

Accelerating Insights & Analysis from the Modern Data Stack



Alvin Wong
Director of Marketing



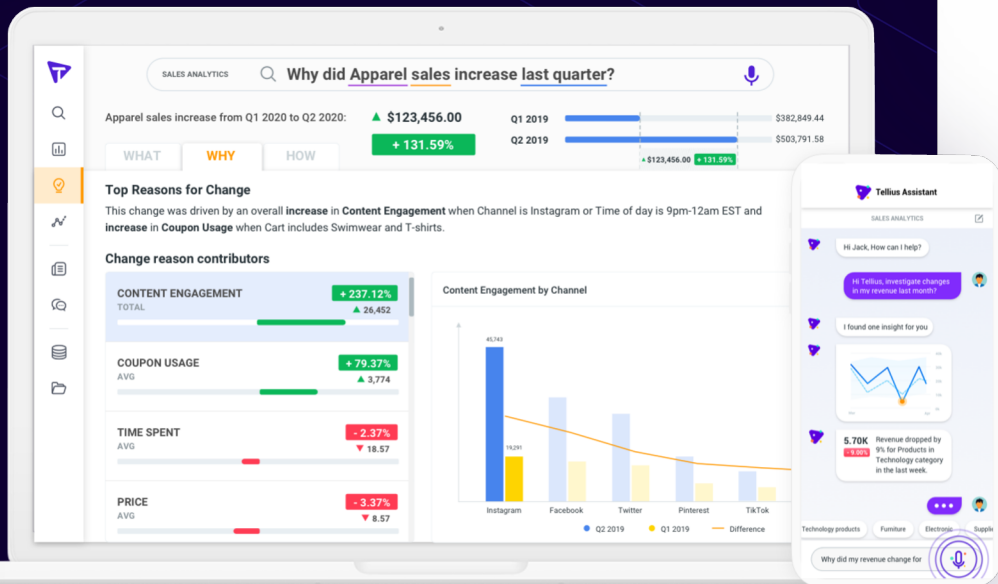
Saket Kharsikar
Analytics Solutions Architect

What Is Tellius?

Enabling faster decisions with better understanding of 'what' and 'why' from business data using AI-Powered Insights

Trusted by Innovative Global Brands

Finance & Insurance	homepoint	UNIVERS
Pharmaceutical	NOVARTIS	IQVIA™
CPG / Retail	PEPSICO	ebay
Telecom & ICT	NOKIA	DETSAD
Media & Comms	INTOUCH SOLUTIONS™	Pelmorex Corp
Technology	Teletrac Navman	inhabit.



