



GPTify YOUR ANALYTICS STACK

Explore how GPT can truly become a transformer of your analytics stack by solving challenging hurdles impeding user adoption and unlock tangible business value!!

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Overcoming Hurdles in the Analytics Stack

Data analytics plays a vital role in empowering businesses to make informed decisions and gain a competitive edge. However, organizations face multiple challenges in their data analytics pursuits,

which hinders their potential for success. Below are the key hurdles that change makers and leaders face for creating a data driven organization, which are fairly common across all industries:



Low Adoption Among Business Users

Due to lack of easy-to-use tools that generate quick and personalized insights, tailored for each individual user, they struggle in data-driven decision making and valuing analytics, leading to insufficient adoption among business users hindering analytics initiatives.



Higher Turnaround Time

The process of asking for data from the team, filtering it according to the requirements, taking out insights from them, generating reports and sending it ahead for implementation becomes a hurdle in taking data driven decisions.



Massive Maintenance Costs

Data analytics initiatives suffer substantial maintenance costs to ensure systems continue to operate optimally. The need to perform regular audits and invest in automated monitoring tools incur expenses that may strain organizational resources.



Poor Data Quality

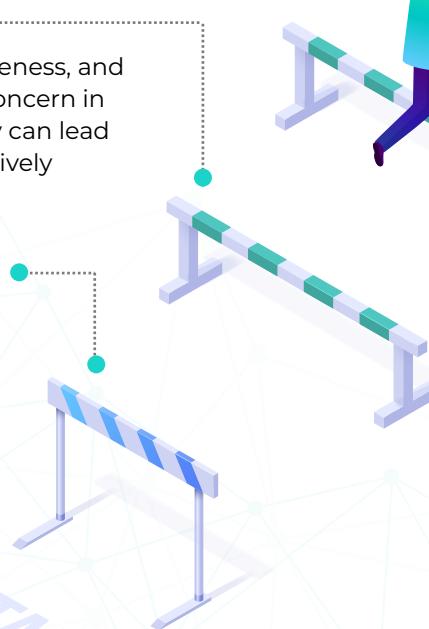
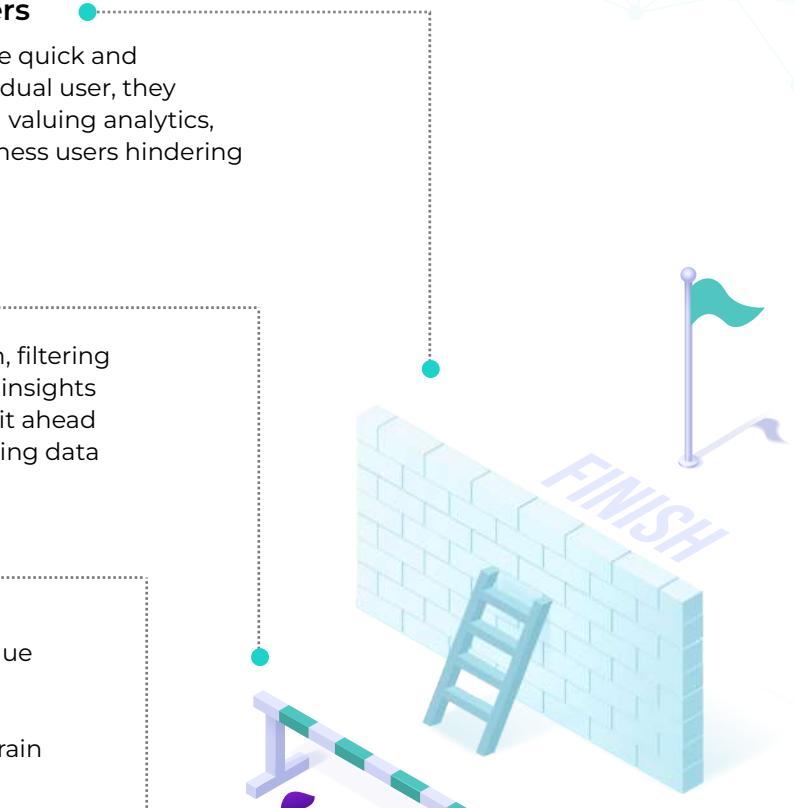
Ensuring the accuracy, completeness, and consistency of data is a major concern in data analytics. Poor data quality can lead to misleading results and negatively impact decision-making.



Complex and Slow Data Integration

Integrating data from various sources and in different formats is a complex task. Organizations often struggle to create a unified view of their data for analysis.

