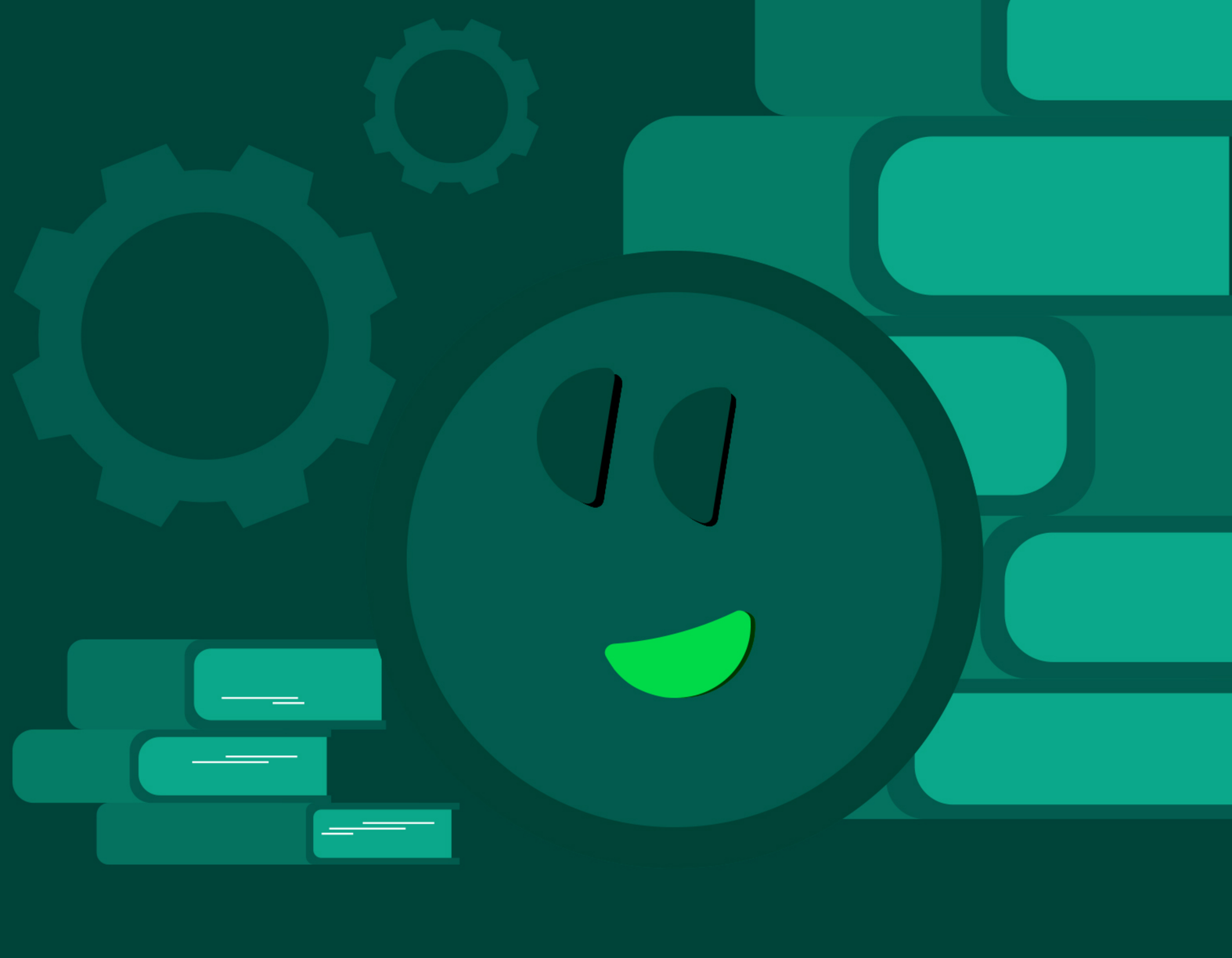
ConverSight

# Discovering Insights with Athena

A Comprehensive Guide to Athena's Powerful Query Capabilities



Datasheet

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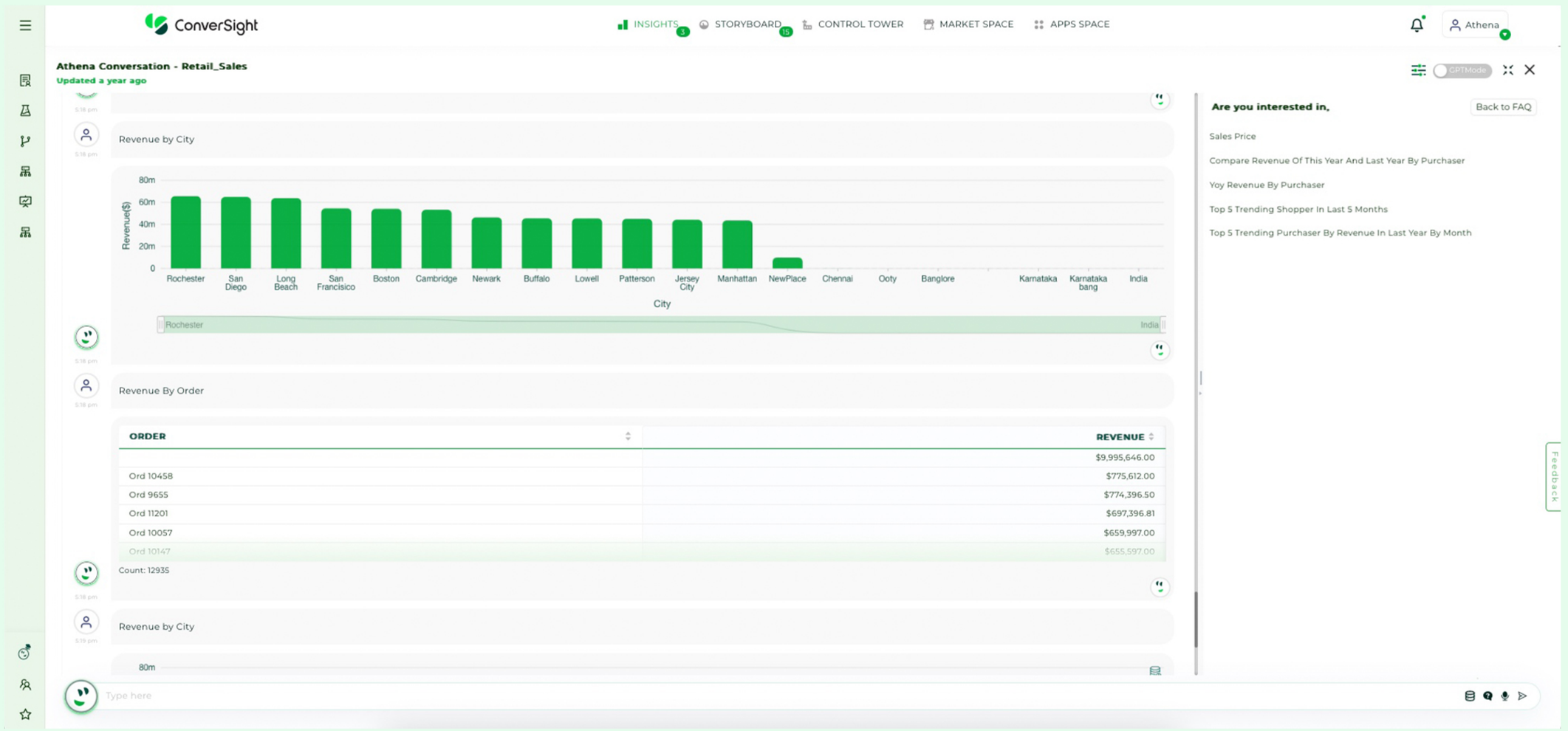
# I. Introduction

Welcome to Athena, your personalized AI business assistant and conversational analyst. Athena is a powerful data exploration tool designed to help businesses easily navigate and analyze their data. With a range of innovative features and functionalities, Athena makes data analysis and exploration a breeze. This datasheet provides an overview of Athena's key features, such as web chat, which comprises of guided search, voice search, suggestions, comparative questions and context queries. Additionally, it includes did you mean, follow-up queries, frequently asked questions and drilldown capabilities. Read on to learn how Athena can transform your data analysis processes and enhance your business performance.