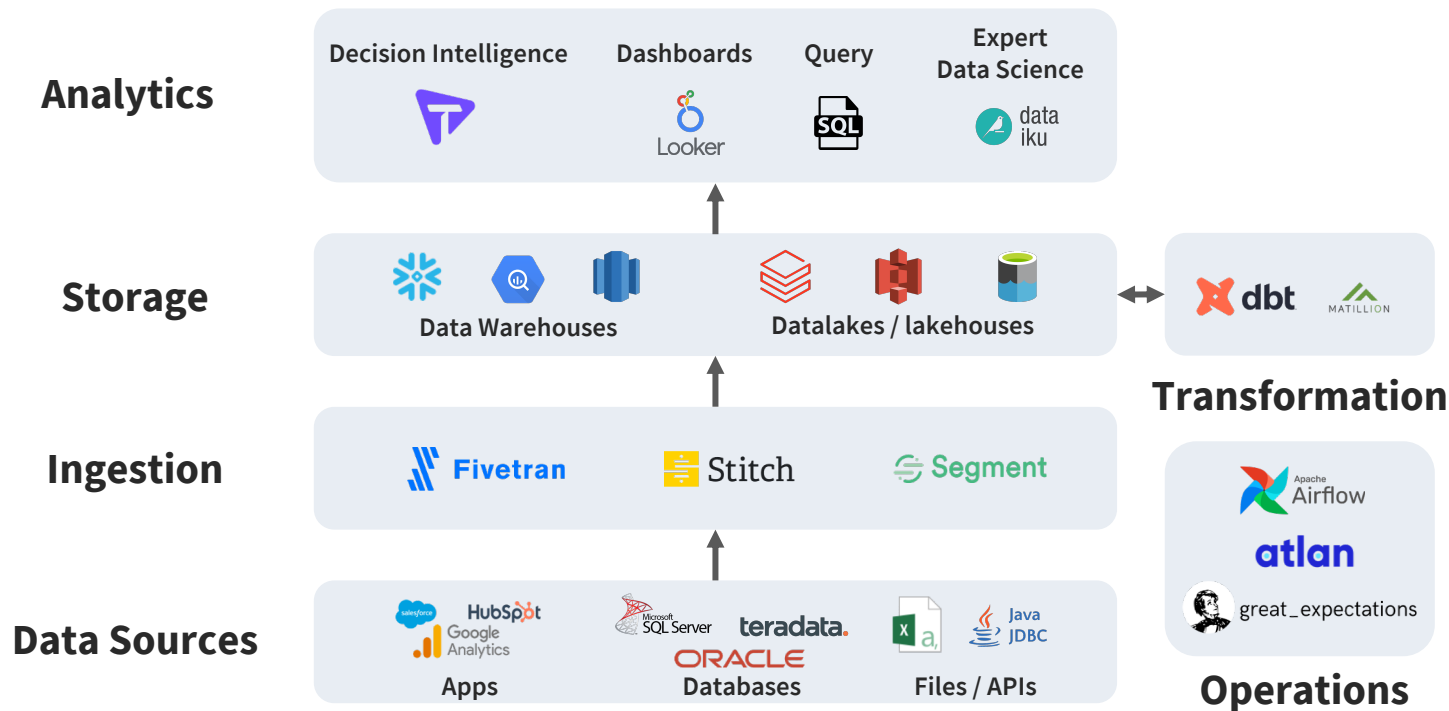
Partners





Modern Data Stack

Cloud data and analytics made easy



Modern Analytics Experience

Seamlessly move from 'What' to 'Why' to 'How' with a ML & NL-enabled workflow



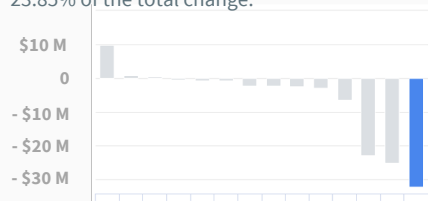
Why did **Entrovia** **market share** in the **Northeast** drop **last month**?



1 WHAT CHANGED? Contributors to changes

Sales change contributor details

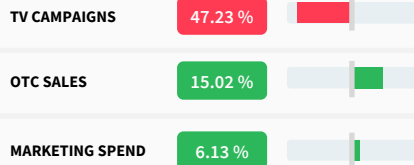
Prescriptions for Excedrin in New York City decreased by 31.2M which impacted 23.85% of the total change.



2 WHY METRICS CHANGED? Root cause analysis

Change reason contributors

Change was driven by an overall decrease in advertising from "TV Campaigns" in New York and increase in Sales of OTC Pain Killers.



3 HOW TO IMPROVE? Segments to drive outcomes

Targeted customer segments

Renewals are 13.5x more likely when customers meet these criteria.

13.5 x



PRESCRIBER TYPE is "MD"

AFFILIATE is "Network"

PRESCRIBER HISTORY > 5 years

SPECIALTY is "Gastroenterology"

Segment S1
13.5 x

Segment S2
12.3 x

Segment S3
7.9 x

Segment S4
4.1 x





Why Automated Generation of Insights

AI-Driven Data Analysis

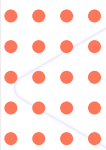
Too much data to analyze manually (or even by querying with code)