START



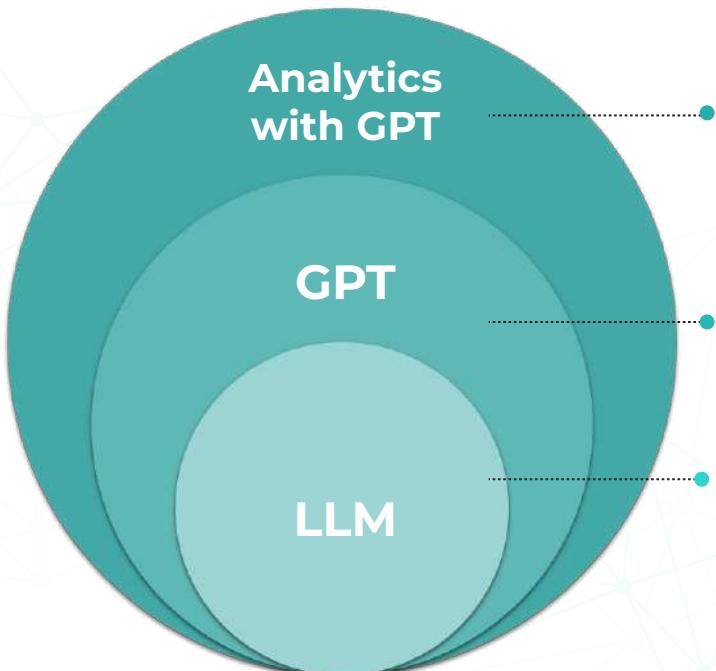
Bridging the Gap with LLMs and GPT

Large Language Models (LLMs) are powerful tools in AI and natural language processing. They're trained on vast data, learn patterns, and generate realistic text. LLMs enhance data processing and text analysis, improving efficiency and accuracy.

Generative Pre-trained Transformers (GPT) are advanced LLMs that generate human-like text and code based on context. GPT has the potential to truly integrate with the enterprise analytics stack and can add value at multiple stages of the analytics process.

LLMs are superior to ML models due to their deep learning architecture called transformer. Transformers in LLMs enable them to outperform ML models by understanding the context of complex problem statements.

Feature	LLM	ML
Generative capabilities that can handle ambiguity in data	✓	✗
Trained in diverse and noisy text data	✓	✗
Extract meaningful insights from unstructured data	✓	✗



- The advanced capabilities of the language model can enhance data interpretation, generate insights, and provide interactive conversational interfaces for users, leading to more sophisticated and user-friendly analytics experiences.

- GPT is a popular LLM developed by OpenAI. It excels in natural language processing tasks such as text generation, translation, and summarization.

- LLMs are powerful AI models designed to understand and generate human-like text by learning patterns and structures from vast amounts of data.

Analytics with GPT – Value or Vanity?

As with any new technology, there is a lot of hype and excitement to explore how GPT can be integrated within business operations. Also, as most employees themselves have gotten comfortable with the consumer version of GPT

(ChatGPT), the barrier to experiment is even lower. However, not all organizations will see the same level of impact from their GPT initiatives. We believe the following principles are key for early adopters to succeed with an GPTified Analytics Stack:



Deploying AI models like GPT in enterprise analytics should focus on genuine value and solving real problems, rather than using them indiscriminately.



