

Special Query

Harnessing Advanced Querying for In-depth Analysis and Insightful Comparisons.





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I. Introduction



1.1 Definition of Special Query

Special Query refers to a type of query that performs specific or complex tasks beyond a simple **'SELECT'** query statement. It is designed to retrieve insights and perform advanced calculations or comparisons based on predefined logic. Special Queries are commonly used in data analysis and reporting scenarios where standard SQL queries are insufficient to meet the requirements. These queries are typically used in conjunction with specialized tools or platforms that support advanced querying capabilities.



1.2 Purpose of Special Query

The purpose of Special Query is to empower users to extract meaningful information and gain deeper insights from their data. By leveraging specialized query functions and syntax, users can perform advanced calculations, comparisons and aggregations. Special Query provides a flexible and powerful way to analyze data, identify trends and make data-driven decisions.

In ConverSight, we offer a range of Special Query functionalities to cater to diverse analytical needs. These functionalities allow users to retrieve complex queries using simple keywords or short forms, enhancing efficiency and ease of use. With Special Query, users can perform tasks such as analyzing data over specific time periods, comparing data across dimensions, calculating averages or ratios, identifying top performers and tracking trends.

This datasheet provides an overview of the different types of Special Queries available in the ConverSight platform. We will explore their descriptions, syntax and examples to demonstrate their capabilities and usage. By understanding the power and versatility of Special Queries, users can unlock valuable insights and make informed decisions based on comprehensive data analysis.

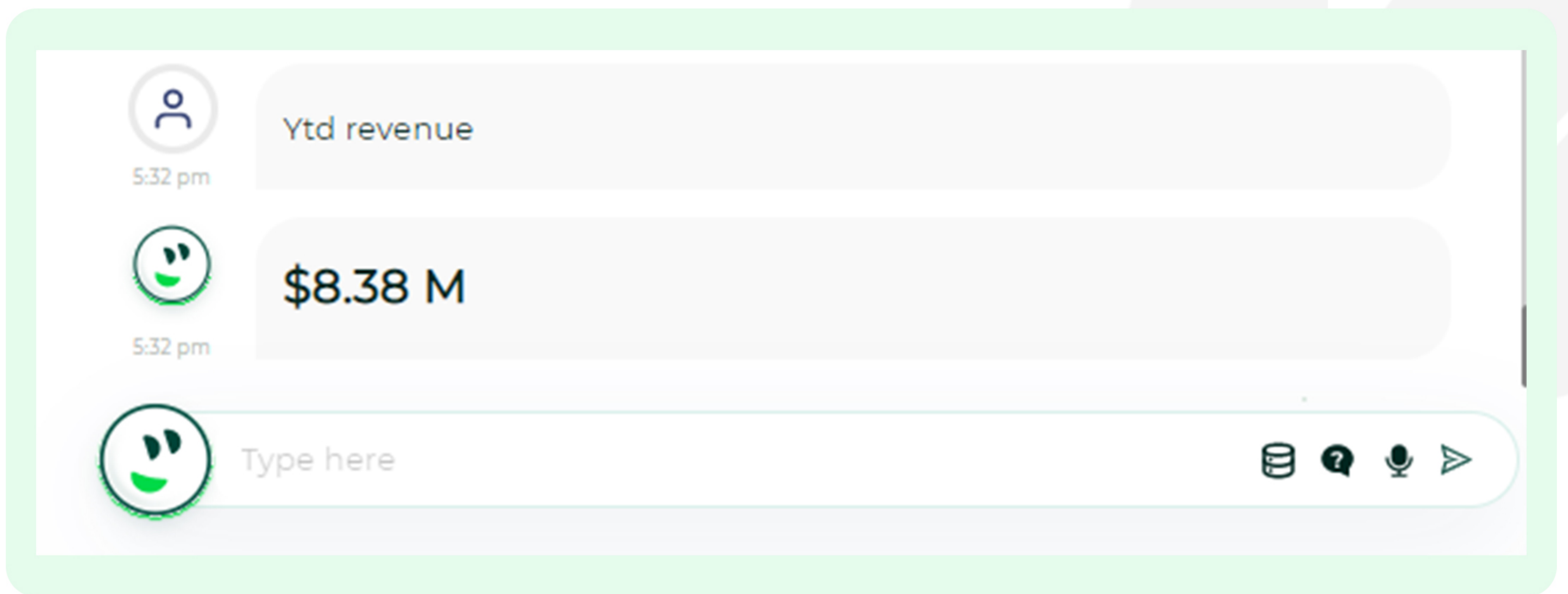
2. Special Queries



2.1 Till Date Query

2.1.1 YTD (Year to Date)

'YTD (Year to Date)' is a special query type that allows users to retrieve data for a specific time period starting from the beginning of the current year up to the present day. It provides insights into how the data has changed over time within the current year. By using the YTD command, users can avoid misunderstandings and confusions when retrieving data from previous years or specific time frames.