Analyze all combinations of data instead of testing individual hypotheses

Discover unknown unknowns you would not have thought of

Get proactive insights that learns your interests





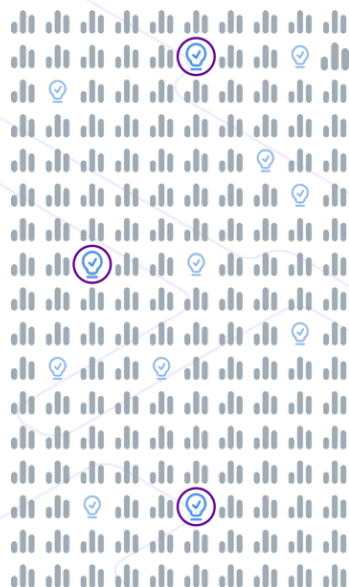
Traditional Analysis is Not Scalable

With dataset of just 20 variables, there are more than 6000 chart combinations to analyze up to 4 variables at a time

190
charts to analyze



1140
charts to analyze



4845
charts to analyze

Unit sales dropped by **3250** for Nike cleats in New York during Q3 2021

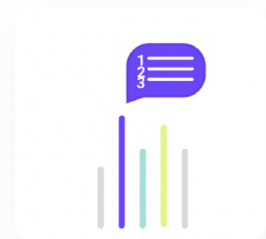
▼ 21.4%





Know 'Why' Faster

Get deeper insights with a single click



KEY DRIVERS

Why is customer retention lower in Q4 vs Q3?



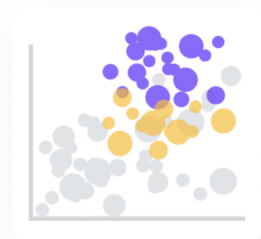
TRENDS

Has campaign X impacted customer acquisition?



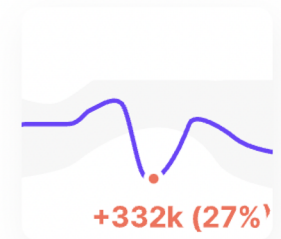
COHORT ANALYSIS

What attributes do high CLTV customers have vs low CLTV ones?



SEGMENTS/CLUSTERS

Which segments have high propensity to purchase brand X?



ANOMALIES

Are there fraudulent transactions or repeat offenders?





Why Natural Language

Interfaces for Humans

Make data more accessible without requiring SQL / code / keywords / syntax

Ask questions in natural language (that's forgiving of mistakes)