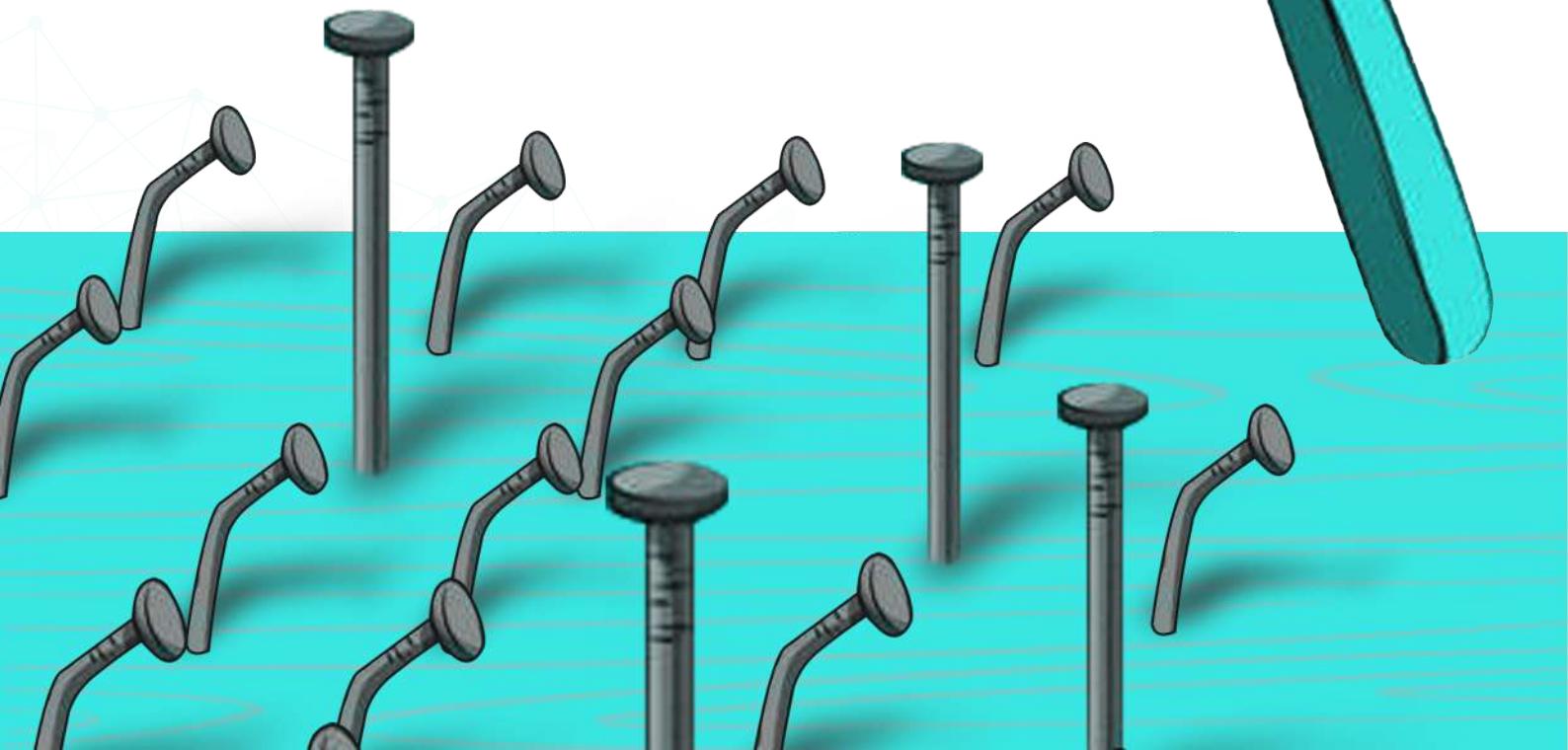
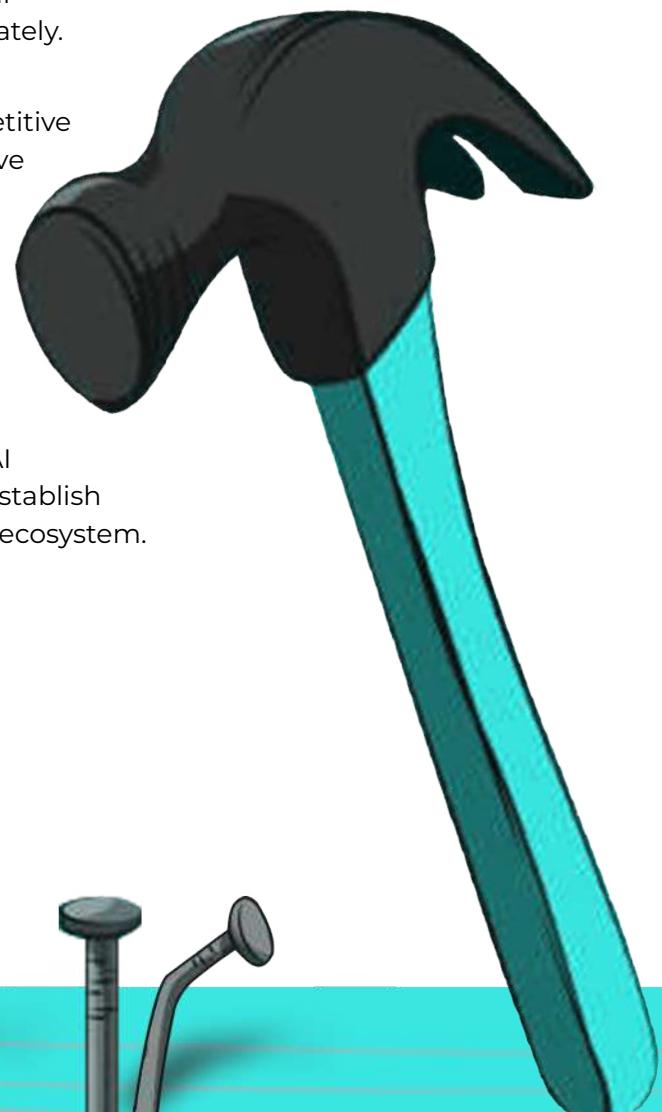
Targeted use cases for GPT can automate repetitive tasks, extract valuable information, and improve decision-making in data analytics workflows.



