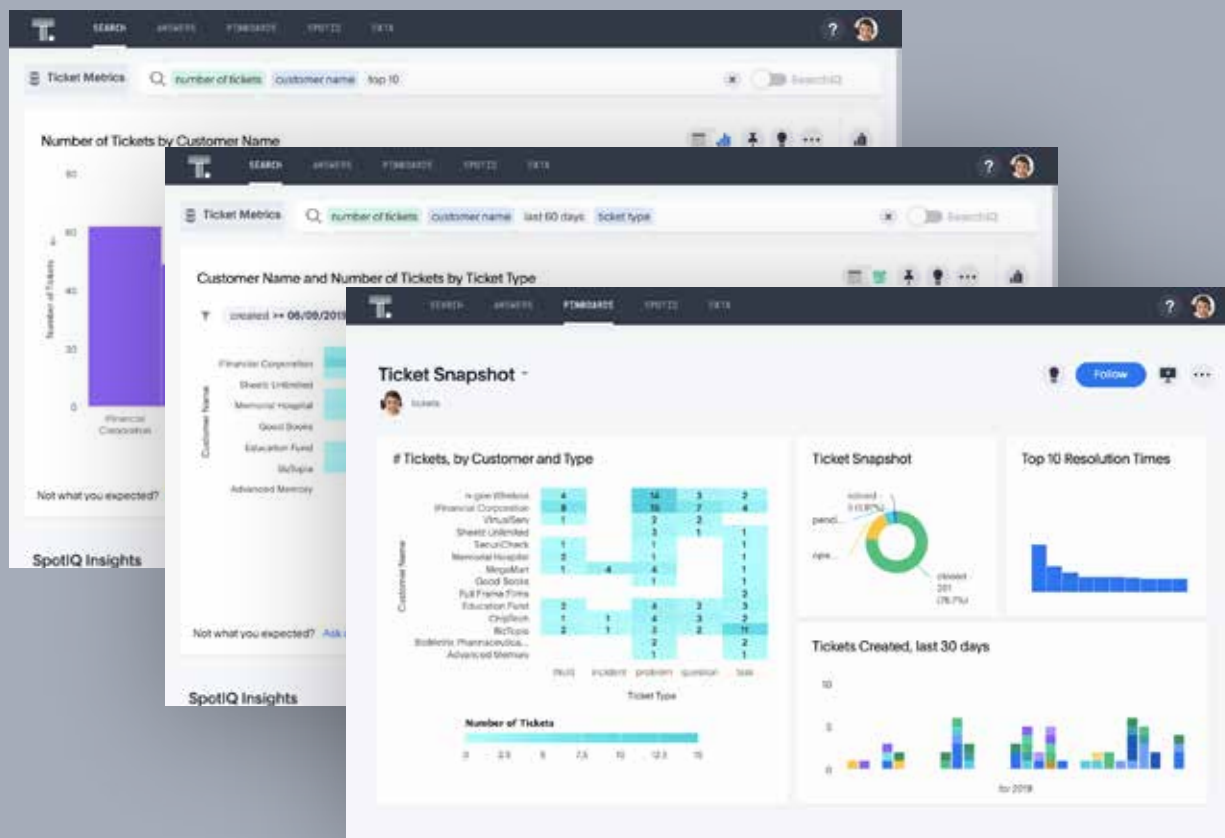
Nicklaus Children's Hospital

Departments

✓ Physicians
✓ Operations

Primary Use Case(s)

High-Tech

With Product 360, Customer Care gets instant answers to questions about trending issues at any level of granularity. They drill into trends by product, network, and geography. Automated insights uncover trends about which they may not have thought to ask.

Customer Care has unlimited flexibility to explore wait times and estimated wait times, at which stations individual reps worked, types of customer issues, and they can even integrate NPS data to identify top and bottom performing support reps.

Operations uses search to answer all their product launch questions such as "How do the launches of these two products compare?" and "How did one product sell when it launched last year vs a new model launched this year?"

The Channel team quickly answers questions about top resellers or unused display cases in a specific region. Operations answers all their questions about reseller storefronts at scale and shares trusted insights with the entire team.

FORTUNE 50
TECHNOLOGY

Departments

- ✓ Customer Care
- ✓ Operations
- ✓ Channel

Primary Use Case(s)

Embedded Analytics

Fannie Mae's the Exchange is powered by ThoughtSpot to enable small businesses and other users easily analyze housing and other economic data.

The Exchange can answer conversational search queries, such as "How many homes priced between $100,000 and $150,000 are available in this market?" The tool searches for relevant data and visually presents the answer.

The Exchange makes housing, economic, and consumer sentiment data analysis accessible to smaller companies without technical skills and resources. Such analysis was previously the domain of specialists.

Users

- ✔ SMB
- ✔ Freight services companies
- ✔ Waste management companies

As educators conduct more tests online, they expect to have near real-time access to results. With ThoughtSpot embedded in DRC's solution, more than 30,000 users from state Departments of Education, local administrators, and school-based teachers all have self-service access to secure, actionable insights on student assessments and test score trends.

Teachers in the field can directly interact with their data for more actionable insights to improve student achievement.

Users

- ✔ States
- ✔ Local educators

The World's Most Successful Companies Use ThoughtSpot
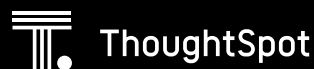
Walmart · Capital One · DAIMLER

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nab · ExxonMobil · 7-ELEVEN

ThoughtSpot

Insights at the speed of thought