This query would retrieve the revenue data from January 1st to March 24th, providing insights into the year-to-date revenue performance. If today is March 24th, the **'YTD revenue'** query would retrieve revenue data from the start of the year, which is January 1st, until March 24th.

Note

Ensure that the appropriate time frame is considered when using the YTD command to retrieve accurate and relevant data for analysis and reporting purposes.

Financial YTD

'Financial YTD (Year to Date)' is tailored to the financial year of an organization. The financial year varies among organizations and represents the period used for financial reporting and analysis. The Financial YTD query retrieves data from the beginning of the current financial year to the present day. It allows for a focused analysis of financial performance within the context of the organization's financial year. By aligning the query results with the financial year, users can track revenue, expenses and other financial metrics over the course of the financial year. Considering the specific financial year of the organization is crucial for accurate and relevant data retrieval for financial analysis, reporting and decision-making. For example, in one organization with a financial year starting in January and ending in December, executing the Financial YTD query on March 24th would retrieve data from January 1st to March 24th. Similarly, in another organization with a financial year starting in March and ending in February, executing the Financial YTD query on the same date would retrieve data from March 1st to March 24th.

2.1.2 QTD (Quarter to Date)

'**QTD (Quarter to Date)**' is a special query type that allows users to retrieve data for the time period starting from the beginning of the current quarter up to the present day. The specific quarter may vary depending on the organization's fiscal calendar. By using the QTD command, users can analyze and track data within the current quarter, providing insights into performance and trends.



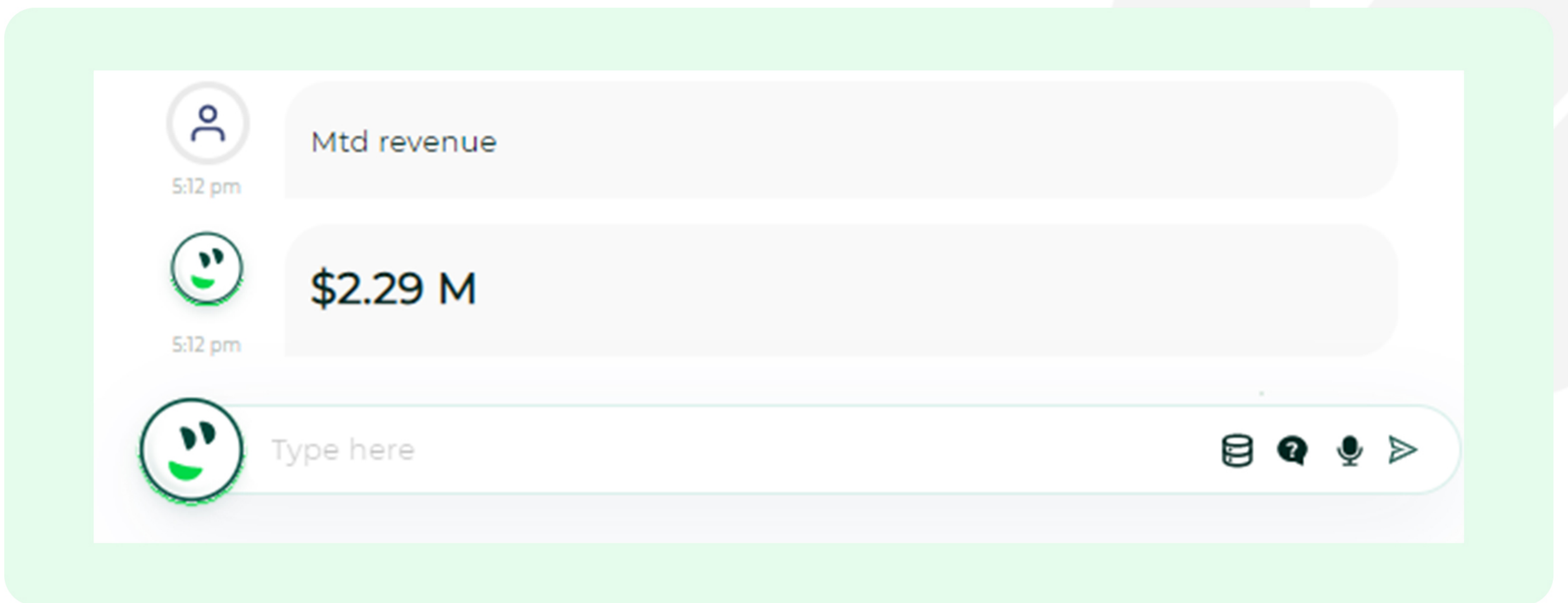
This query would retrieve revenue data from January 1st to March 24th, providing insights into the quarter-to-date revenue performance by month. If today is March 24th, the current quarter starts from January 1st. The '**QTD revenue**' query retrieves revenue data from January 1st to March 24th, broken down by each month within the quarter.