Integration of GPT with existing tools and AI solutions within the organization is crucial, rather than viewing its capabilities in isolation.



By leveraging the synergy between different AI technologies, including GPT, enterprises can establish a comprehensive and powerful data analytics ecosystem.



Generating Value with GPTified Analytics Stack

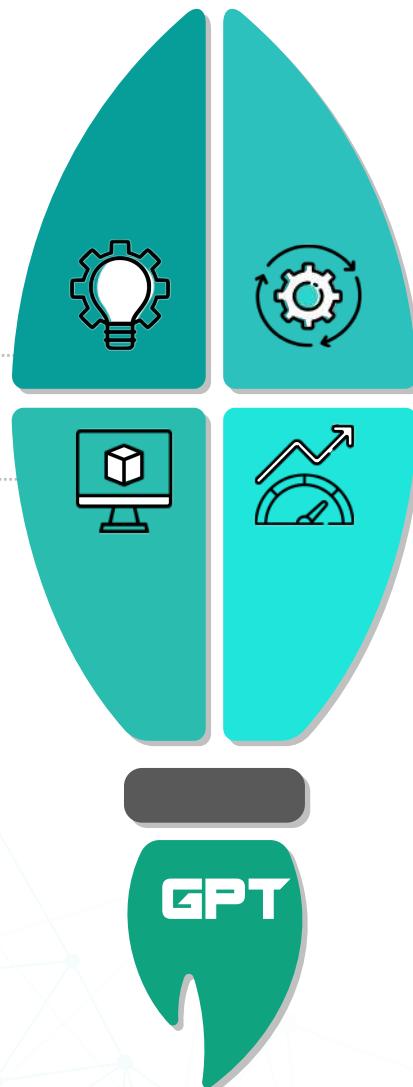
Given GPT's ability to generate human-like text and code across diverse scenarios, we believe there are four fundamental pillars through which GPT will be able to create a transformative value within the analytics stack, summarized by the 4As – Adoption, Automation, Augmentation & Acceleration.

Enterprises need to focus on these four pillars of value creation while driving GPTification of the analytics stack and maniacally stay focused on generating incremental revenue, reducing operating costs or enhancing executive productivity.

• The 4As of GPTified Value Creation

Adoption and Accessibility of Business Users

GPT enhances business user adoption, especially with non-technical and non-data savvy users across the organizational pyramid by providing improved accessibility through natural language queries and a simplified user-interface.



Automation of Tasks and Workstreams

GPT can play a vital role in automating a significant portion of manual and tedious tasks involved in various stages of data analytics, such as data ingestion, data cleaning, and visualization.

Augmentation of Analytics Teams

GPT augments data analytics teams by minimizing the time required across multiple data engineering tasks such as building data ingestion pipelines or responding to ad-hoc queries and personalized information requests from senior executives which currently take up a significant portion of the time.

Acceleration of Use Case Development

Leveraging its advanced capabilities, GPT significantly reduces the turnaround time across different phases of the data analytics stack. This speeds up building new use cases and enables faster and more impactful innovation in data-driven projects.

Generating Value with GPTfied Analytics Stack

Adoption and Accessibility of Business Users

- User-friendly Interface:** GPT enables data interaction through natural language queries, fostering wider adoption and engagement with analytics tools, including non-technical stakeholders, by eliminating the need for complex SQL queries.
- Reduced Learning Curve:** Analytics get simplified with GPT as it allows users to ask questions and receive insights without the need for extensive training or coding skills, fostering broader adoption within organizations by reducing the learning curve.
- Improved Accessibility:** Natural language based data queries democratizes analytics, enabling all users to obtain insights without accessing cluttered and distributed dashboards fostering increased adoption of analytics tools.