## 2. Web Chat

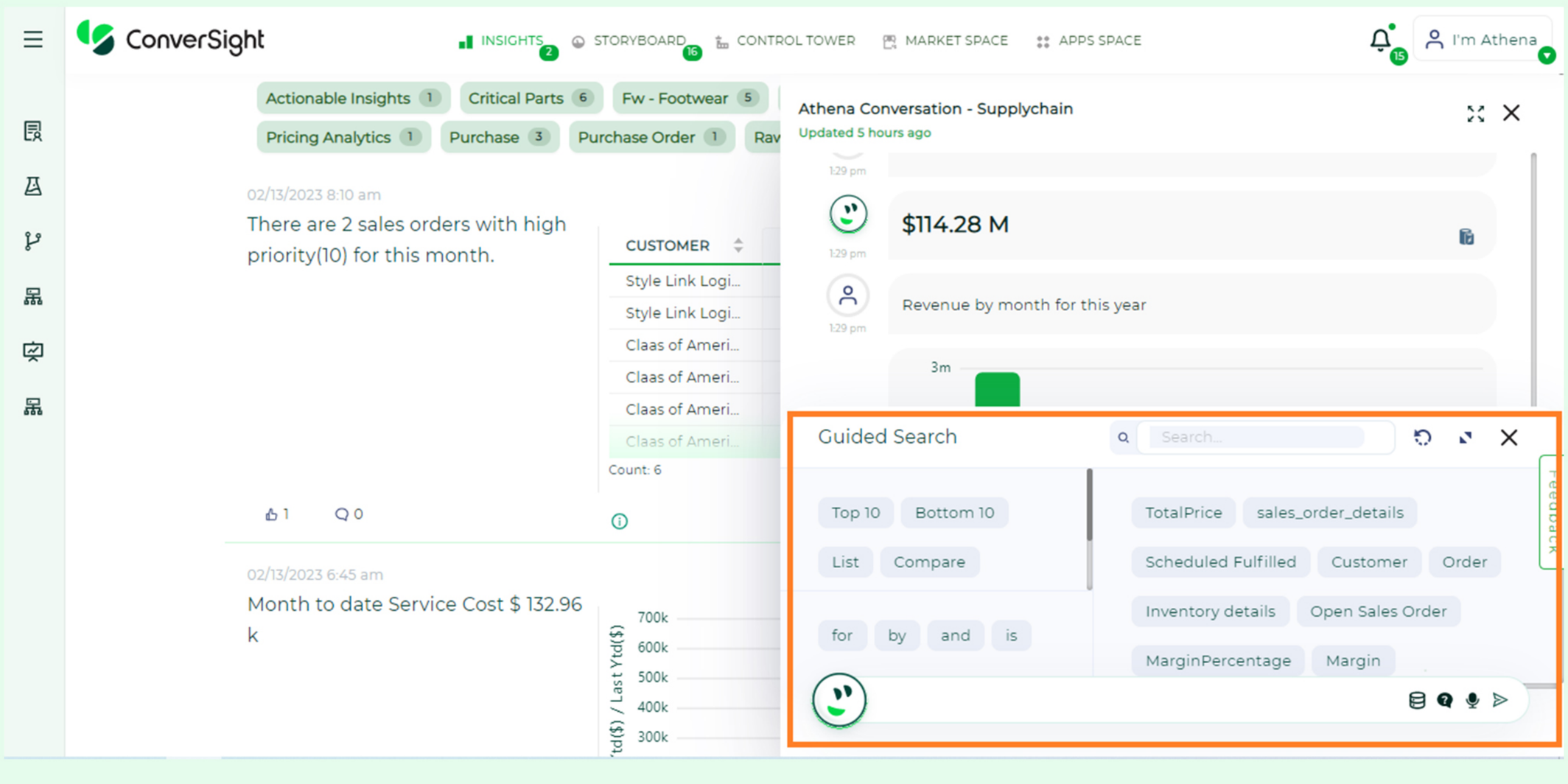
Athena's Web Chat feature provides a powerful and efficient way for users to interact with their data. By simply typing in their questions, users can easily query the loaded dataset. This interface offers a seamless experience for users who may not be familiar with SQL or other programming languages.

Athena's Web Chat feature delivers a user-friendly interface to help users effortlessly access and analyze their data. The Guided Search, Ask by Voice, Suggestions, Comparative Questions and Context Queries modules work together to deliver a personalized and dynamic experience that can help users make better-informed decisions. With its advanced features and intuitive design, Athena's Web Chat is a valuable tool for anyone looking to gain insights from their data, regardless of their level of expertise.



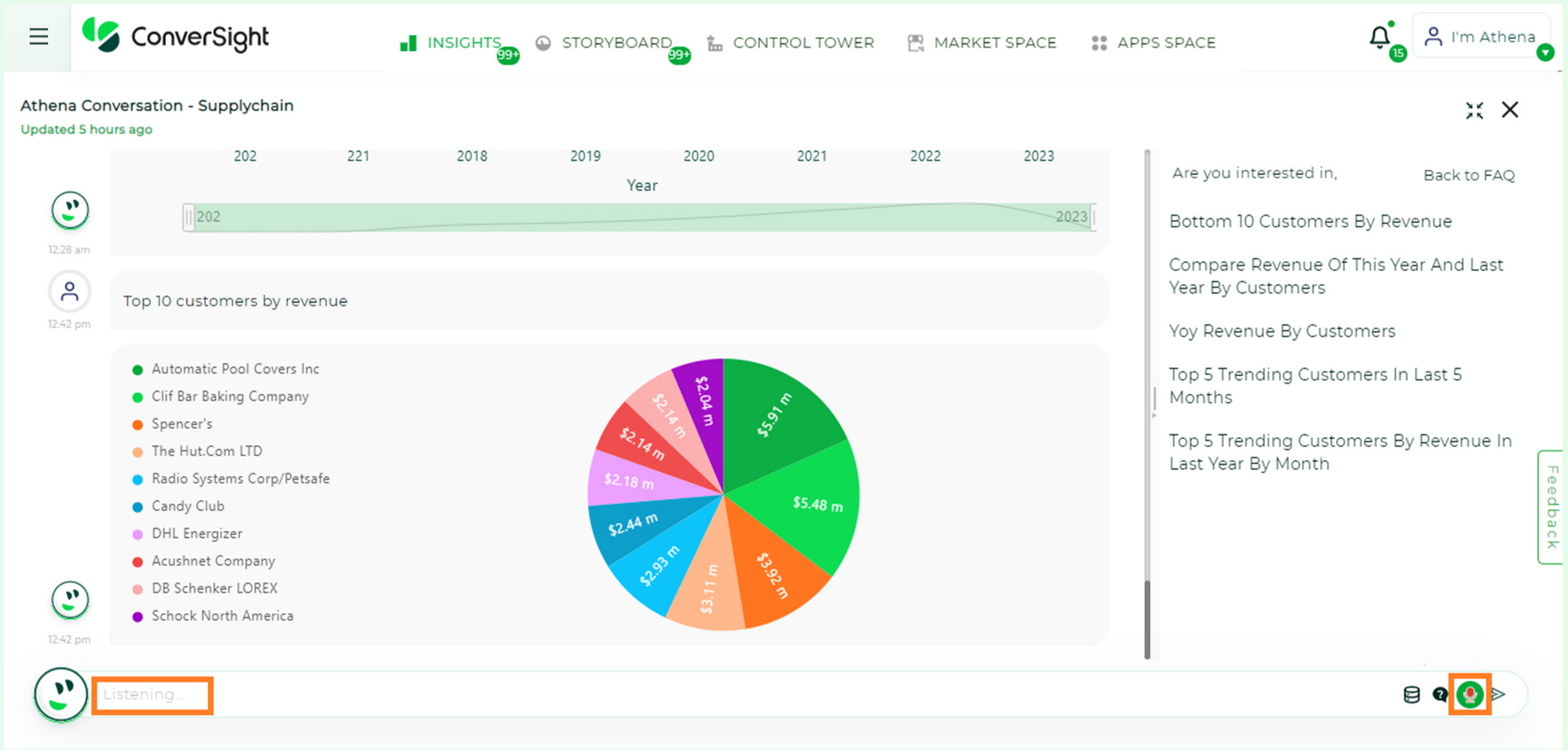
## 2.1 Guided Search

Athena simplifies data exploration by providing users with a comprehensive list of available tables and columns. With the help of Athena, users can easily find the relevant information they are looking for by typing in the column name, value or by using comparative questions. This feature enables users to quickly retrieve the desired data without having to navigate through multiple sources.



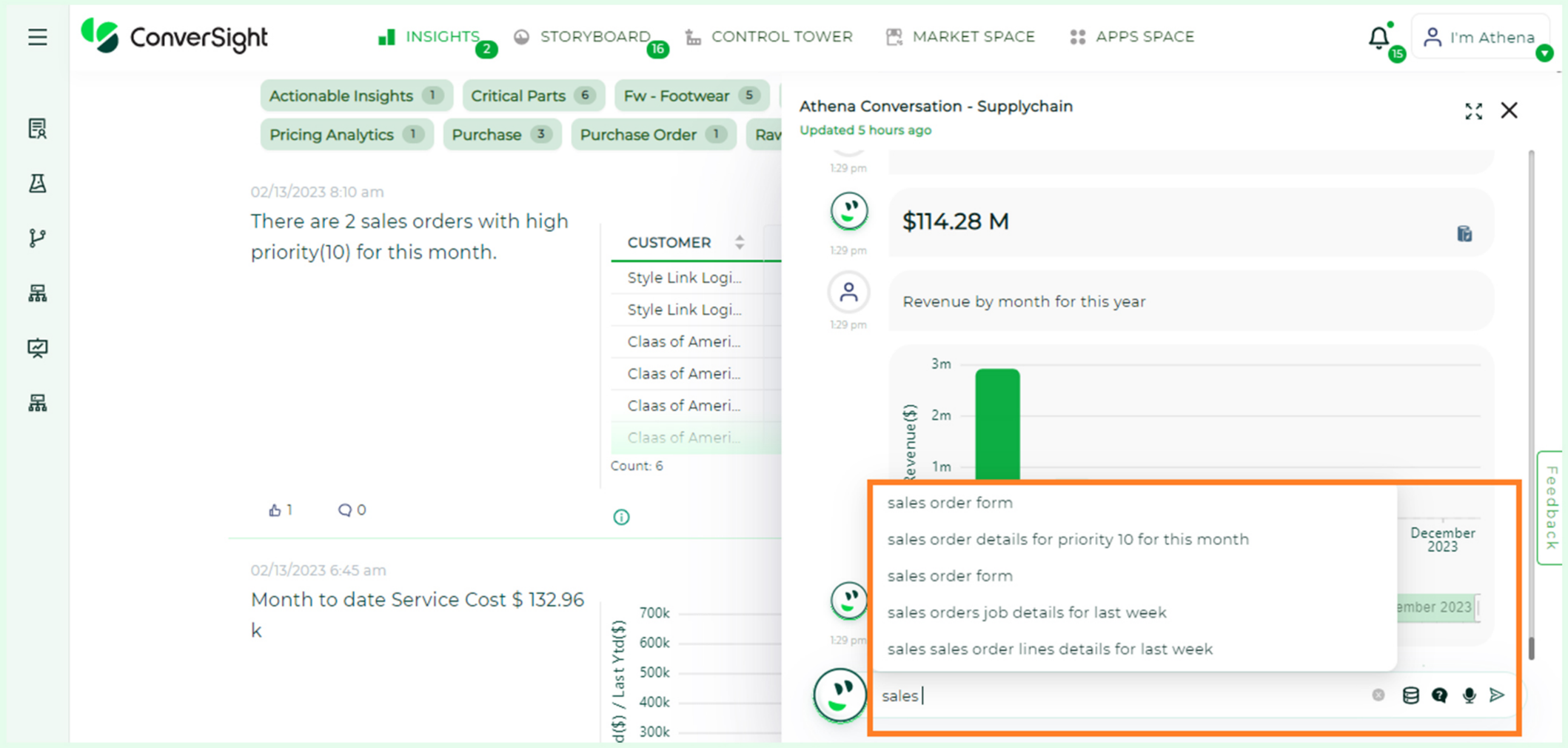

## 2.2 Ask by Choice

With Athena's voice search feature, you can conveniently ask your queries without typing them out. Simply click on the microphone icon in the chat window to activate the feature and Athena will listen to your question and provide the results in a table or chart format. This hands-free approach to data querying allows for a more seamless and efficient user experience.