Interpret insights with auto-generated narratives and stories

Adapt to vocabularies and languages





Why Machine Learning for Non-Data Scientists

Empower a New Generation of Analysts Armed with Data Science

Make data science more accessible to data analysts

Create predictive models using point-and-click and AutoML

Visualize results with explainability and transparency

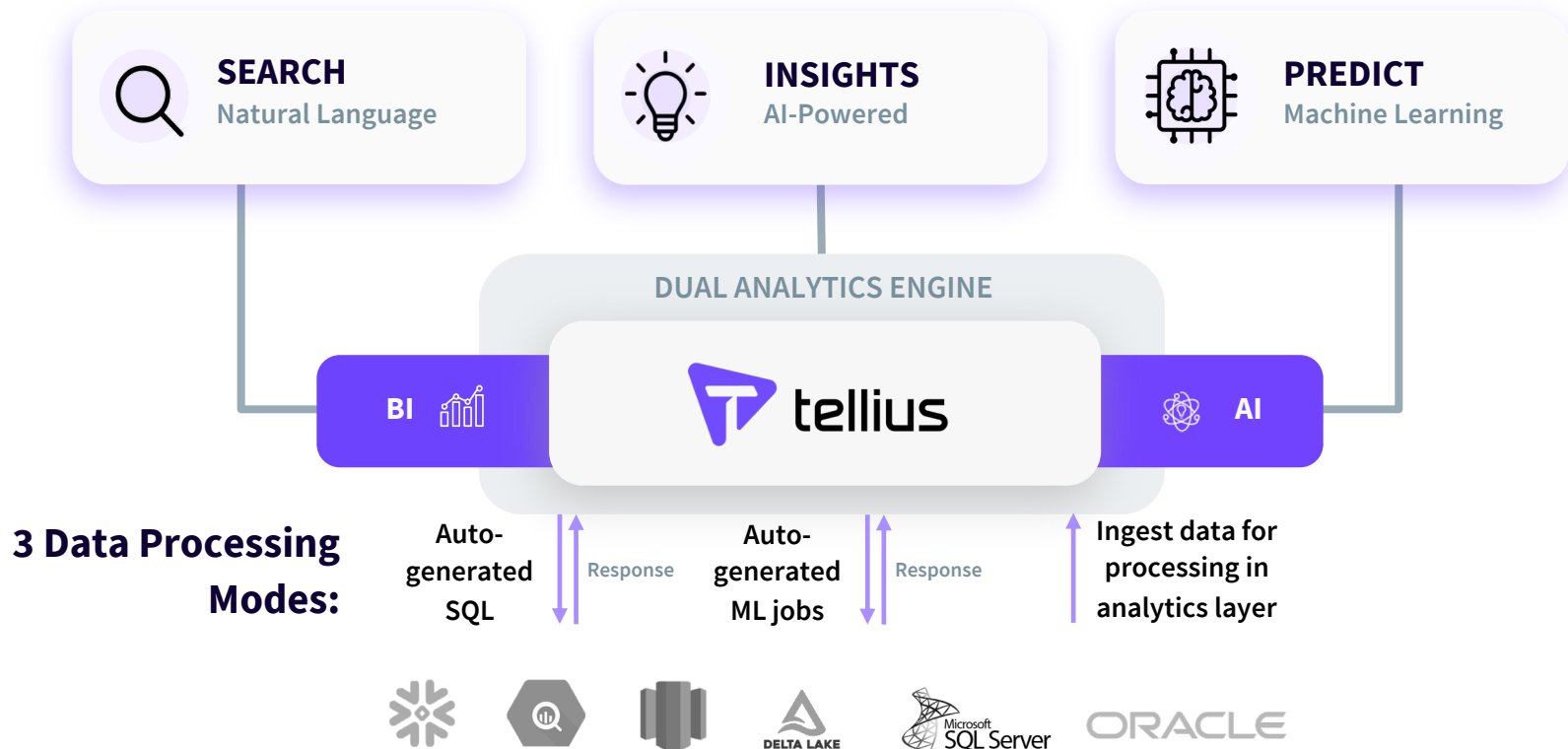
Automate feature engineering to simplify data prep





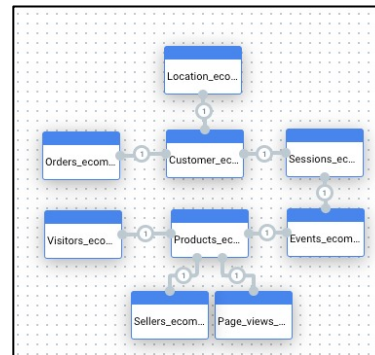
Leverage In-DW/DL Compute

Optimize Performance w/ Flexibility at the Analytics-Data Interaction Point



Demo

- E-commerce data
- Multiple data sources
 - Sales Transactions
 - Marketing campaigns
 - Customer demographics
 - Site usage
 - Behavior data