Note

When using the QTD command, it is important to consider the organization's specific quarter and adjust the time frame accordingly to obtain accurate and relevant data for analysis and reporting purposes.

2.1.3 MTD (Month to Date)

'**MTD (Month to Date)**' is a special query type that allows users to retrieve data for the time period starting from the beginning of the current month up to the present day. By using the MTD command, users can analyze and track data within the current month, providing insights into month-to-date performance and trends.



This query would retrieve revenue data from March 1st to March 24th, providing insights into the month-to-date revenue performance. If today is March 24th, the **'MTD revenue'** query retrieves revenue data from March 1st to March 24th, representing the month-to-date revenue performance.

Note

When using the MTD command, it is important to consider the specific month and adjust the time frame accordingly to obtain accurate and relevant data for analysis and reporting purposes.

2.1.4 WTD (Week to Date)

'WTD (Week to Date)' is a special query type that allows users to retrieve data for the time period starting from the current week up to the present day. It enables users to analyze and track data within the current week, providing insights into week-to-date performance and trends.

2.2 Period Over Period Query

2.2.1 YOY (Year over Year)

'YOY (Year over Year)' is a special query type that compares the difference between a specific year and the previous year. It allows users to analyze and understand the year-over-year performance and trends in their data. By comparing data across different years, users can gain insights into changes and growth over time.



The **'YOY revenue'** query would retrieve revenue data for all years, comparing the revenue of each year with the revenue of the previous year. Users can analyze the year-over-year revenue growth or decline and identify trends or patterns in their data. YOY analysis is particularly useful for identifying seasonal fluctuations, assessing business performance, and making informed decisions based on historical data.

Note

To retrieve data for a specific year, you can specify the time frame using additional parameters in the query.

2.2.2 QOQ (Quarter over Quarter)

'QOQ (Quarter over Quarter)' is a special query type that compares the difference between a specific quarter and the previous quarter. It allows users to analyze and understand the quarter-over-quarter performance and trends in their data. By comparing data across different quarters, users can gain insights into changes and growth over time within specific quarters.