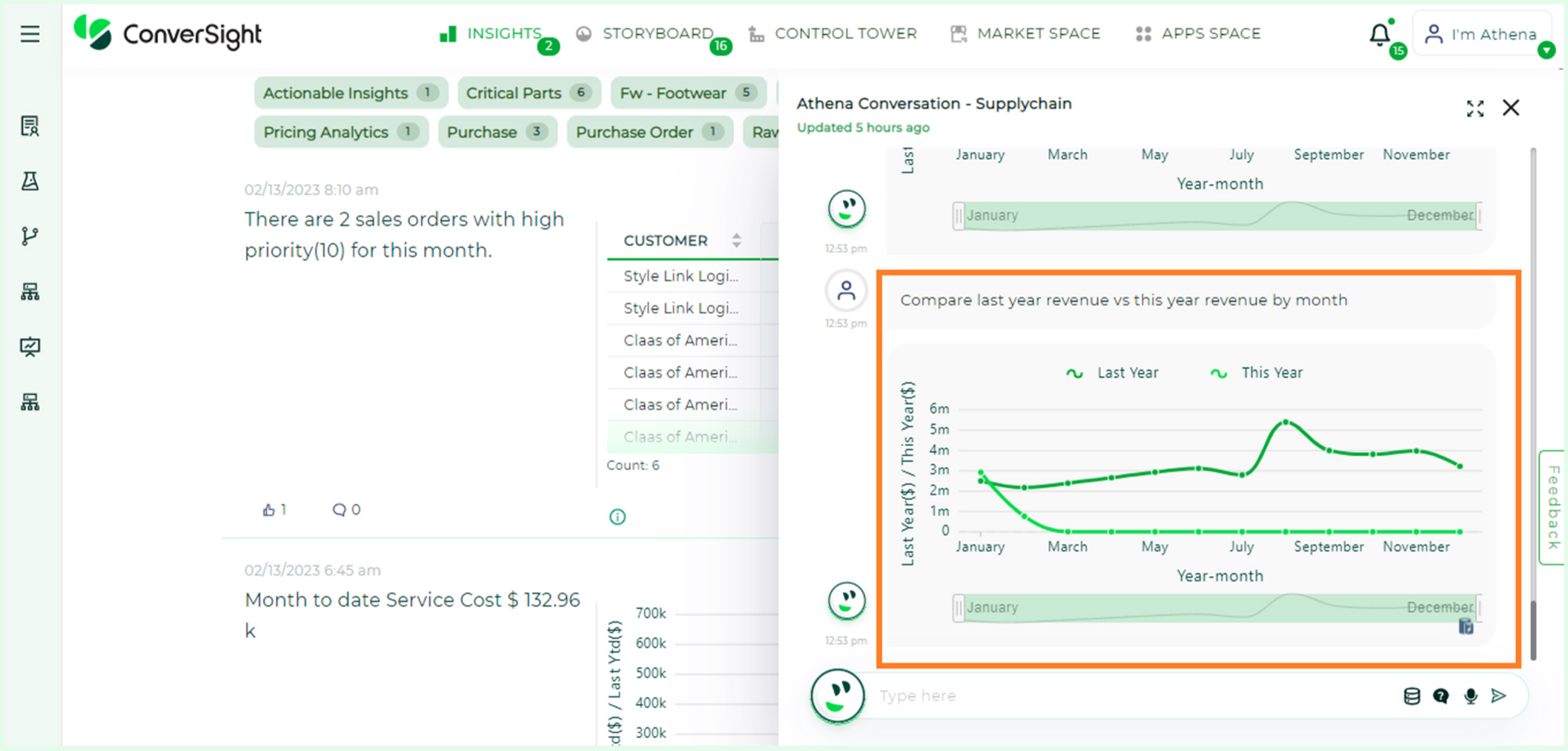

## 2.3 Suggestions

Athena offers search suggestions that are tailored to your data needs. As you type in the search bar, Athena's intelligent system analyzes your search behavior and suggests relevant search terms. Over time, Athena learns about your preferred columns and prioritizes them in the search suggestions, delivering personalized and relevant search results.



## 2.4 Comparative Questions

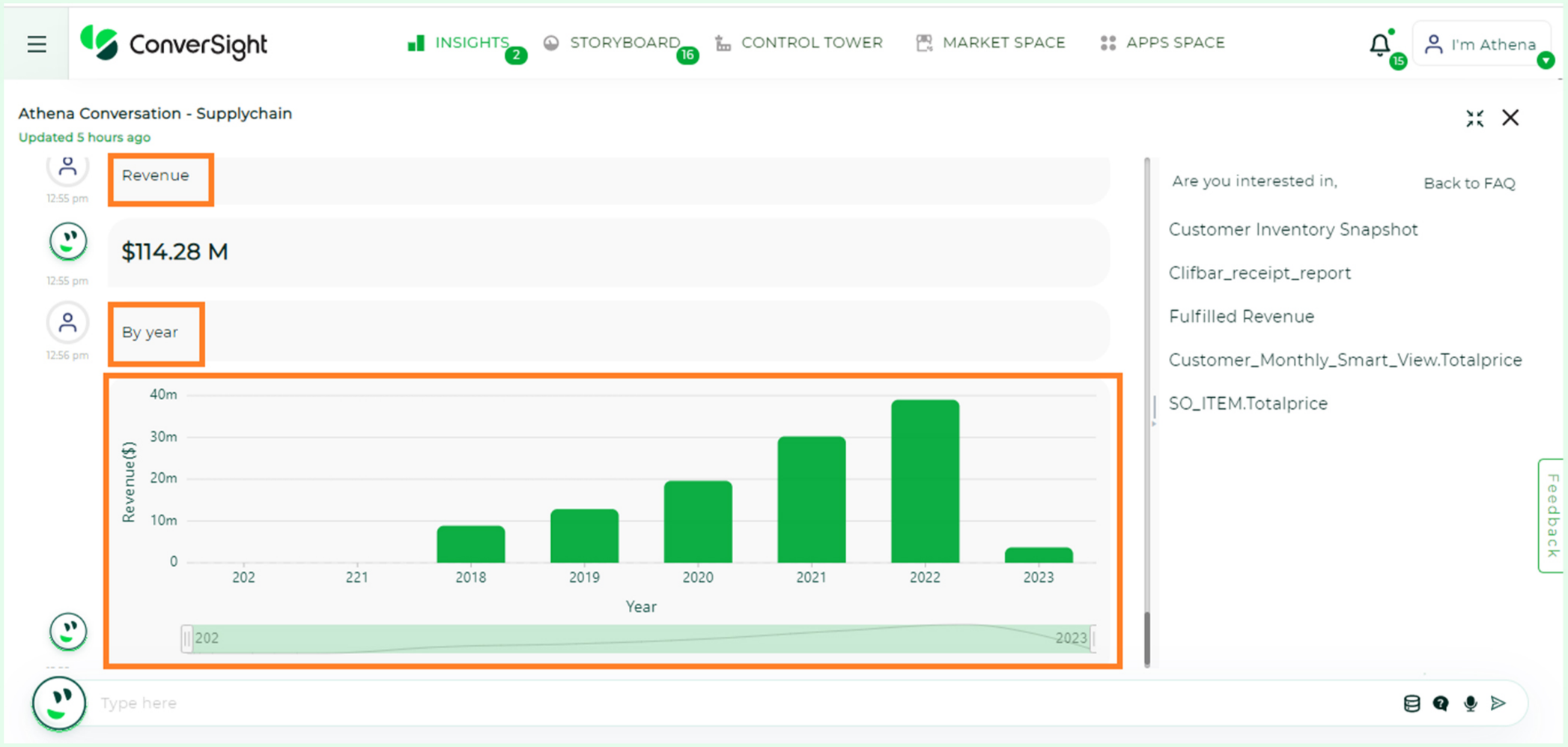
Athena's Comparative Questions feature allows users to compare data between different time periods, columns or values. For example, you can ask Athena to compare the revenue of different regions or departments. Athena will provide visual representations like graphs, charts or tables to help you easily understand the insights.




Additionally, Athena provides related queries that may be helpful in exploring your data further.