Data Preparation: GPT can automate data preprocessing tasks, including cleaning, transformation, handling missing values, standardizing formats, and removing duplicates, saving analysts' time by automating repetitive data preparation tasks.

Calculation and Analysis: Calculations, aggregations, and statistical analysis on large datasets get automated using GPT, allowing users to perform complex tasks like forecasting and trend analysis without manual scripting or spreadsheet manipulations, leading to faster analysis and reduced human error.

Report Generation: With automated report generation, extracting insights, presenting structured summaries, and enabling users to create visualizations, GPT saves time and facilitates faster decision-making.

Automation of Tasks and Workstreams

Generating Value with GPTfied Analytics Stack

Augmentation of Analytics Teams

Data Exploration: Data exploration gets accelerated with GPT by enabling instant insights through ad-hoc questions. Users can directly interact with the model, eliminating manual sifting through large datasets or writing queries and speeding up the exploration process.

Iterative Analysis: Iterative analysis is supported by GPT for quick responses and instant feedback. Users can refine queries, ask follow-up questions, and iterate in real-time, accelerating hypothesis refinement, exploring alternatives, and generating insights faster.

Prototyping and Proof-of-Concept: GPT's customization accelerates analytics application development by training it on specific datasets or domain knowledge, enabling rapid prototyping and proof-of-concept building, such as assessing data value and feasibility through prototype chatbots.

Query Resolution and Data Exploration: Analytics team can delegate routine data exploration tasks to the model, freeing up time for more complex analysis and research using GPT.

Ad-Hoc Reporting and Dashboard Creation: GPT automates ad-hoc reporting and dashboard creation, generating customized reports, pulling metrics, and creating visualizations on the fly, freeing up analytics team to focus on specialized analyses and insights.

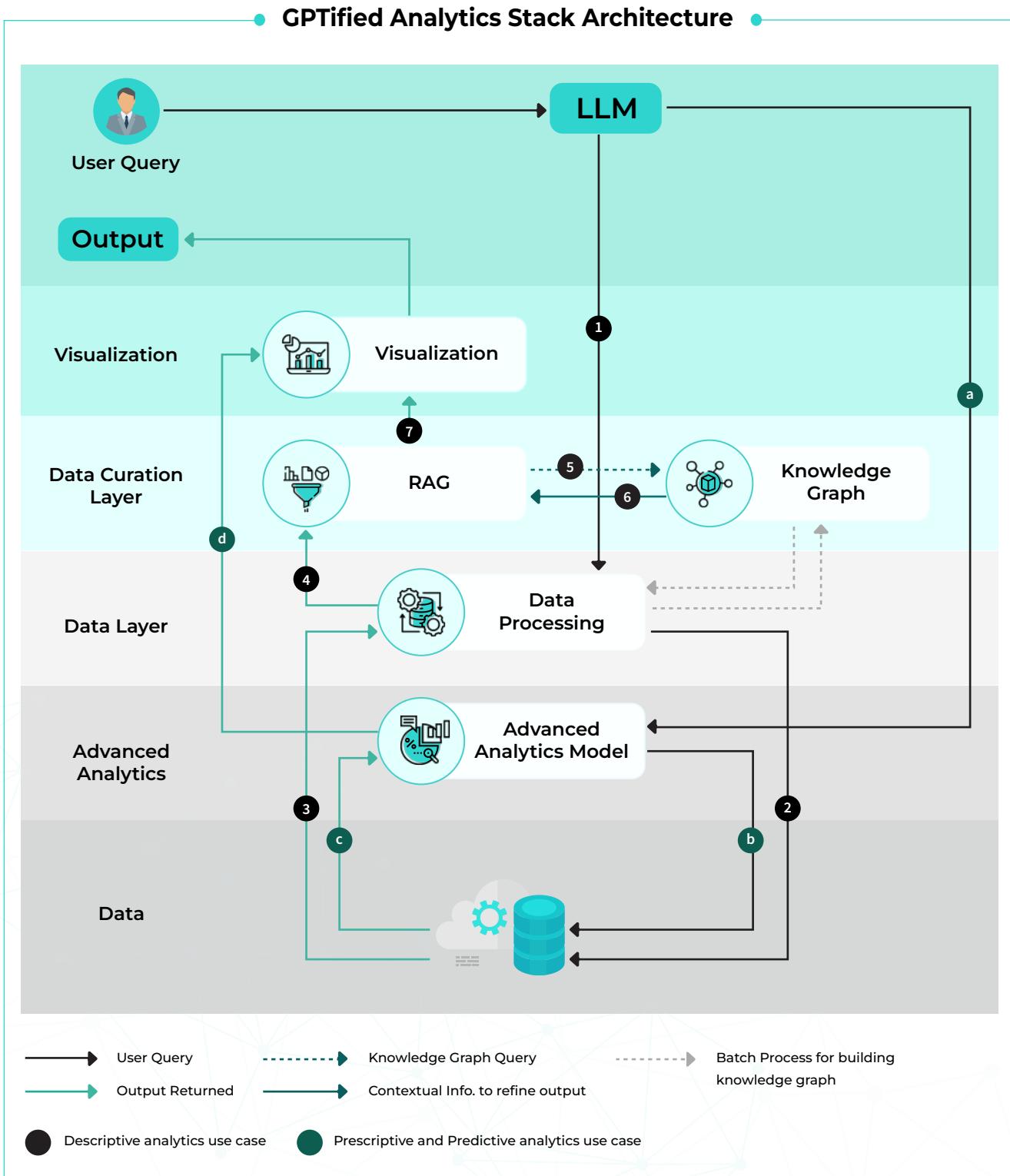
Insights and Recommendations: GPT also has the capability to drive prescriptive insights and recommendations that can provide a starting point for analytics teams allowing them to allocate more time to validate, fine-tune, and explore alternative scenarios along with deeper business stakeholder engagement.