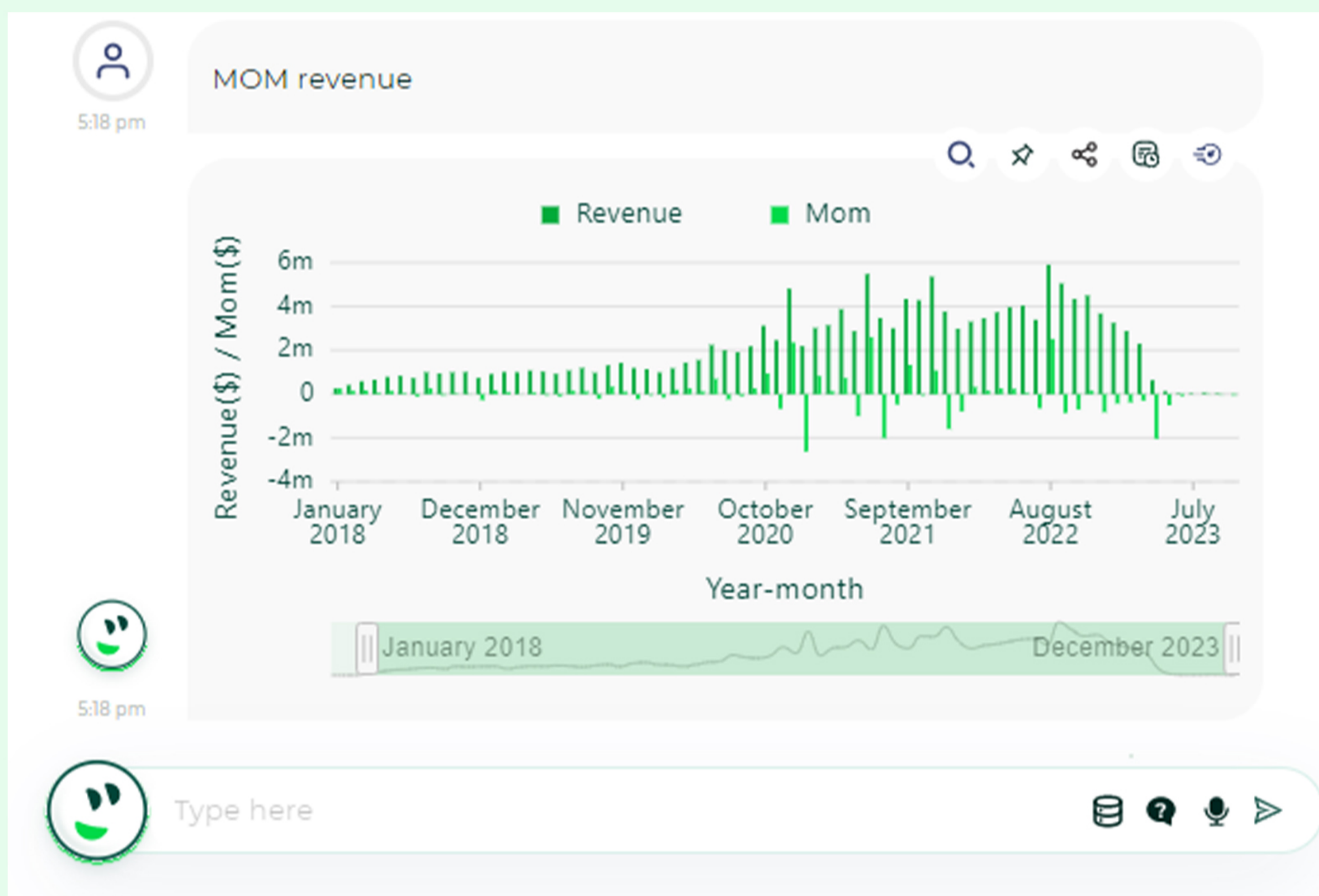
The **'QOQ revenue'** query would retrieve revenue data for all quarters, comparing the revenue of each quarter with the revenue of the previous quarter. Users can analyze the quarter-over-quarter revenue growth or decline and identify trends or patterns within specific quarters. QOQ analysis is particularly useful for monitoring business performance, tracking changes in revenue over time and making data-driven decisions based on quarterly comparisons.

Note

To retrieve data for a specific quarter, you can specify the time frame using additional parameters in the query.

2.2.3 MOM (Month over Month)

'**MOM (Month over Month)**' is a special query type that compares the difference between a specific month and the previous month. It allows users to analyze and understand the month-over-month performance and trends in their data. By comparing data across different months, users can identify patterns, seasonal variations and changes in their data over time within specific months.



The '**MOM revenue**' query would retrieve revenue data for all months, comparing the revenue of each month with the revenue of the previous month. Users can analyze the month-over-month revenue growth or decline, identify seasonal trends and track changes in revenue over time within specific months. MOM analysis can provide valuable insights for sales forecasting, understanding customer behavior and evaluating the effectiveness of marketing campaigns.

Note

To retrieve data for a specific month, you can specify the time frame using additional parameters in the query.

2.2.4 WOW (Week over Week)

'**WOW (Week over Week)**' is a special query type that compares the difference between a specific week and the previous week. It allows users to analyze and understand the week-over-week performance and trends in their data. By comparing data across different weeks, users can identify fluctuations, spot trends and monitor changes in their data over time within specific weeks. The '**WOW revenue**' query would retrieve revenue data for all weeks, comparing the revenue of each week with the revenue of the previous week. Users can analyze the week-over-week revenue growth or decline, track sales performance and identify any significant changes or trends occurring within specific weeks. WOW analysis can be valuable for monitoring short-term fluctuations, identifying seasonality and evaluating the impact of promotional activities or events on revenue.

Note

To retrieve data for a specific week, you can specify the time frame using additional parameters in the query.

2.3 Compare

'**Compare**' is a special query that allows users to perform customized comparisons between two values within a table. It is a flexible query that enables users to define specific comparisons based on their requirements, evaluating relationships, calculate variances or identify patterns within the data.

