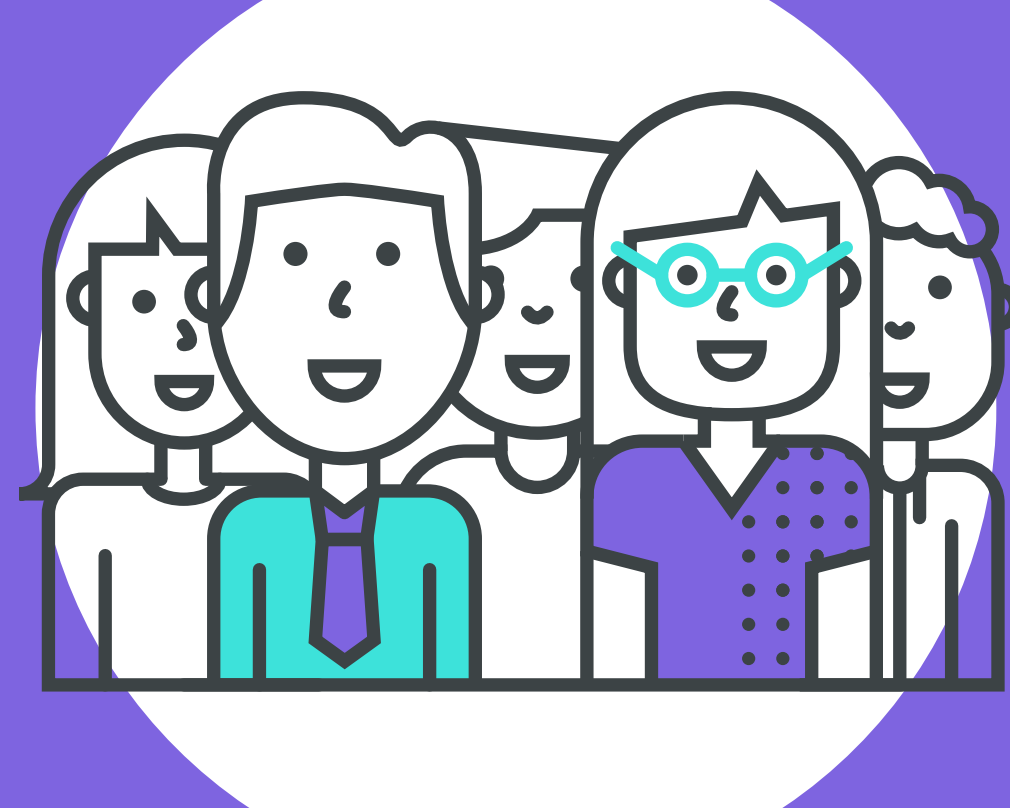


Your Analytics Assessment Profile



PERHAPS YOU HAVE AN...

ARMY OF ANALYSTS

With a fully staffed team of analysts and a robust centralized analytics solution, your data and analysis is accurate and trustworthy.

You've got critical best practices in place with:

- Robust analytics infrastructure
- Centralized data model and business logic
- Shared data dictionary and definitions

Your analytics team is likely seen as:

- A strategic asset to the company
- An important area in which to invest resources
- The single source of truth for your business

Trustworthiness ↑

LOCKED DOWN DASHBOARDS	AN ARMY OF ANALYSTS	DATA/DEMOCRACY
DRIVE THROUGH ANALYSIS	THE BOTTLENECK	TRIBAL ANALYSIS
THE CLEAN SLATE	BOOKKEEPING	EVERY ANALYST FOR THEMSELVES

Agility →

but does this sound familiar?



Analysts spend time on simple requests, leaving no time for complex analysis



Business users are frustrated they have to wait for analysis



The only way to scale is to hire more analysts... and more analysts...

"Less technical teams struggled to get access to data - it might take 2 to 3 weeks to get a relatively simple bit of data."



Create a Data Platform to Serve Every Department

Define business logic once

Create a central data model

Empower user with data

Single Source of Truth For Analysts

Quickly build reports

Dig into the freshest data

Easily share findings

Self Service For Business Users

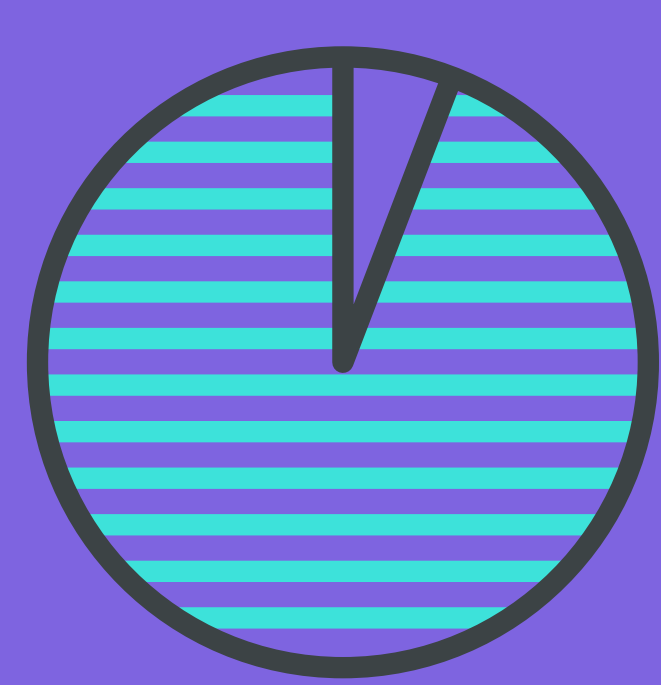
"Within a month of releasing Looker we had everyone in the company using it."



Moving from an Army to a Scalable Solution

To standardize analytics across the company, Infectious Media only allowed their analyst team to analyze and run queries against their data. While this ensured data quality, it also pulled the analyst team away from critical long-term work. They implemented Looker to find the balance between having control over data quality and allowing business users to do their own analysis. The data analysts created the data model and defined business logic and definitions - and then anyone in the company could query the data, without knowing SQL, and know that they were accessing that single source of truth. Analysts got to focus on more critical and complex analysis, while business users had the data they needed to make day to day decisions.

Now at Infectious Media...



90%

of employees use Looker every month

6,000

minutes a month exploring data



More than

300

alerts from Looker a month

"Having Looker frees up a lot more of our time to do more interesting and far more useful work."