Acceleration of Use Case Development

Integrating GPT into Analytics Stack Architecture

The GPTified Analytics Stack cannot function with a purely plug-in approach for the user queries to be translated into data queries. The architecture needs to have components that perform actions around information retrieval for GPT response generation, knowledge graph for providing context on the organizational relationships and a custom data processing layer.

The below outlined architecture provides a directional approach on how the different components of the architecture can interact and integrate with the GPT model to deliver an almost magical user experience for business users.



Getting Started on the GPTified Analytics Stack Journey

GPT has transformative potential to change the landscape of data & analytics and there are already use case implementations which are proving that it's not just hype. Organizations must prioritize

value creation in their journey to GPTify their analytics stack. To achieve success in this journey, here's our key recommendations to leaders building their own GPT use case roadmap:



Agile Development of Use Cases

Release and iterate use-cases often to ensure value delivery for users.



Prioritize Low Hanging Opportunities

Prioritize use-cases basis value potential as well as the complexity/ turnaround time.



Persona-Specific Insights for Enhanced Value

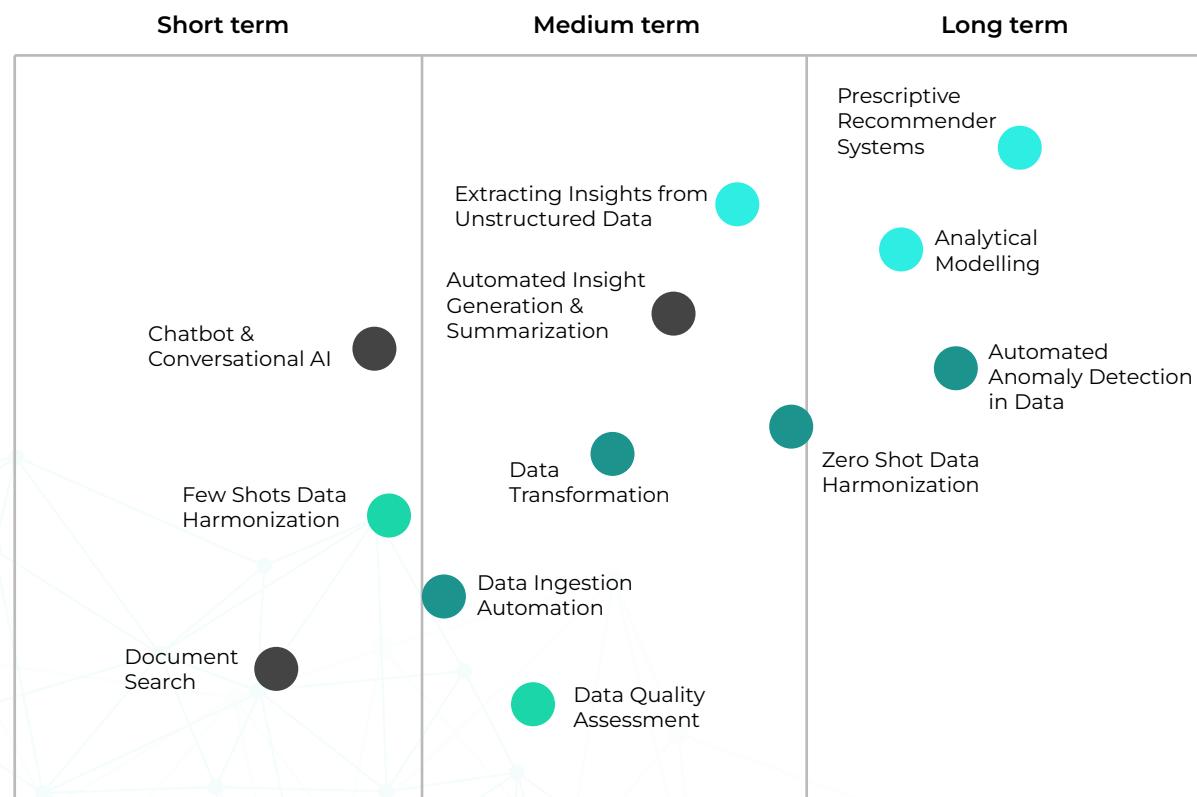
Automated insights tailored to individuals and specific situations drive adoption and create value across the organization.