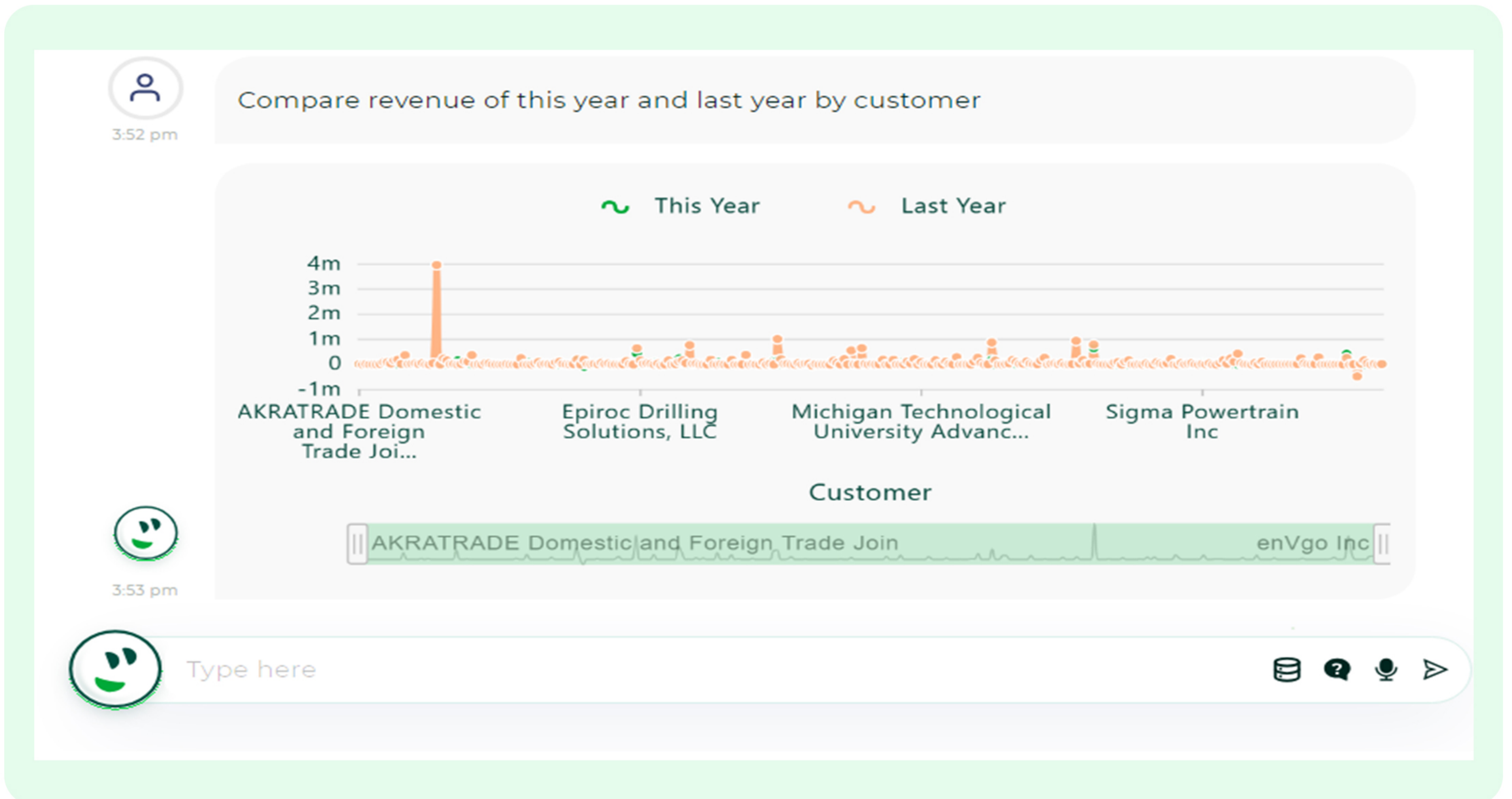


The screenshot displays a chat interface with a user profile icon and a timestamp of 3:33 pm. The chat message contains the query 'Compare revenue of 2023 and 2024'. The response is a table with the following data:

