



PivotRoots: Reducing query turnarounds and analysis costs with Gemini

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GOOGLE CLOUD RESULTS

- ✓ Reduced client data query turnaround times from as much as 48 hours to two minutes
- ✓ With greatly reduced human input into data analysis, clients lowered overall PivotRoots data analysis project costs by 20%
- ✓ Successfully completed AI-enabled projects with multinational brands

With Gemini, PivotRoots has reduced data query turnaround times for clients from days to minutes, and cut their data analysis costs by up to 20%.



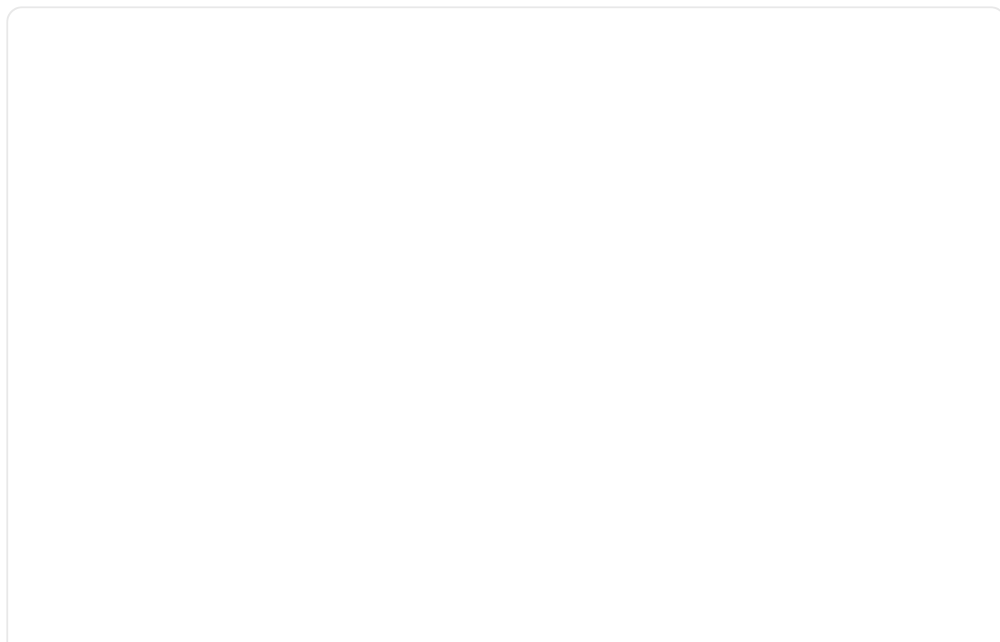
The new way to speed up service and cut costs

[PivotRoots](#) selected Google Cloud as its cloud partner due to synergies and easy integrations with marketing solutions. Data from Google Analytics and Google Ads from partners are essential for reporting and are managed easily within a [BigQuery](#) analytics data warehouse. In addition, the organization's experience with Google Cloud, particularly serverless architectures, demonstrated its superior capabilities against other cloud platforms.

The business began using Google Cloud in 2019 with an initial focus on reporting use cases that leveraged BigQuery and [Cloud Storage](#) as a data backbone, with [Looker Studio](#) for visualization.

“With Google Cloud, our clients enjoy a considerable improvement in turnaround times and position themselves as pioneers in the use of AI to enhance customer experience.”

Gautam Rajpal
Project Manager, PivotRoots





Why Google Cloud?

PivotRoots needed to automate reporting and deliver actionable insights to its teams and clients. The business also needed to provide data-driven services to help multinational brands improve customer services and experiences.

Over time, PivotRoots developed a cloud-hosted data platform that uses Gemini to automate reporting and insights, and enables clients to interact with data from Google and other partner solutions. The business exploration of chatbots for client demands and automated reporting revealed that Gemini was highly accurate and optimized for data across BigQuery, Google Ads, and Google Analytics. Using Gemini for a conversational AI solution for one multinational brand has reduced turnaround time for queries from 24-48 hours to less than two minutes.

The use of Gemini has also considerably reduced the cost of custom queries that had previously been built, tested, and run by data analysts. This helps to bring the service within reach of a new cohort of PivotRoots clients.

For bigger clients that have already adopted the PivotRoots chatbot, the costs involved have been reduced by 80%. Basic and intermediate queries are now being answered by Gemini, and only advanced queries are handled by analysts. This figure represents a

15-20% reduction in clients' data analysis costs for projects undertaken with PivotRoots.



PivotRoots summarizes all data points across media, design, and technology to provide partners with simplified yet effective consumer-experience led digital strategies. The team's core pillars are making complex strategies simple yet effective, bridging ideas with technology and communication, and creating an experience.

Industry: Technology

Location: India

Products: [BigQuery](#), [Cloud Storage](#), [Looker Studio](#)

Why Google	Products and pricing	Solutions	Resources	Engage
Choosing Google Cloud	Google Cloud pricing	Infrastructure modernization	Google Cloud Affiliate Program	Contact sales
Trust and security	Google Workspace pricing	Databases	Google Cloud documentation	Find a Partner
Modern Infrastructure Cloud	See all products	Application modernization	Google Cloud quickstarts	Become a Partner
Multicloud		Smart analytics	Google Cloud Marketplace	Events
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