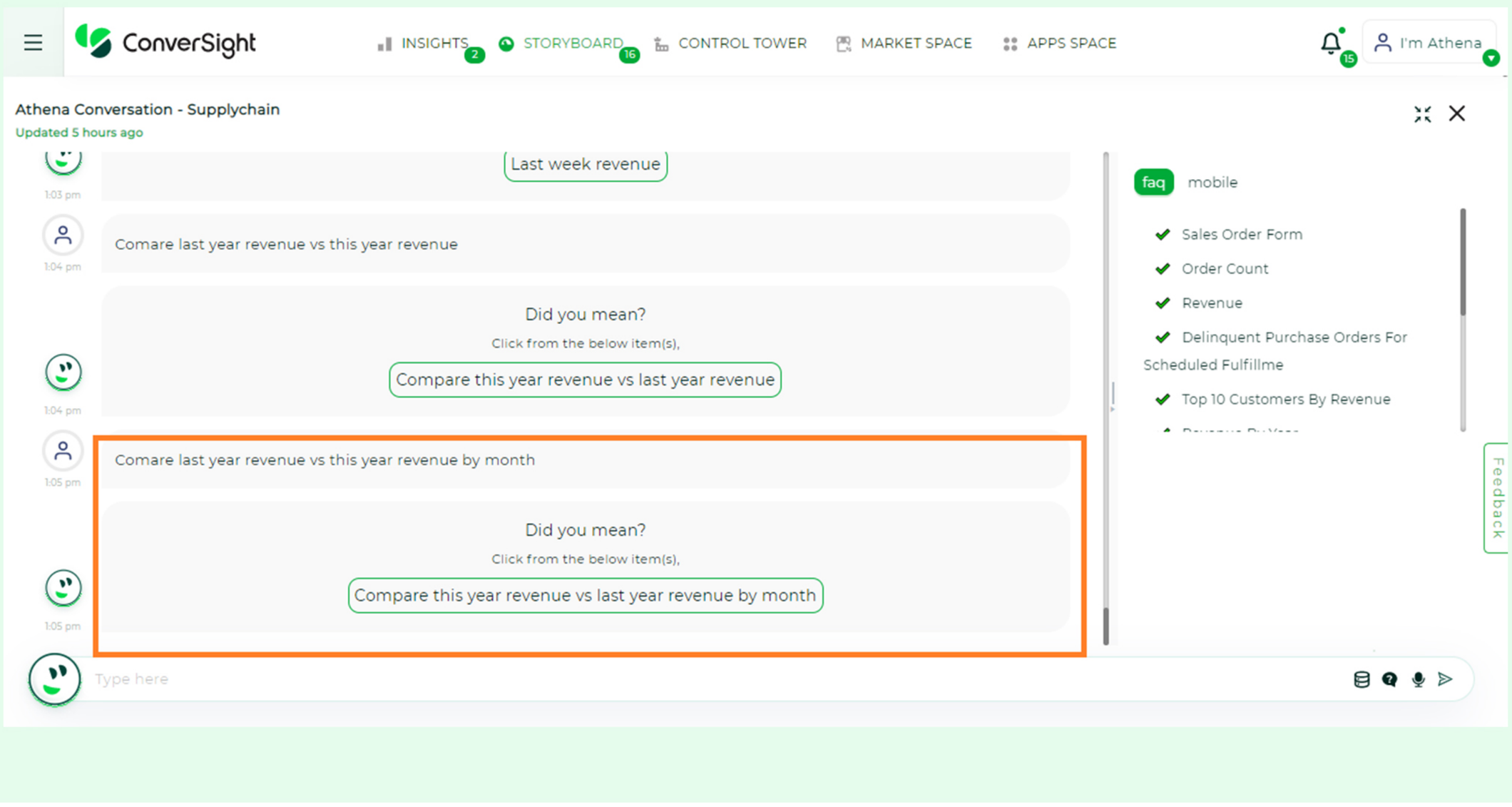
## 2.5 Context Queries

With Athena's Context Queries feature, users can ask follow-up questions related to their initial query. This provides a more dynamic and flexible approach to exploring data. For instance, if you ask **“Revenue”**, Athena will show you the total revenue. Then, if you follow up with a question like **"By Customers",** Athena will provide results for **"Revenue by Customers."** This allows for a deeper analysis of the data and helps users discover insights that may have been missed with a traditional, static query system.




## 3. Did You Mean

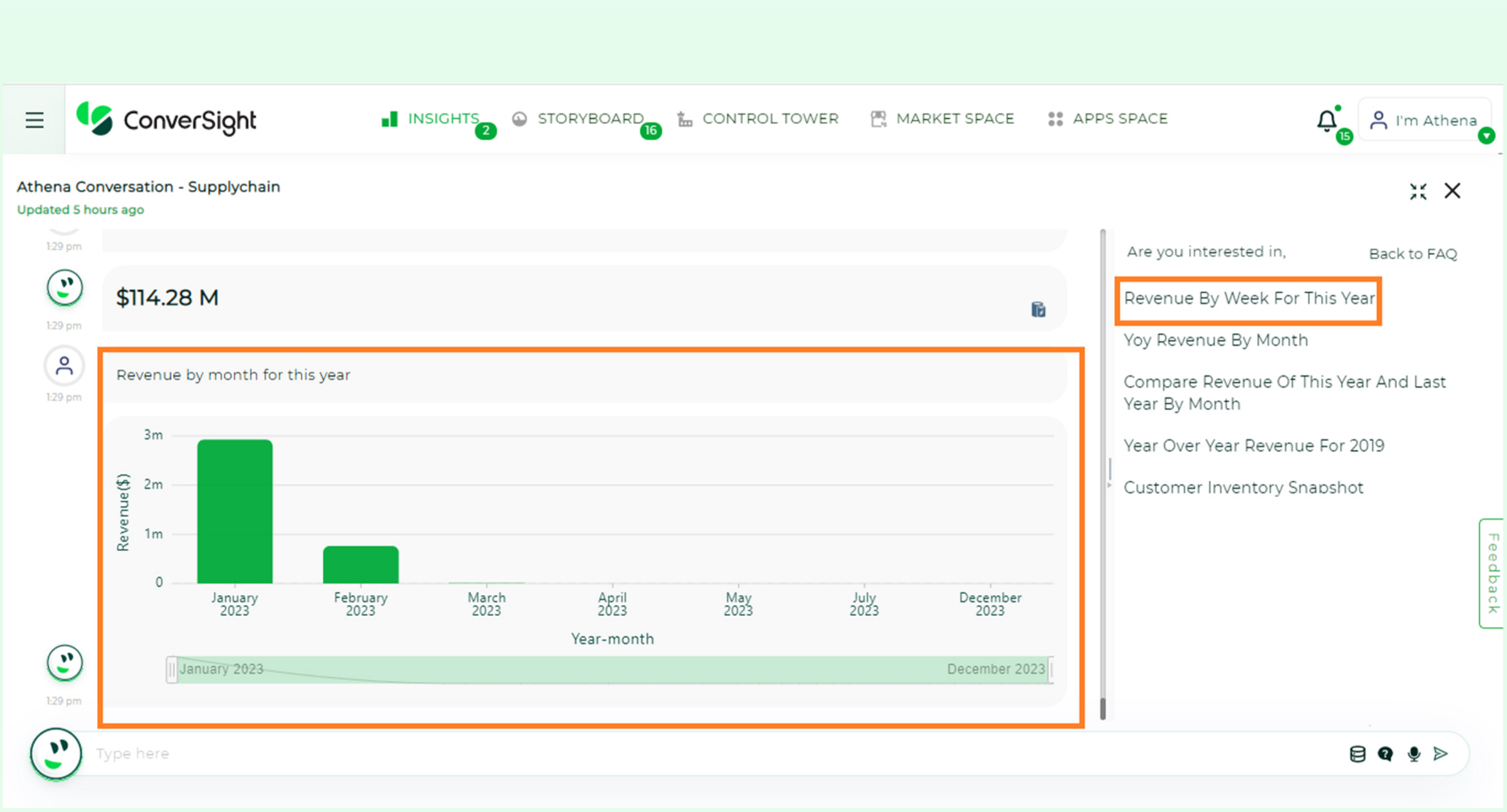
Athena's Did You Mean feature offers users a comprehensive solution for refining their queries, not only correcting spelling errors but also leveraging fuzzy match and meaning match capabilities. Fuzzy match functionality suggests corrections for words phonetically similar to the user's input, aiding those uncertain about spelling or typing accuracy. Meanwhile, meaning match analyzes query context, providing alternative queries aligning more closely with the user's intended meaning, particularly beneficial for queries involving homophones or words with multiple meanings. This combined feature set ensures users access the data they need accurately and efficiently.



## 4. Follow Up Queries

Athena's Follow-up queries feature is designed to help users easily navigate their data and explore it more deeply. When users enter a query, Athena's algorithm analyzes the query and identifies related questions or topics that may be of interest. These related questions are then displayed in the suggestions section, making it easy for users to explore their data further.

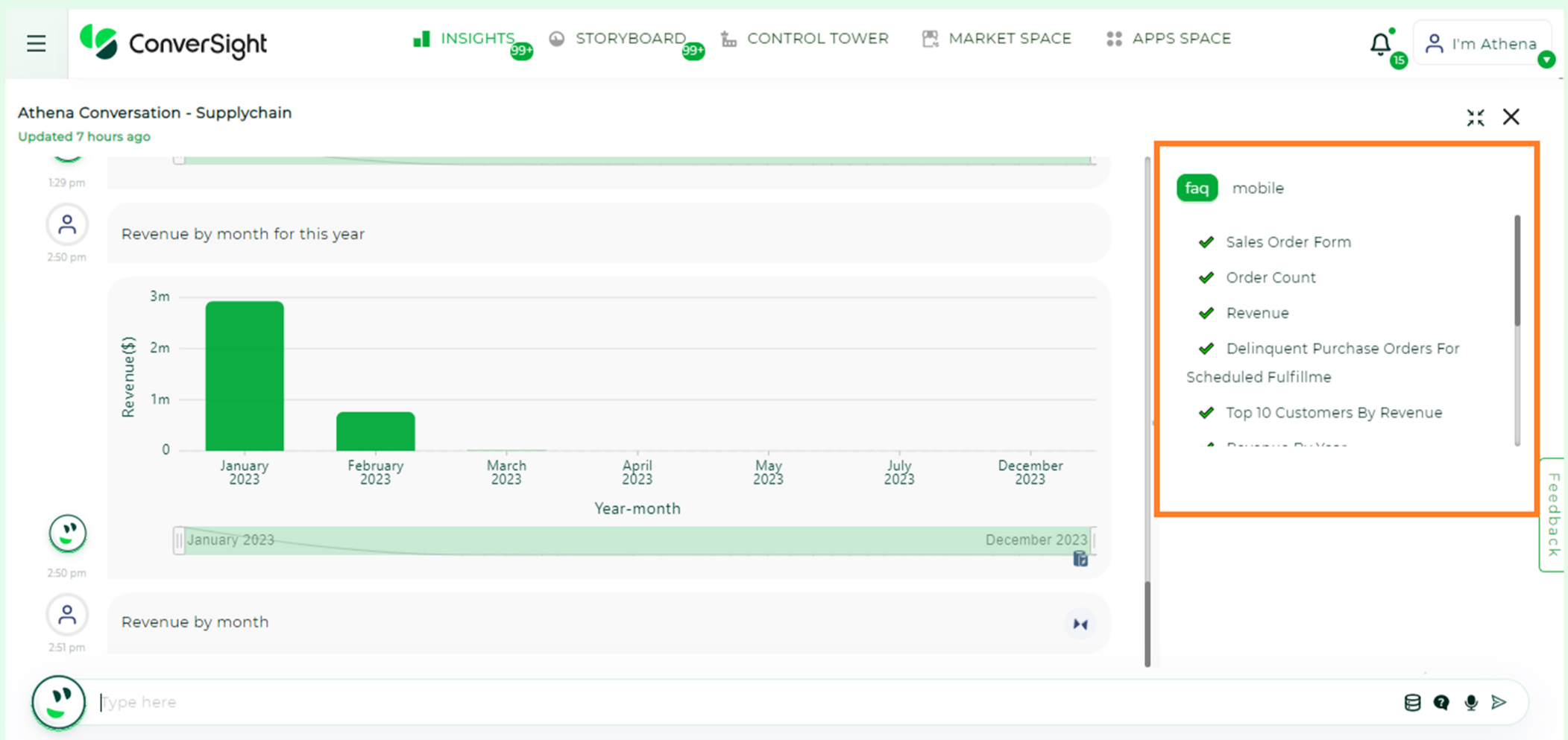
For example, if a user searches for revenue in the last year, Athena may suggest related queries such as revenue by quarter, revenue by product or revenue by region. These related queries can help the user gain a deeper understanding of their data and identify trends or patterns that may not have been immediately apparent.