2023	\$23.64 m
2024	\$4.96 m
Difference	\$18.68 m

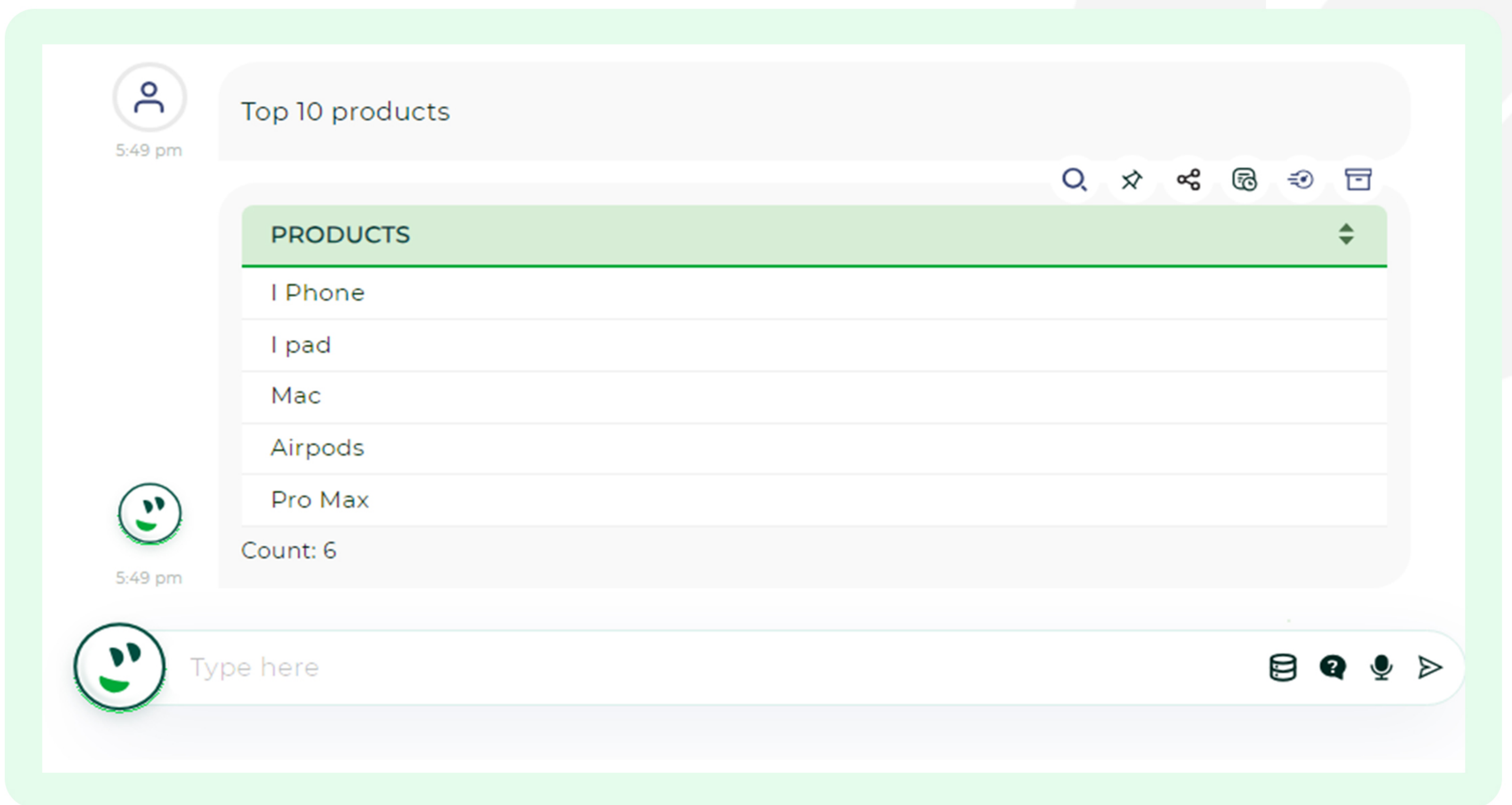
Below the table, there is a chat input field with a placeholder 'Type here' and a timestamp of 3:33 pm. The input field includes icons for database, help, microphone, and send.

The **'Compare'** query retrieves revenue data for each month of the selected time frame, compares the revenue of the last year with the revenue of the current year and provides insights into the variations between them. Users have the flexibility to customize the Compare query to perform various types of comparisons based on their specific data and analysis needs, enabling in-depth exploration of relationships between different values or datasets within the table. Furthermore, Compare queries support dimension variations, allowing users to perform customized comparisons by different dimensions such as customer or month. This enables users to analyze variations in data based on specific dimensions and gain deeper insights into the relationships and patterns within their data. By incorporating dimension variations, users can conduct more granular and comprehensive comparisons, unlocking additional layers of insights and understanding in their data analysis.



