ON-DEMAND SELF-SERVICE ANALYTICS FOR DATA-DRIVEN DECISION-MAKING

Connect business users directly with detailed data from the data lakehouse

Chata builds AutoQL, an API-first solution that empowers non-technical business users with easy-to-use, self-service analytics.

Through the dynamic translation of natural language into database query language(s), business users receive instant data responses, empowering them to make informed data-driven decisions.

1. Business user(s) asks questions in natural language

AutoQL API

AutoQL API

3. User(s) receives data response to make informed decisions

2. Query language statement is generated, sent to database and data is returned

Azure

1,000,000,000
Knowledge Workers across the globe

35,000
Decisions made by each individual per day

1 : 1141
Ratio of Data Analysts to Knowledge Workers

Data Rich, Insight Poor

Data Analyst teams are critical drivers in addressing data access challenges, expanding access to insights, and producing commercial value that aligns with business objectives.

Can I get the detailed data behind this report?
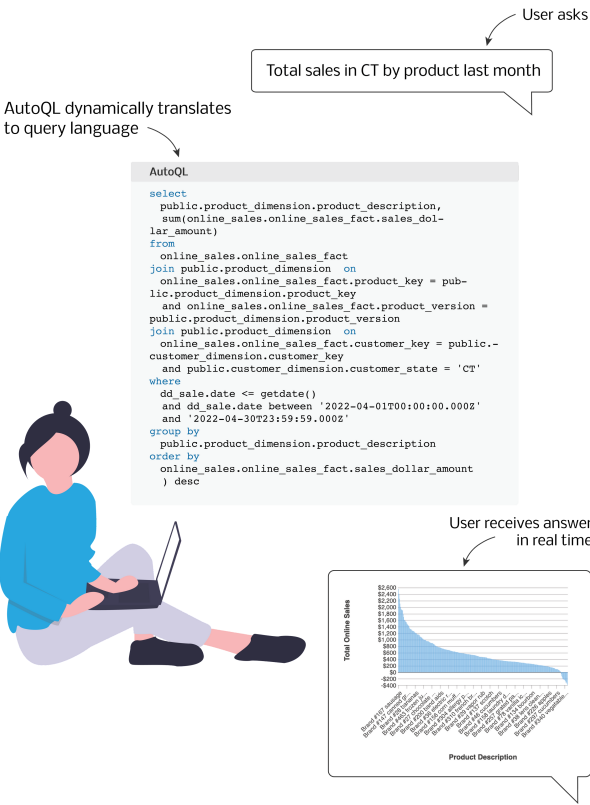
Greater Demand for Data

High Direct-to-Consumer Growth

Millions of SKUs

Accelerate time-to-insights & alleviate demand on data teams with AutoQL.

Providing self-service access to data means:

- ✔ Reduced reliance on data and IT teams, allowing Analysts to leverage the core competencies of their data team for higher-value projects & complex tasks.

- ✔ Reporting backlogs are reduced and organizational data silos dissolve, enabling data-driven decisions to be made by more people, more often.

- ✔ Mitigated duplication of work and unnecessary repetitive reporting saves time and reduces friction between data teams and decision-makers.

User asks

Total sales in CT by product last month

AutoQL dynamically translates to query language

```
AutoQL
select
    public.product_dimension.product_description,
    sum(online_sales.online_sales_fact.sales_dol-
lar_amount)
from
    online_sales.online_sales_fact
join public.product_dimension on
    online_sales.online_sales_fact.product_key = pub-
lic.product_dimension.product_key
    and online_sales.online_sales_fact.product_version =
public.product_dimension.product_version
join public.product_dimension on
    online_sales.online_sales_fact.customer_key = public.-
customer_dimension.customer_key
    and public.customer_dimension.customer_state = 'CT'
where
    dd_sale.date <= getdate()
    and dd_sale.date between '2022-04-01T00:00:00.000Z'
    and '2022-04-30T23:59:59.000Z'
group by
    public.product_dimension.product_description
order by
    online_sales.online_sales_fact.sales_dollar_amount
    ) desc
```

User receives answer in real time

AutoQL Use Cases in the Retail Space

Customer Personalization

- Personalize offerings across online and offline channels.
- Optimize store assortment and pricing based on sales history.
- Use historical data to plan new collections & seasons.
- Use customer data to improve fit prediction and reduce returns.

Merchandising & Go-to-Market

- Conduct data-driven range planning and ongoing optimization.
- Drive customer insight-led design assortment.
- Enable 1:1 tailored assortments for each channel/store.
- Provide data-driven granular in-season pricing and promotions.

Real-Time Supply Chain Monitoring

- Cross-functional collaboration - including inventory, demand, production, and customer service.
- Enable real-time stock visibility and inventory-performance tracking (in-store & warehouses).
- Access the detailed data behind KPI-driven dashboards.

> "Using Chata provides our team with the agility and speed to access real-time data when it's needed. This allows us to make accurate decisions about merchandising strategies. Speed-to-decision is critical to keep us at the head of the pack; Chata is invaluable to us in this way.
> - Director at Leading Retail Sports-Apparel Company

CHATA