The follow-up queries feature also helps users save time by suggesting related questions that may eliminate the need for additional searches. For example, if a user is interested in revenue by product, but initially searches for revenue in the last year, the follow-up queries feature can quickly direct them to the information they need.

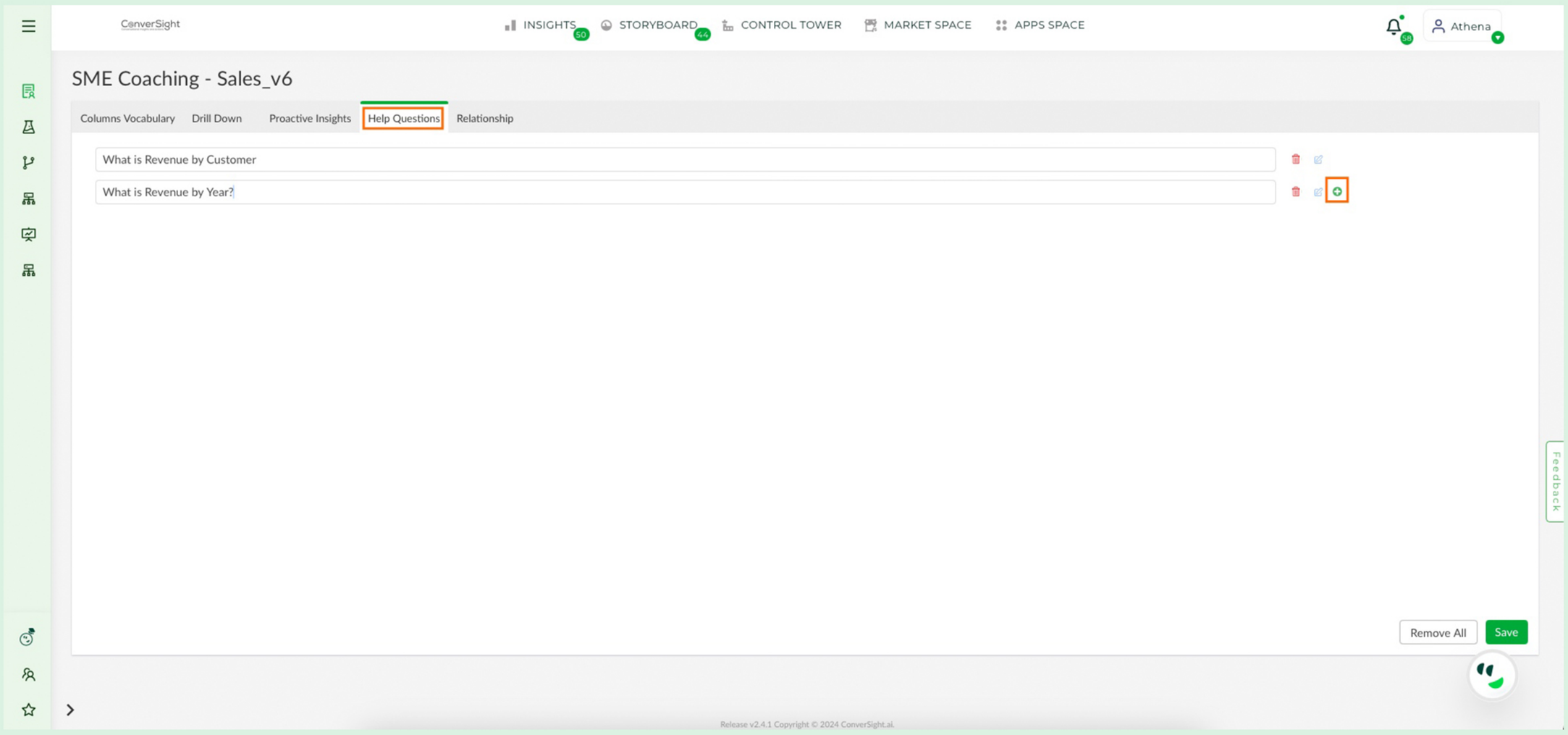
## 5. Frequently Asked Questions (FAQ’s)

Athena's Frequently Asked Questions (FAQ’s) feature displays the most commonly searched queries by other users in the expanded view of the chat window. This feature provides valuable insights into the types of questions that other users have asked and may help answer common queries that new users may have. By providing quick access to frequently asked questions, users can save time and get the answers they need without having to search for them. Additionally, the FAQ feature can help users discover new ways to explore and analyze their data by highlighting popular queries that they may not have considered before.