2.4 Top

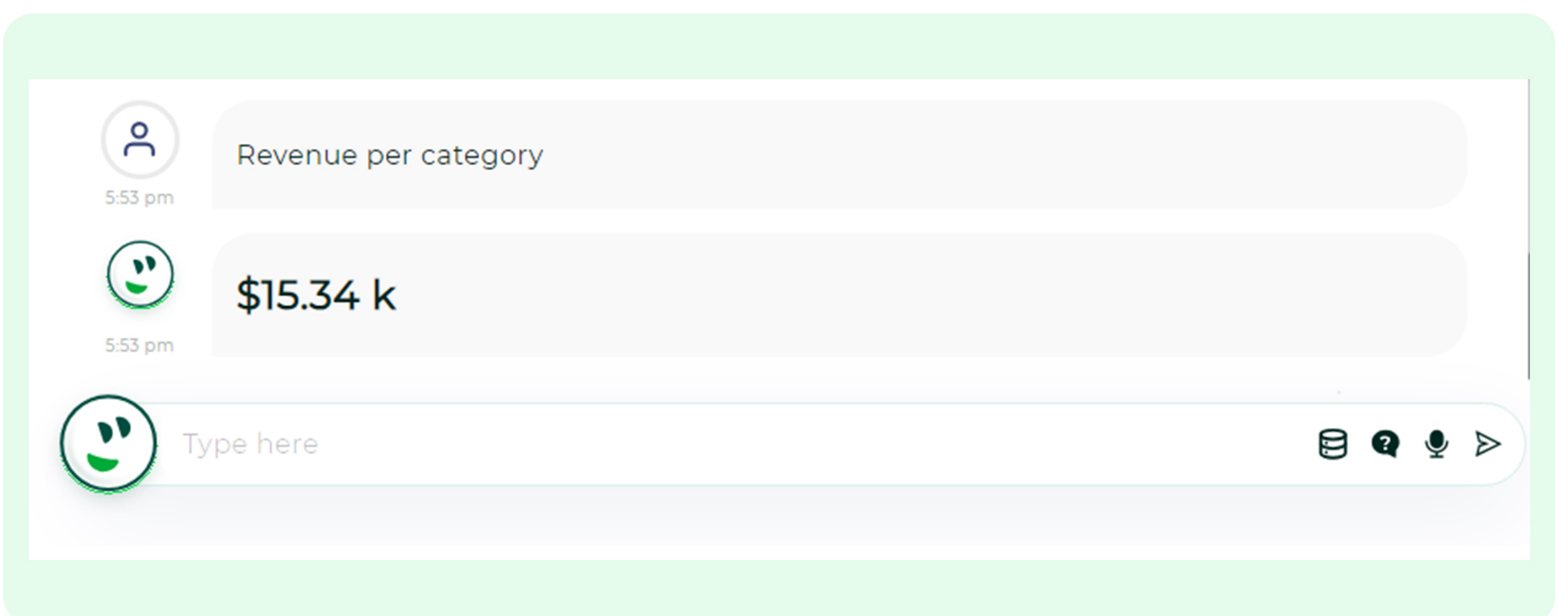
'Top' is a special query that allows users to retrieve data based on a specified metric or criteria. It is typically used to identify the top or highest-ranking items based on a specific attribute or measure. Users can define the number of top items to be retrieved and the query will return the records that meet the specified criteria.



The **'Top query'** retrieves the top 10 products based on the specified metric, providing insights into the best-performing products. Users can adjust the query parameters, such as the number of items or the metric, to focus on different aspects of their data and extract valuable information about the top performers.

