

SELF-SERVICE ANALYTICS

NLP-assisted querying and easy dashboard creation & reporting

-- Empowered by **NL4DV** & **Streamlit**

59% of Requests asked for Real-Time Performance Data



Scenario 1 : Repetitive Requests

Martin from sales team requests product sales data regularly, sometimes disrupting my focus on key project



Scenario 2: Simple Insight Request

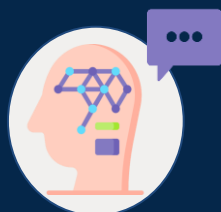
Sandy, the marketing manager, aims to improve customer satisfaction and requests visual summary of historical reviews.



Self-Service Analytics turns these bothers into a breeze!

Self-Service Analytics : 3 steps in 1 web app

NLP-Assisted Querying



SQL Query

Turn requests into SQL query codes

①

Natural Language Toolkit



NL4DV

Translates natural language queries into visualizations

②

Data Visualization



Streamlit

Display visualizations with easily accessible, easy-to-build web app

③

Current Workflow



Step 1

Clarification

Step 2

Data
Querying

Step 3

Follow-up
Clarification

Step 4

Visualization
DashboardBack-and-forth
between teamsData team queries
data for visualizationsRequires multiple
revisions

Limited flexibility

Optimized Workflow

Stakeholders get started
right awayRequests are translated
into SQL queriesFast iterations and
revisions

Reusable and self-served

Current Situation

Spend on data
clarification

Free Time

Spend on
top priorities

Repetitive requests



Productivity



Streamline with NLP

Limited application



Adaptability



Usable for cross-team

VS

Optimized Solution



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Use Case
Demo