## 6.Help Questions

Athena's Help Questions feature offers valuable guidance to users on the different types of questions that can be directed to Athena. With the help of this feature, users can easily expand the list of questions by adding their own inquiries with a simple click on the **‘plus’** icon. By adding relevant tags, users can categorize the questions for better organization and clarity. This way, users can quickly identify the category to which the question belongs. With this feature, users can get quick answers to their queries and have a better understanding of the different types of questions that can be asked to Athena.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Columns Vocabulary
Drill Down
Proactive Insights
Help Questions
Relationship
What is Revenue by Customer
What is Revenue by Year?
Remove All
Save
Feedback
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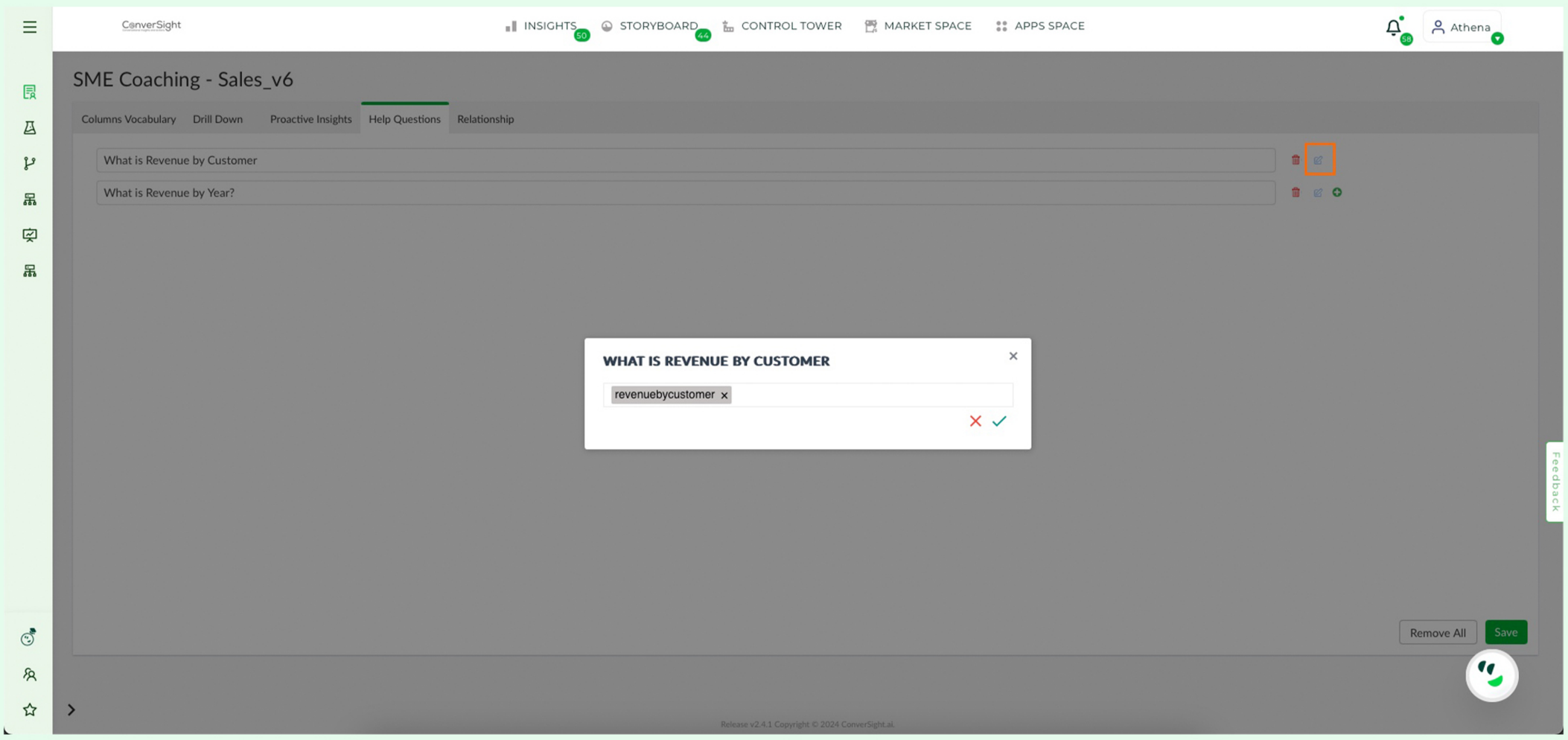
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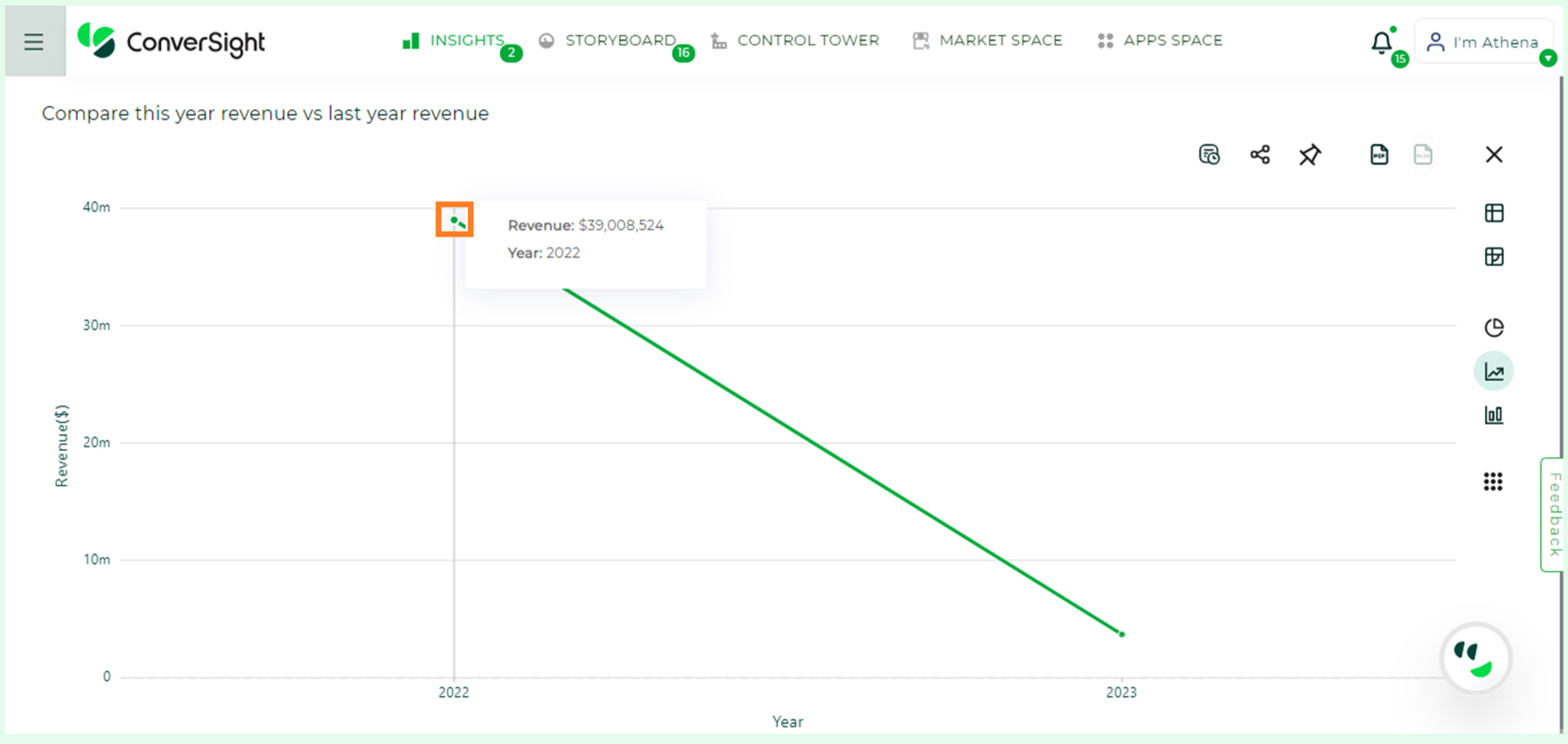
WHAT IS REVENUE BY CUSTOMER
revenuebycustomer
Remove All
Save
Feedback
Release v2.4.1 Copyright © 2024 ConverSight.ai.

## 7. Drill Down

Athena's drill-down feature is designed to help users explore their data in greater detail by providing the ability to navigate to a different layer of data granularity. This feature allows users to click on a specific data element, such as a particular date, product, or region, to view more detailed information about that element. By drilling down into the data, users can gain a better understanding of the underlying trends and patterns and identify areas for further analysis.

For example, a user may start with a high-level view of their company's revenue for the year, and then use the drill-down feature to view revenue by quarter, by product or by region. This allows the user to identify which products or regions are driving revenue growth, and which may need more attention.

The drill-down feature also allows users to explore multidimensional data by navigating from high-level information to a more detailed look. For example, a user may start with a high-level view of sales by product category, and then drill down to view sales by product sub-category, or by specific product.

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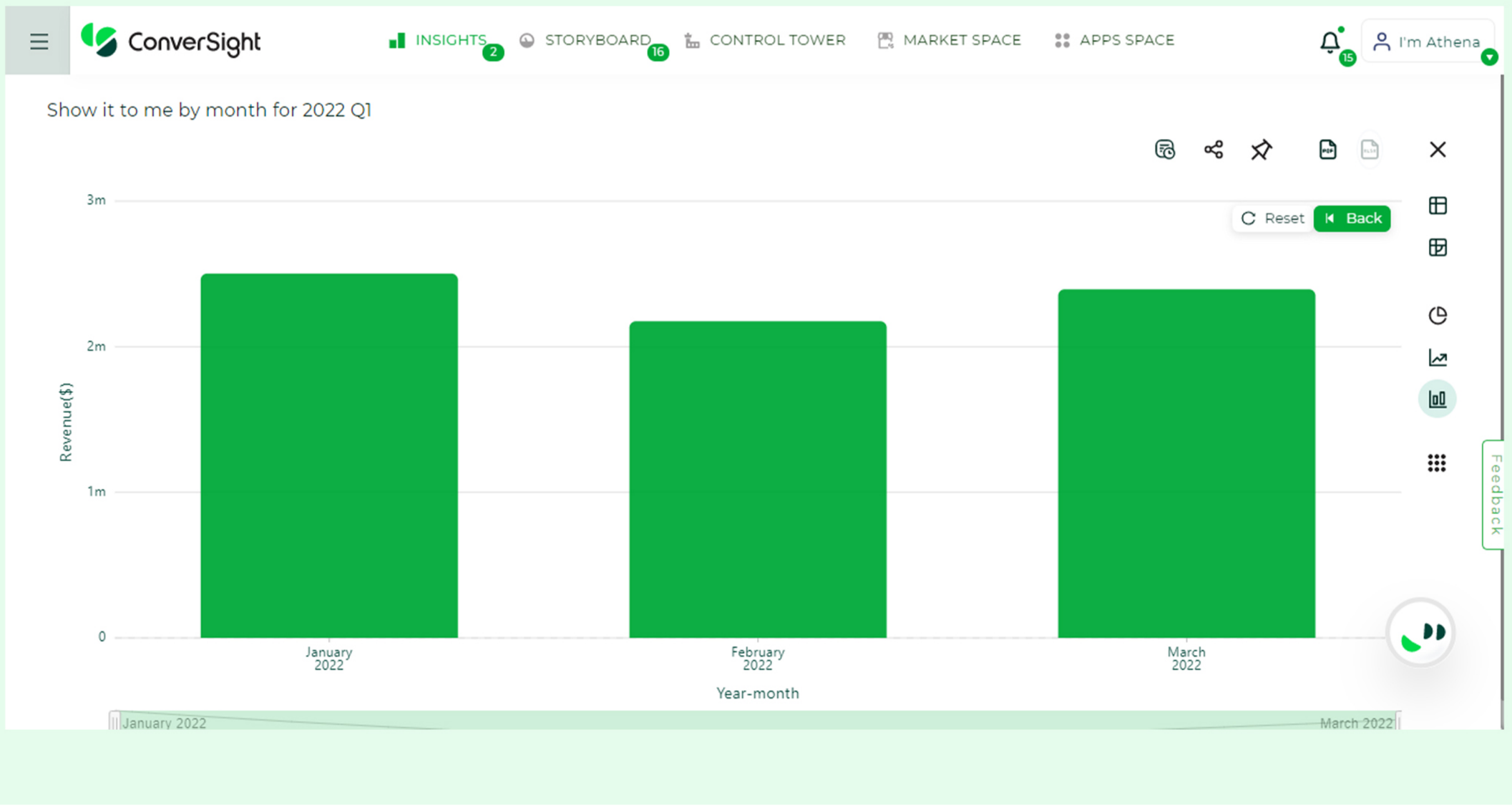