Prescriptive Recommender Systems as a Competitive Advantage

Going beyond descriptive and data automation use-cases, also explore relevant advanced use-cases such as prescriptive recommendation systems.

Agile Implementation of GPT Use Cases



Driving Adoption



Workstream Automation



Team Augmentation

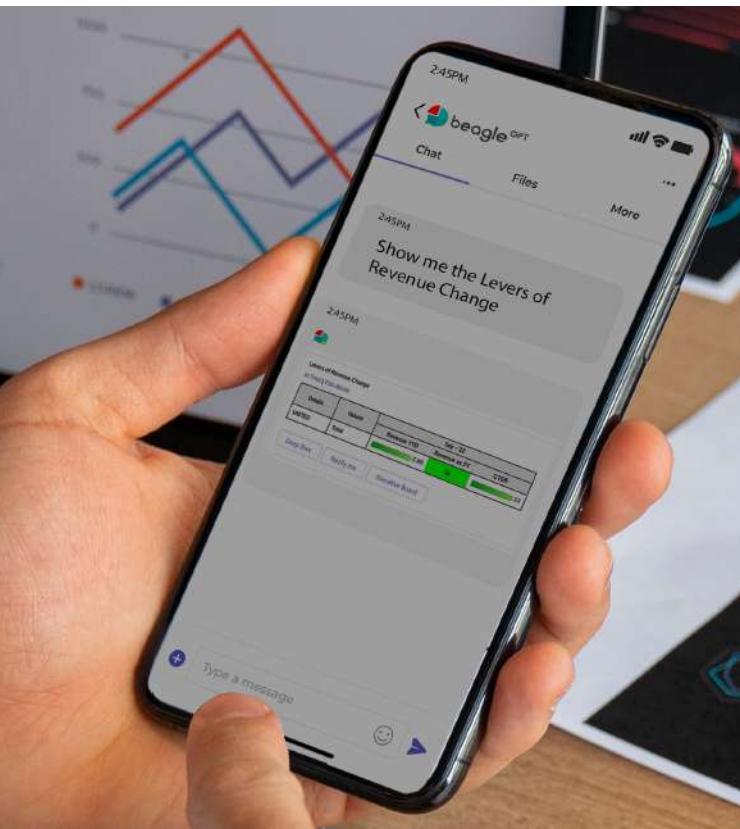


Use Case Acceleration

BeagleGPT: Analytics Co-Pilot on Microsoft Teams

BeagleGPT brings the power of Generative AI technology right into Microsoft Teams, the daily workspace of all the corporate users.

By integrating all enterprise dashboards and data-marts within Teams, it aims to drive the adoption of analytics at every level of the client organization from the headquarters to field force.



Adoption across the enterprise with zero training through voice and text interface on Microsoft Teams.



Automation of multi data source report creation helps save time and reduces cost.



Augmentation of existing analytics reports with pro-active personalized nudges and insight notifications.



Acceleration of use-cases by enabling integration of siloed advanced analytics tools within Microsoft Teams.

Awards & Recognition



Global Winner

Microsoft Teams App Challenge
2022 & 2021



Best Productivity Tool

on Microsoft Teams
2021

Customers already using BeagleGPT



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Unique Features of BeagleGPT



Pro-Active Nudges to Drive Adoption

BeagleGPT can proactively nudge users through personalized data alerts and notifications based on role, preferences and peer group.