BusinessType	MarketType	Region	ChannelType	TimePeriodT...	TimePeriod	Category	SubCategory
String	String	String	String	String	String	String	String
BEVERAGE	CHANNEL	NEW ENGLAND	WHOLESALE/ ...	LA	MTD	BEVERAGES	BEVERAGES
BEVERAGE	CHANNEL	MID-ATLANTIC	WHOLESALE/ ...	LA	MTD	BEVERAGES	BEVERAGES
BEVERAGE	CHANNEL	EAST NORTH C...	RETAILER	LA	MTD	BEVERAGES	BEVERAGES
BEVERAGE	CHANNEL	WEST NORTH ...	WHOLESALE/ ...	LA	MTD	BEVERAGES	BEVERAGES
BEVERAGE	CHANNEL	MID-ATLANTIC	ONLINE	LA	MTD	BEVERAGES	BEVERAGES
FOOD	CHANNEL	SOUTH ATLAN...	RETAILER	LA	MTD	SNACKS	SALTY
BEVERAGE	CHANNEL	NEW ENGLAND	RETAILER	LA	MTD	BEVERAGES	BEVERAGES
FOOD	CHANNEL	EAST SOUTH C...	RETAILER	LA	MTD	SNACKS	SAVORY
BEVERAGE	CHANNEL	NEW ENGLAND	WHOLESALE/ ...	LA	MTD	BEVERAGES	BEVERAGES
FOOD	CHANNEL	SOUTH ATLAN...	RETAILER	LA	MTD	SNACKS	SALTY
FOOD	CHANNEL	EAST NORTH C...	WHOLESALE/ ...	LA	MTD	FOOD SERVICE	SALTY



Optimize Channel Spend and Increase Revenue

WHAT

Natural Language Search for data exploration

- Which marketing channels are driving revenue?
- What are our top performing brands this year?

WHY

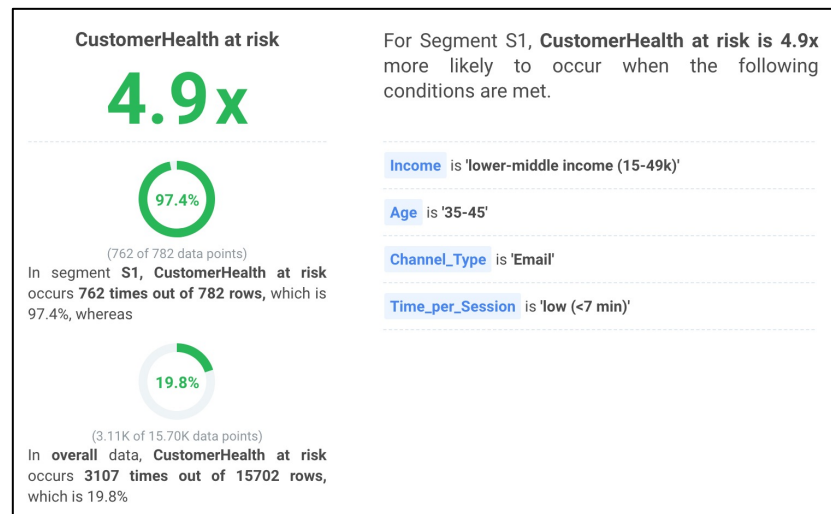
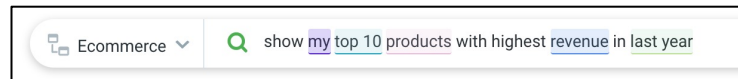
Guided Insights for automated data analysis

- Why did my quarterly revenue drop?
- Do revenue patterns differ between social and email channels?

HOW

ML modeling to predict and identify:

- Which customers to target?
- Where should we focus our ad spend?





Learn More Today

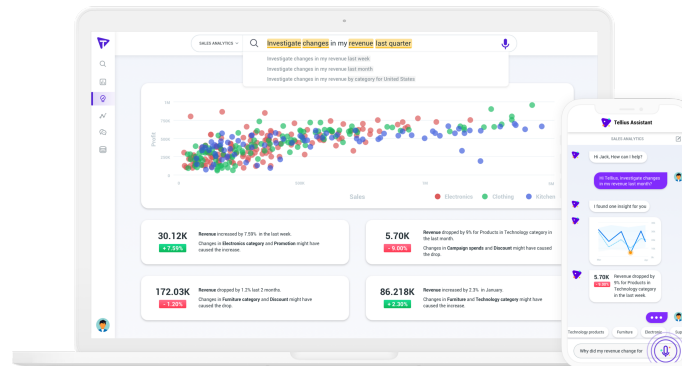
eBook: Bridging the Insights Gap



Download Now

GET FREE EBOOK

Start Your Free Trial
in Minutes



Public or Private Cloud

TRY FOR FREE

