



**Hewlett Packard**  
Enterprise

# **HOW TO USE ASK BI**



July 2024

# Asking a Question

## Recent Questions

What are the page types visited by paid search visitors in FY24, after visiting the 'HPE proliant dl360' asset?

Which paid media channels did visitors from "Wells Fargo" account visit in the past 2 quarters?

What is the CTOR of the nurture campaign in the US in the past 3 months?

What is the CTR of paid search in Q2FY24?

What month had the most engagement on HPE's webpage for 2023?

How many users from Canada engaged with HPE's website in January 2022?

How much traffic did HPE website have in the past month?

LoadMore

Question \*

Category \*

Auto ▼

Submit

- Type question into the **Question** text box
- Select the **Category** of the question using the drop-down menu and selecting *Web, Media, or Email* or leaving it on *Auto* as default
- Click **Submit** to generate an answer for the question
- All recently asked questions can be found on the left side of the home page
- User can click any **Recent Question** to automatically resubmit it



# Review Generated Answer

- Click the checkbox next to **“Show SQL Queries”** to reveal the code used to generate the answer

☐ Show SQL Queries

07/16/2024 09:40 AM

**Question:**  
Which paid media channels did visitors from "Wells Fargo" account visit in the past 2 quarters?

**Answer:**  
Visitors from the "Wells Fargo" account engaged with the following paid media channels in the past 2 quarters:  
  
1. **\*\*Direct Display\*\***  
2. **\*\*Paid Search\*\***  
3. **\*\*Paid Social\*\***  
4. **\*\*Programmatic\*\***  
  
These insights were obtained from data ranging from February 1, 2024, to July 9, 2024.

Channel	num_accounts	num_accounts_engaged
direct display	1	1
paid social	1	1

digitaldriver_name	num_accounts	num_accounts_engaged	data_from_date	data_to_date
direct display	1	1	2024-02-03	2024-07-03
paid search	1	1	2024-02-01	2024-07-09
paid social	1	1	2024-02-02	2024-07-09
programmatic	1	1	2024-02-05	2024-07-09

☒ Show SQL Queries


**SQL:**

```
select digitaldriver_name, count(distinct(abm_account_id)) as num_accounts, count(distinct(case when engaged_flag then abm_account_id end)) as num_accounts_engaged , min(visit_day) as data_from_date, max(visit_day) as data_to_date from hpcom_usr.src_genai_webvisit_simplified_v4 where fyquarter in (select distinct fyquarter from hpcom_usr.src_genai_webvisit_simplified_v4 order by fyquarter desc limit 2) and digitaldriver_paid_media_flag=true and abm_account_name ilike '%wells fargo%' group by digitaldriver_name order by num_accounts desc;
```




## Feedback on Generated Answer

- Select **Yes or No** to indicate whether the generated answer is correct or not





Is the result correct? ☐ Yes ☐ No


- If the answer is incorrect, the user can choose to submit a ticket by clicking **Create Ticket**, typing out the description of the issue in the pop-up text box, then clicking **Submit**

Is the result correct? ☐ Yes ☒ No Create Ticket 

Create Ticket ×

Issue Description

Cancel Submit 

4

# Complex Questions

- In the case of a more complex question, the answer will take longer to generate an answer
- Click the **Refresh** button after brief periods to see if the answer has been queried

## Question:

What are the page types visited by paid search visitors in FY24, after visiting the 'HPE ProLiant DL380 Gen10 Server' asset?

## In Progress:

Great! I now have a generated SQL query. Waiting on Vertica to respond with data for answering your question ...

Refresh



# Thank you

---