Ecosystem Integrations for Ease of Implementation

BeagleGPT can directly connect with PowerBI Dashboards, SAP HANA, Snowflake and others minimizing implementation effort.



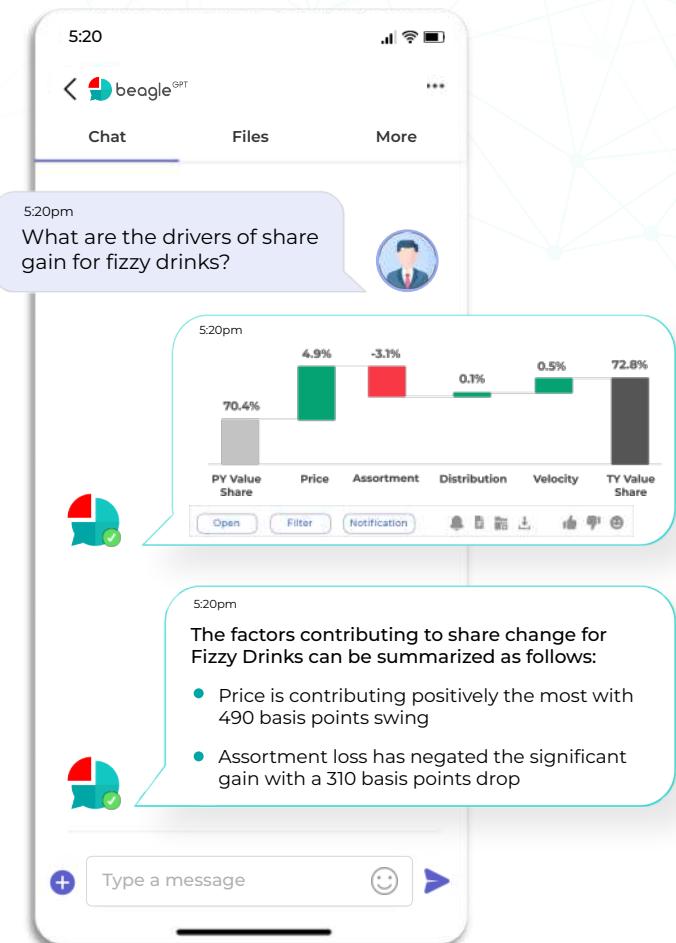
Narrative Boards for Quick & Easy Collaboration

One-click sharing of information with team members using the "Narrative Board" channel of BeagleGPT. It can also be called into Microsoft Teams group chats and meetings as a contributor.



Microservices & Knowledge Graph to Drive Relevancy and Accuracy

Through its data query microservices, BeagleGPT nullifies any narrative hallucinations and with domain knowledge graphs curate meaningful insights for users.



Testimonials



"DP has been pioneering analytics tools that unlock the power of MS teams – transitioning from a communication & collaboration tool to becoming a decision support & intelligence platform. We are very excited to partner with DP in our vision of developing the platform to be an immersive intelligence system. DP's RGM expertise is a critical asset in jointly developing the right tools & services for our strategic customers. We see this as a win-win partnership all around."

- Mohit Das

Senior Industry Architect - Retail & CPG, Microsoft



"DP's tool suite is one of the few analytics solutions that enables us to get to the WHY of business trends. It allows for flexibility at the user-level to see levers relevant for different functions & levels. We love the best-in-class visualization, UI, & in-depth user-training that's driving change management & user adoption in an undisruptive way. This was indeed very new & insightful for us. Working with DP has been fun and inspiring in so many ways."

- Beeland Nielsen

VP, Commercial Capabilities and CIO,
Coca-Cola Bottling Company, UNITED





**DECISION
POINT**

Decision Point

Decision Point is an analytics think tank driving large scale analytics & data transformation use-cases for Fortune 500 firms across the globe. Our latest solution based on Generative AI - BeagleGPT, the Chat-based Data Analytics Co-Pilot on Microsoft Teams is empowering companies to drive the adoption of data analytics by seamlessly integrating into their existing collaboration workspace. It delivers instant bite-sized data snippets by directly connecting to all your existing data sources – be it data lakes or dashboards. We have served clients across North America, Latin America, Europe, Africa, and Asia in markets with diverse maturity levels and business dynamics.

For more information, visit us: <https://decisionpoint.ai/>
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The **Analytics** Think Tank



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