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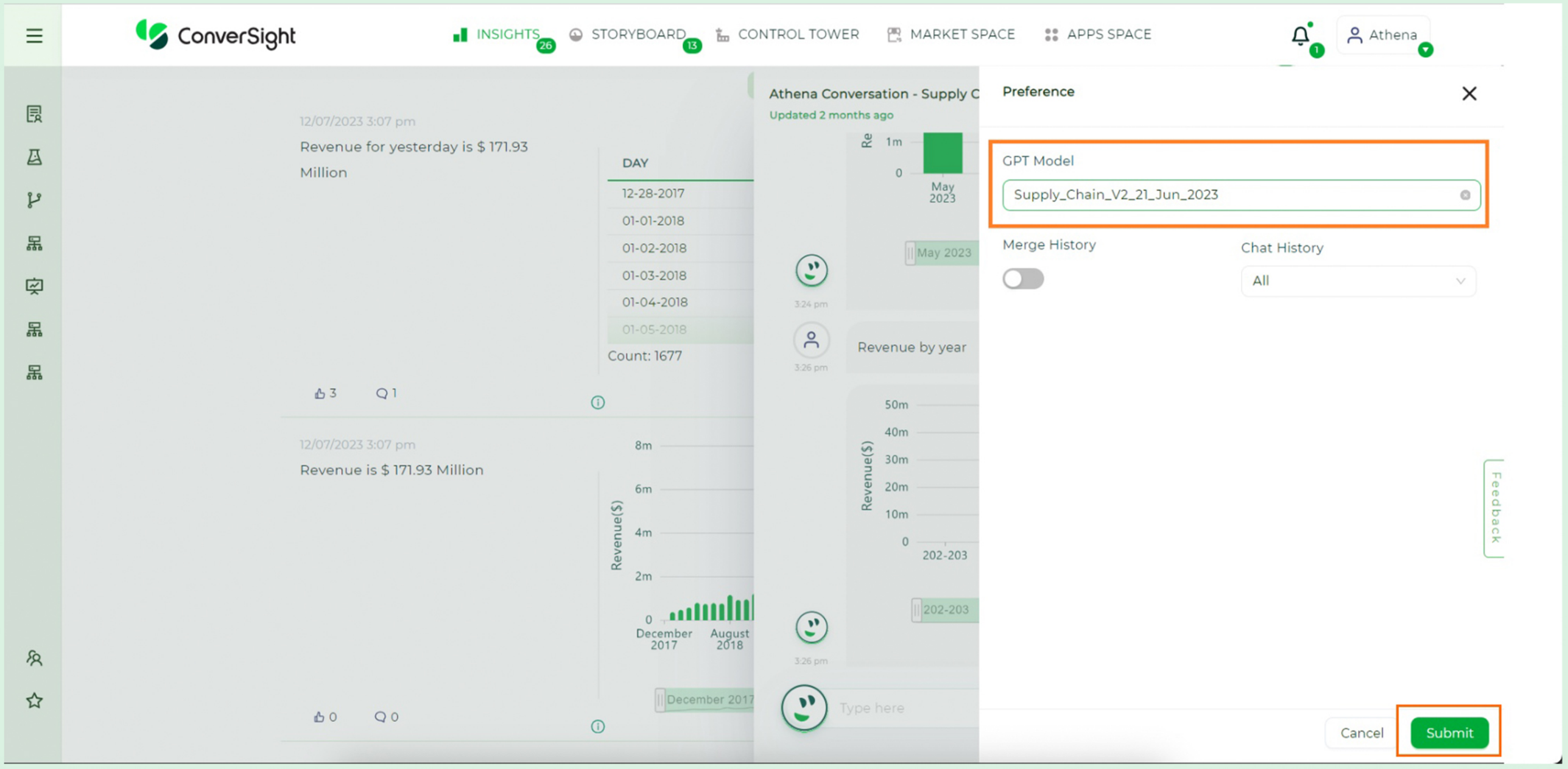
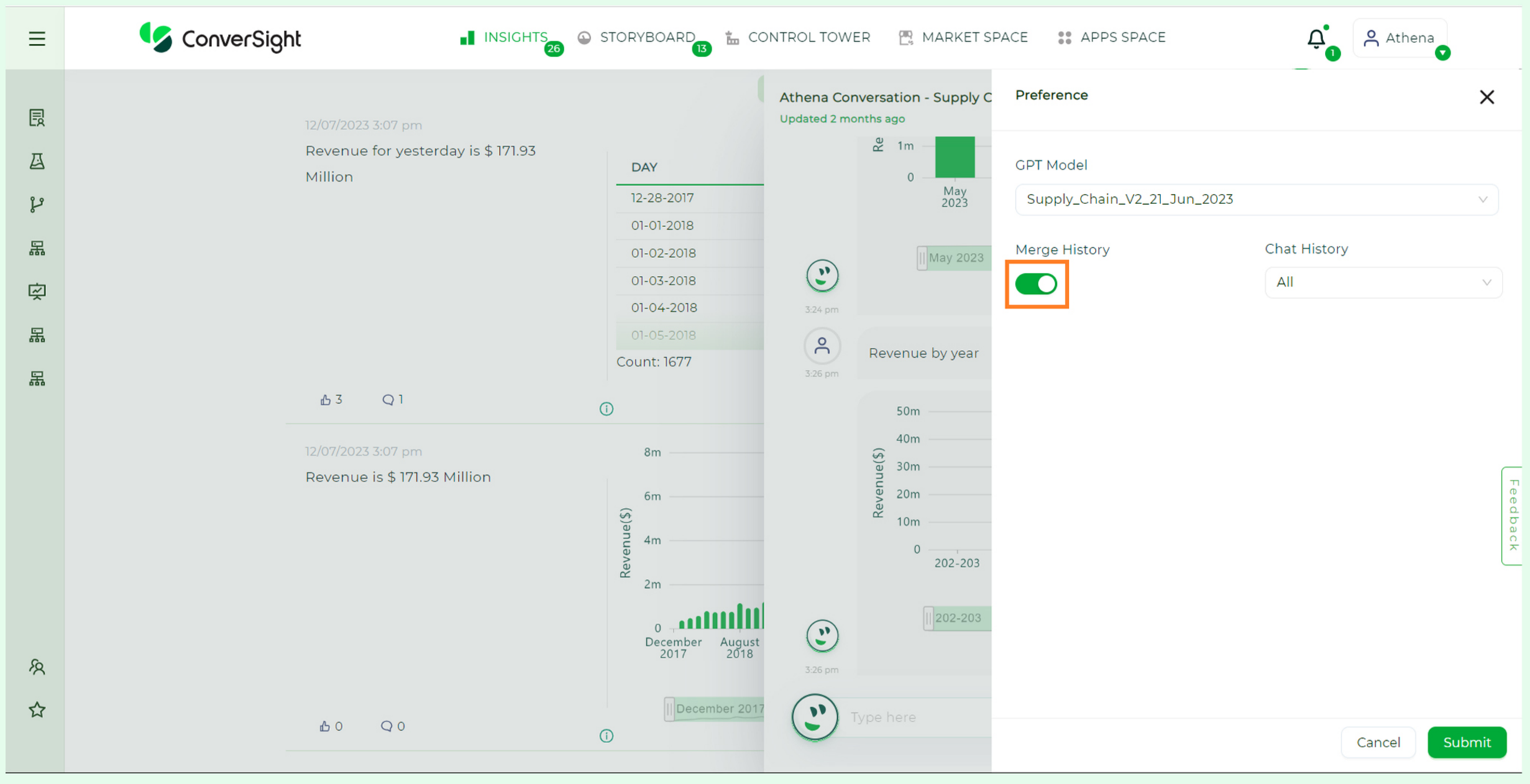
## 8. Preferences

To customize the GPT model to fit your specific dataset, users can access the **‘Preferences’** icon and choose their desired model from the GPT Model dropdown menu. If users have a custom model tailored to their domain, they can select it from the available options. After selecting your preferred GPT Model, click on the **‘Submit’** button to finalize the customization process. This feature enables users to optimize the model according to their dataset's requirements, ensuring more accurate and relevant results for their analysis and inquiries.




## 8.1 Merge History

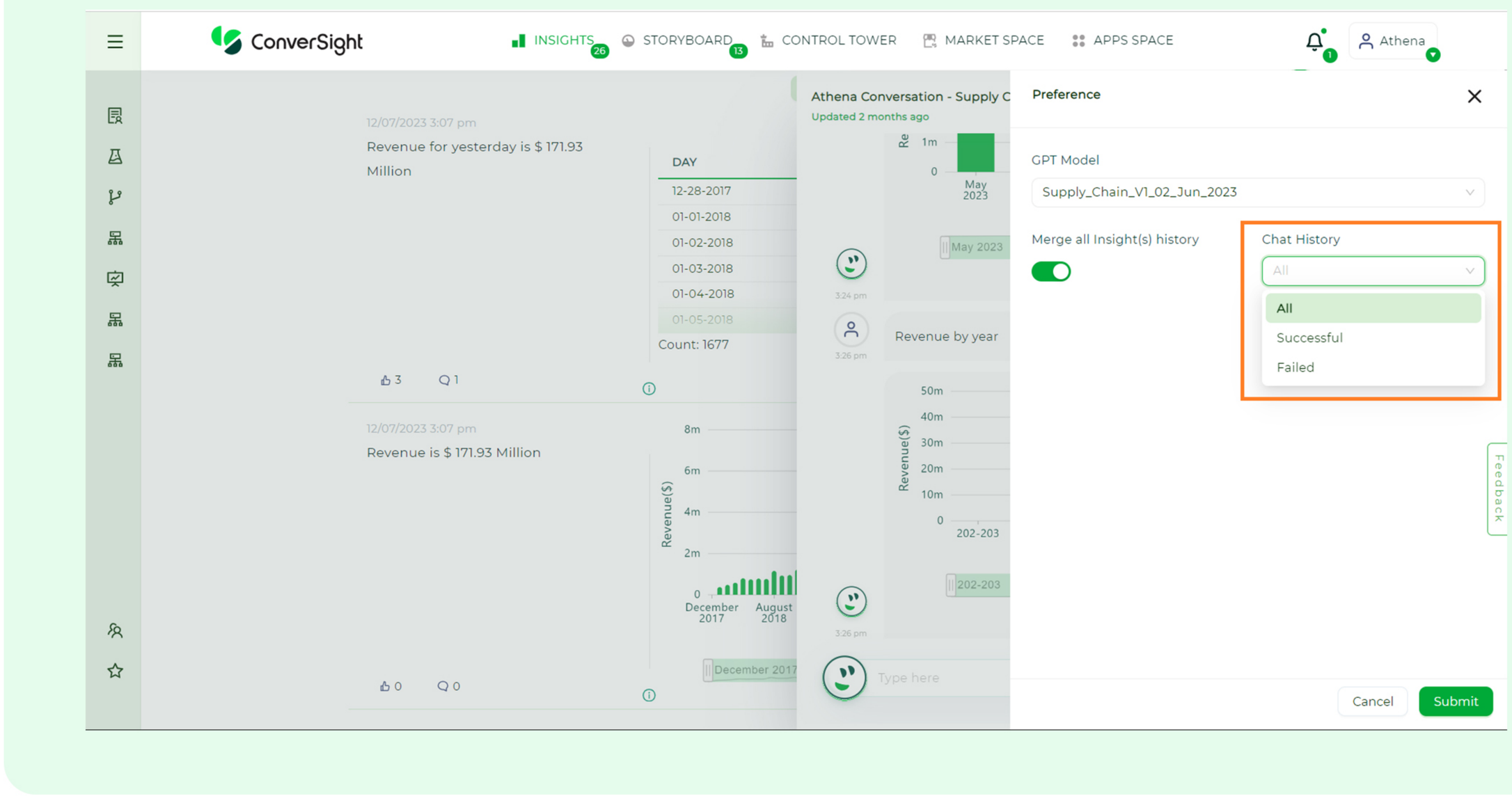
The Merge History feature allows users to combine conversation histories from all datasets they have authorization to access. By activating the **'Merge History'** toggle, users can conveniently access this combined conversation history, which is consolidated into a single tab at the organization level. It's important to note that users can only view the history in this mode. This feature simplifies the process of accessing and reviewing conversation histories across different datasets, providing users with a comprehensive view of interactions within the organization.



