

ThoughtSpot: Advancing Decision Making with Automated Data

by Rachael Sneed

Data and decision-making go hand in hand in today's economy, making it important to gather desired information quickly to make the right moves. Amit Prakash, co-founder and CTO of ThoughtSpot, knows the importance of obtaining analytics from his times at Microsoft and Google. Now, Prakash and his team are advancing how analytics are generated and how quickly they can be obtained. ThoughtSpot, a technology company that produces business-intelligence analytics search software, is on track to becoming *the* analytics engine of the world.

A search and data-driven analytics engine

ThoughtSpot automates the interesting insights a business needs. Data is a big deal in this economy and ThoughtSpot's system is making it more accessible at a faster rate with artificial intelligence and machine learning.

ThoughtSpot has rethought what the architecture of a modern BI tool should be

Now, businesses are able to obtain data and make decisions much faster because of this system. Previously, systems took weeks to months to compile data whereas ThoughtSpot uses AI and machine learning to obtain data in minutes.

ThoughtSpot has gotten really good at solving large problems at large enterprises

ThoughtSpot is being used in very meaningful ways at pretty much any large enterprise in any vertical. For example, one of the world's largest retailers is using ThoughtSpot to optimize its decision cycles. Before, they would make decisions once a month making it harder to compete with Amazon where decisions were made much faster. After introducing ThoughtSpot, the retailer's decision cycle went down from a month to less than an hour.

Key takeaways:

- As more and more companies enter the digital age, competition becomes fiercer and more cutthroat. Companies are required to adapt faster and faster to stay ahead, thus it is becoming imperative to be able to search across company databases for instantaneous answers to important questions.
- ThoughtSpot is building a category-leading analytics and search platform for companies to ask questions in natural language and retrieve immediate answers. For example, with ThoughtSpot you can ask, "what are the quarterly sales by brand and by store?" without having to run complicated queries across multiple data sources.