Buyer: Gain & Retain CSF – IntelliSQL: Intelligent SQL Querying with LLMs using Gemini Pro

1. CUSTOMER SEGMENT(S) CS

– Data analysts and BI professionals
– Software developers and backend engineers
– Business users with no SQL expertise
– Data science teams and ML engineers
– Enterprise IT departments & DBAs

2. JOBS-TO-BE-DONE / PROBLEMS JP

– Query databases using plain English without writing SQL
– Reduce errors in complex SQL query construction
– Speed up data exploration and reporting cycles
– Enable non-technical users to access database insights
– Integrate AI-driven querying into existing workflows

6. CUSTOMER CONSTRAINTS CC

– Limited SQL expertise among business users
– Data privacy and security concerns with LLMs
– Budget for API calls (Gemini Pro usage costs)
– Accuracy requirements for mission-critical queries

3. TRIGGERS TR

– Growing demand for self-service analytics
– Rise of LLMs making NLP-to-SQL feasible
– Non-technical stakeholders needing real-time data
– Pressure to reduce dependency on data engineers
– Adoption of cloud databases and modern data stacks

5. YOUR SOLUTION SL

– Natural language to SQL translation via Gemini Pro
– Multi-database support (MySQL, PostgreSQL, BigQuery)
– Query validation and error-correction engine
– Explainable SQL output with step-by-step reasoning

7. BEHAVIOUR BE

– Analysts type questions, get SQL + results instantly
– Developers use API to embed NL querying in apps
– Managers run ad-hoc reports without IT dependency
– DBAs review and audit auto-generated queries

4. EMOTION: BEFORE / AFTER EM

– BEFORE

Frustration with SQL syntax errors and debugging
Fear of accessing wrong data or breaking queries
Dependency on overloaded data teams

– AFTER

Confidence to query data independently
Faster insights with reduced time-to-query

5. YOUR SOLUTION SL

– Natural language to SQL translation via Gemini Pro
– Schema-aware prompting for accurate query generation
– One-click query execution and result visualization
– User-friendly interface for technical & non-technical users

8. CHANNELS & BEHAVIOUR CH

– Web-based IntelliSQL dashboard and query console
– REST API integration for developer embedding
– VS Code / IDE plugin for developer workflows
– Integration with BI tools (Tableau, Looker, Power BI)

9. PROBLEM ROOT CAUSE (EM) EM	9. PROBLEM ROOT CAUSE EM	10. UPLINE / IMPACT UP
– SQL has steep learning curve for non-developers – Business users lack access to data without technical help – Manual query writing is slow and error-prone	– LLMs weren't schema-aware, generating hallucinated SQL – Existing NL-to-SQL tools lacked enterprise-grade accuracy – No unified solution across multiple database dialects	– Faster data-driven decision making across teams – Reduced dependency on data engineers for reports – Democratized access to business intelligence – Cost savings from reduced analyst bottlenecks