2.5 Per

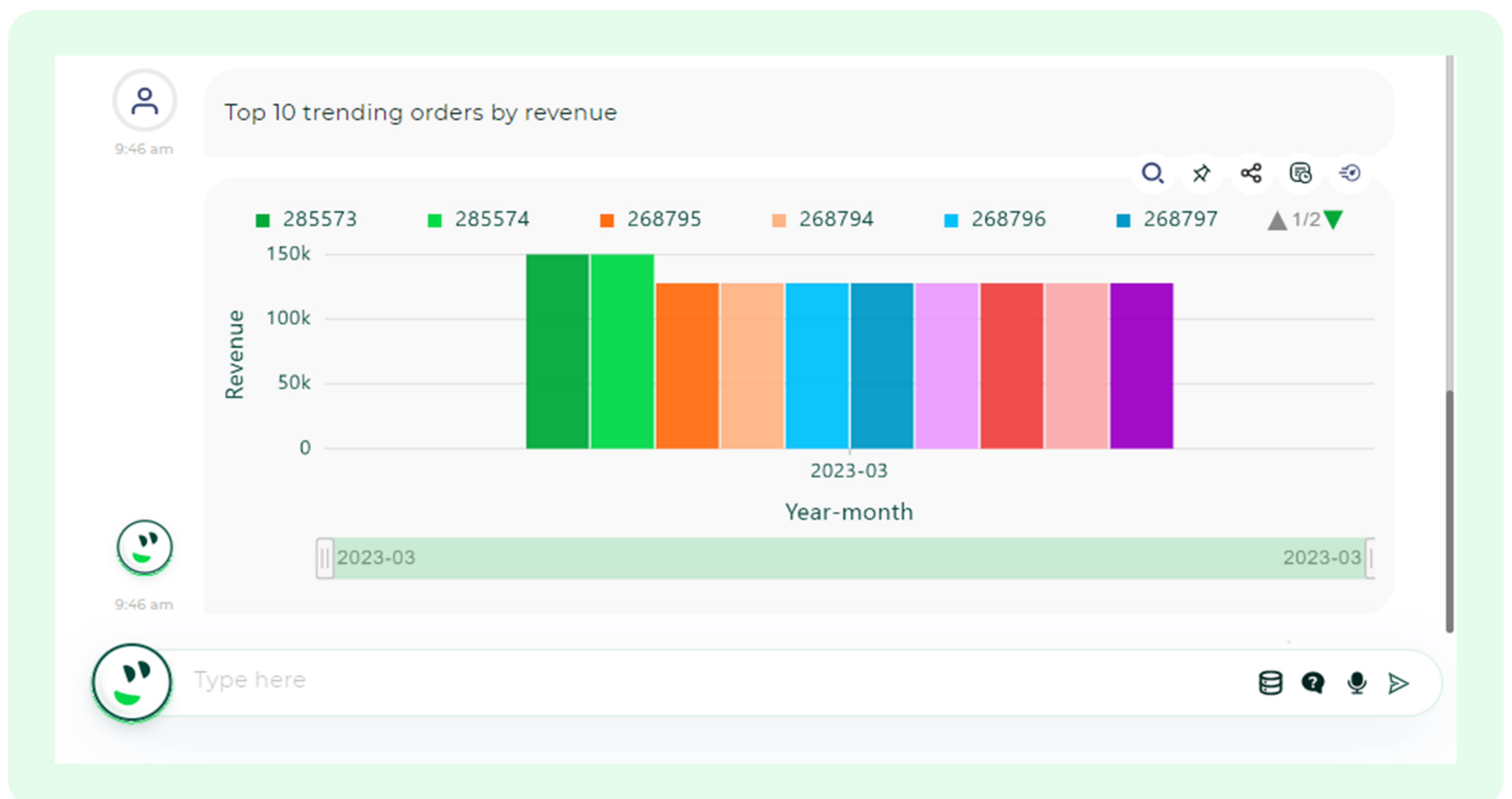
'Per' is a special query that calculates the average based on a specific attribute or measure. It allows users to retrieve data on an overall average basis, providing insights into the average value of a particular metric across the dataset.



The **'Per'** query retrieves the average revenue per customer, allowing users to understand the average value of revenue attributed to each customer. Users can apply the Per query to various metrics and attributes to calculate averages that help in understanding the distribution or relationship between different data points.

2.6 Trending

'Trending' is a special query that retrieves data based on the current trend of a specified metric. It allows users to identify and analyze the trending data points or records based on the default metric set by the user. The query retrieves the data that exhibits the highest growth, decline or any significant changes over a specified time frame.



The **'Trending'** query retrieves the top 10 orders that are trending based on the specified metric, providing insights into the orders that are driving revenue growth or are currently performing exceptionally well. Users can adjust the query parameters, such as the number of items or the metric, to focus on different aspects of their data and gain insights into the trending patterns within their dataset.

3. Conclusion

Special Queries enhance the ability to extract specific insights from large datasets by allowing users to focus on particular time periods or comparisons, saving time and effort in data retrieval. This targeted approach saves time and effort in data retrieval and analysis. Special Queries also provide a flexible and customizable framework for conducting advanced calculations and comparisons, empowering users to tailor the analysis to their specific needs. Additionally, the clear and concise results of Special Queries improve data interpretation, making it easier for users to comprehend and communicate the derived insights. Special Queries offer a powerful set of functionalities that surpass simple SELECT queries, enabling users to perform complex data analyses efficiently and effectively. By utilizing these advanced query types, users can uncover valuable insights, make informed decisions, and drive business growth. Whether it involves tracking performance over time, comparing trends, calculating averages, or identifying top performers, Special Queries empower users to leverage the full potential of their data and gain a deeper understanding. With Special Queries, users can stay ahead in today's data-centric world, harnessing the power of their data to maintain a competitive edge and drive success.

Join our customers who have accelerated growth with ConverSight



About ConverSight

ConverSight's Adaptive Analytics platform uses conversational AI, Natural Language Processing and machine learning to converge the distance between humans and data through data stories, presenting the meaning of data in the most effective, personalized and efficient form possible. ConverSight's patented AI business assistant, Athena, connects distributed databases to answer questions and Augment the consumers through 4 key functions: Information On Demand, Automated Story Telling, Proactive Insights, and Recommended Actions.

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