## 8.2 Chat History

Users can view the detailed conversation history with Athena using the **'Chat History'** dropdown menu, empowering them to customize their viewing experience based on various criteria.

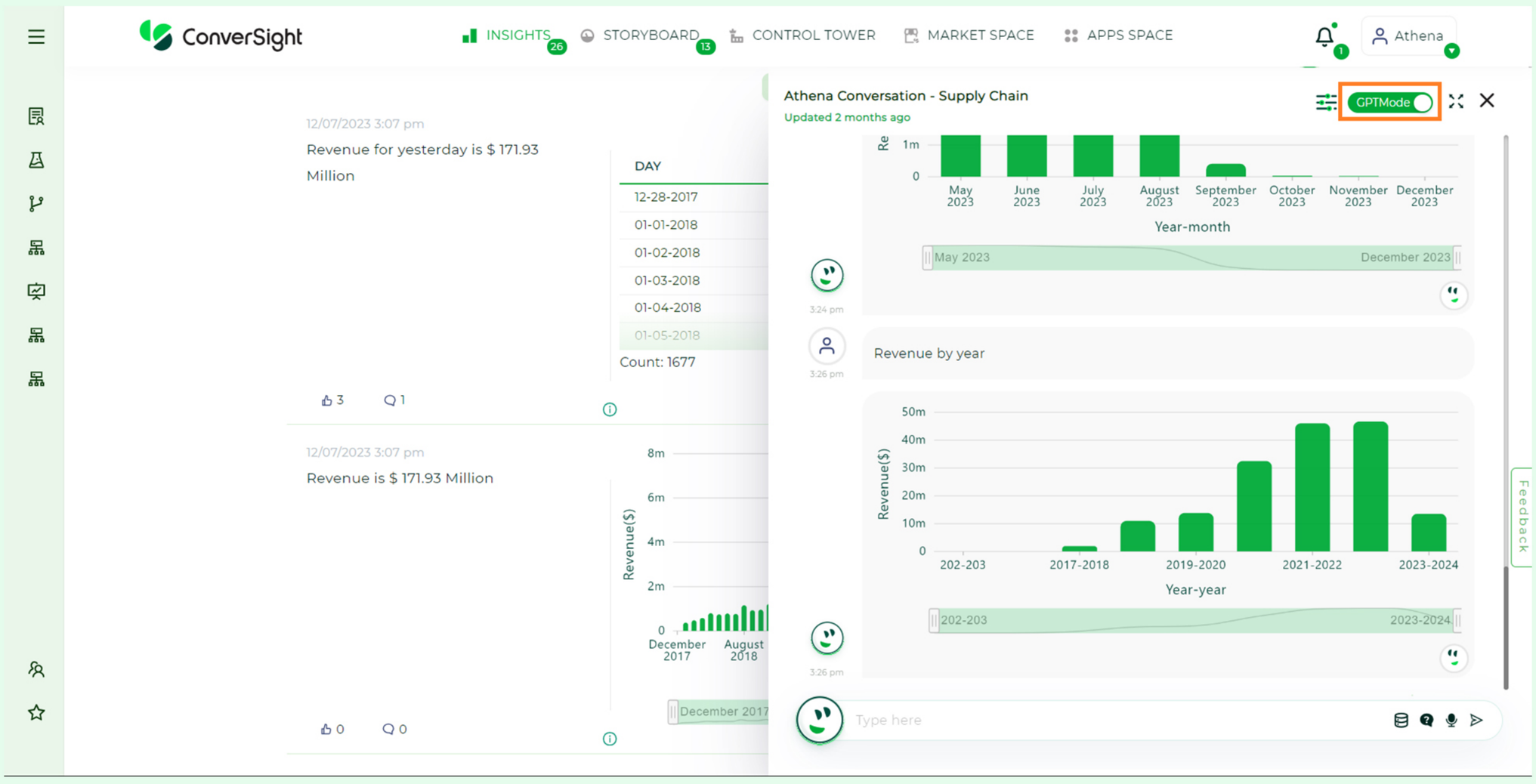
| Chat History | Description |
|---|---|
| **Successfull** | Displays all insights that have been successfully generated during the conversation. |
| **Failed** | Lists all insights that encountered errors or failures in generation within the conversation. |
| **All** | Presents both successful and failed insights, providing a comprehensive view of the conversation history. |



## 9. GPT Mode

The Athena GPT Model, a formidable pre-trained language model, is designed to boost natural language processing capabilities. Apart from leveraging the strengths of the base GPT (Generative Pre-trained Transformer) model, it seamlessly incorporates a custom model trained on a vast dataset comprising billions of input parameters, allowing for versatile applications across diverse domains with outstanding performance. The interaction is done simply by clicking on the **'GPT Mode'** toggle option. Users can effortlessly engage in conversations that closely emulate human dialogue, leading to the generation of valuable insights. What distinguishes this interaction is the system's capacity to retain memory of previous messages or prompts, ensuring an uninterrupted and smooth flow of conversation. By considering the conversation history, ConverSight GPT provides responses that are contextually relevant.

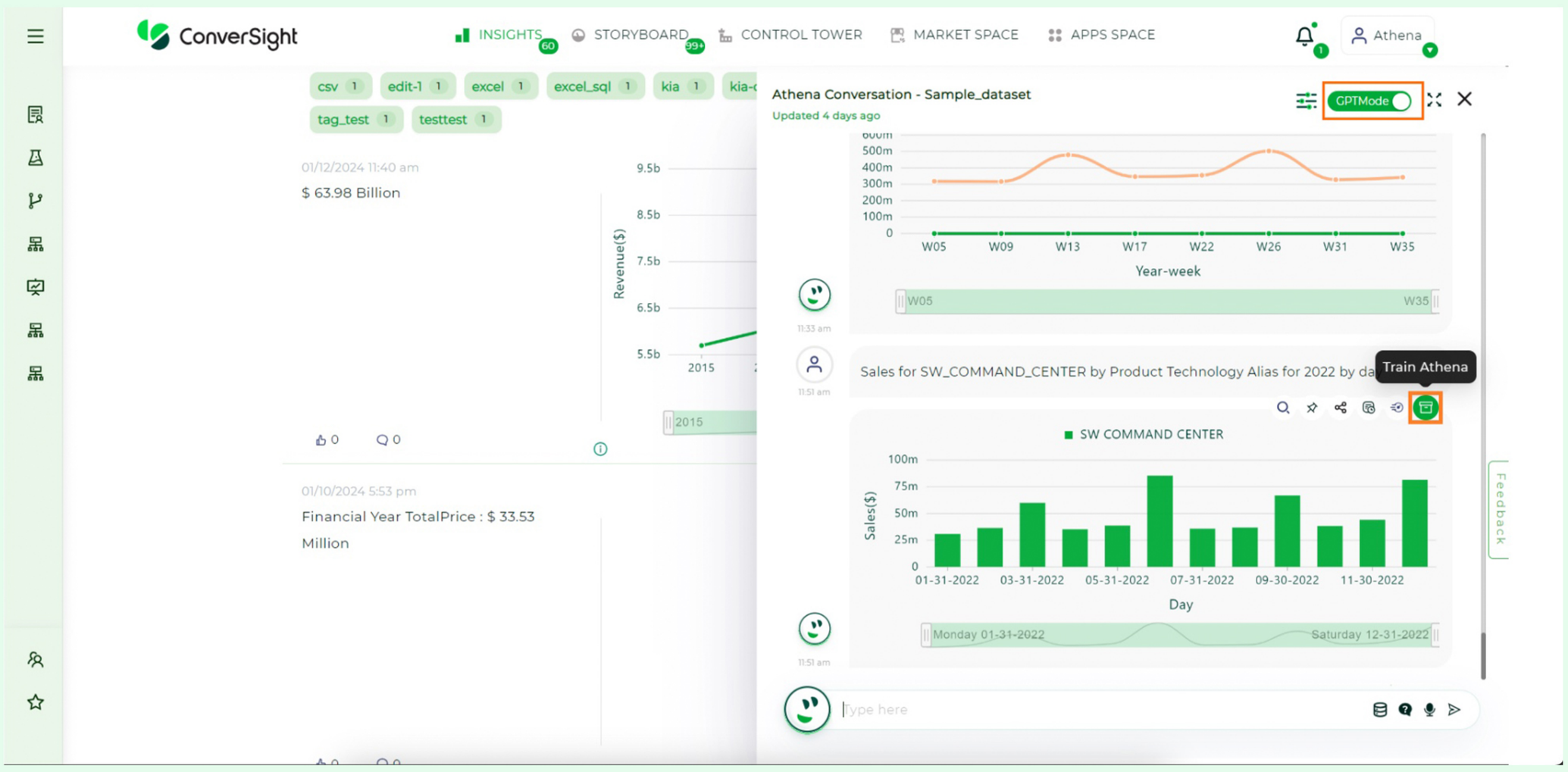
This not only enhances personalization but also contributes to establishing a more profound and cohesive interaction for users. This feature underscores the platform's unwavering commitment to delivering an intuitive and user-friendly conversational experience.

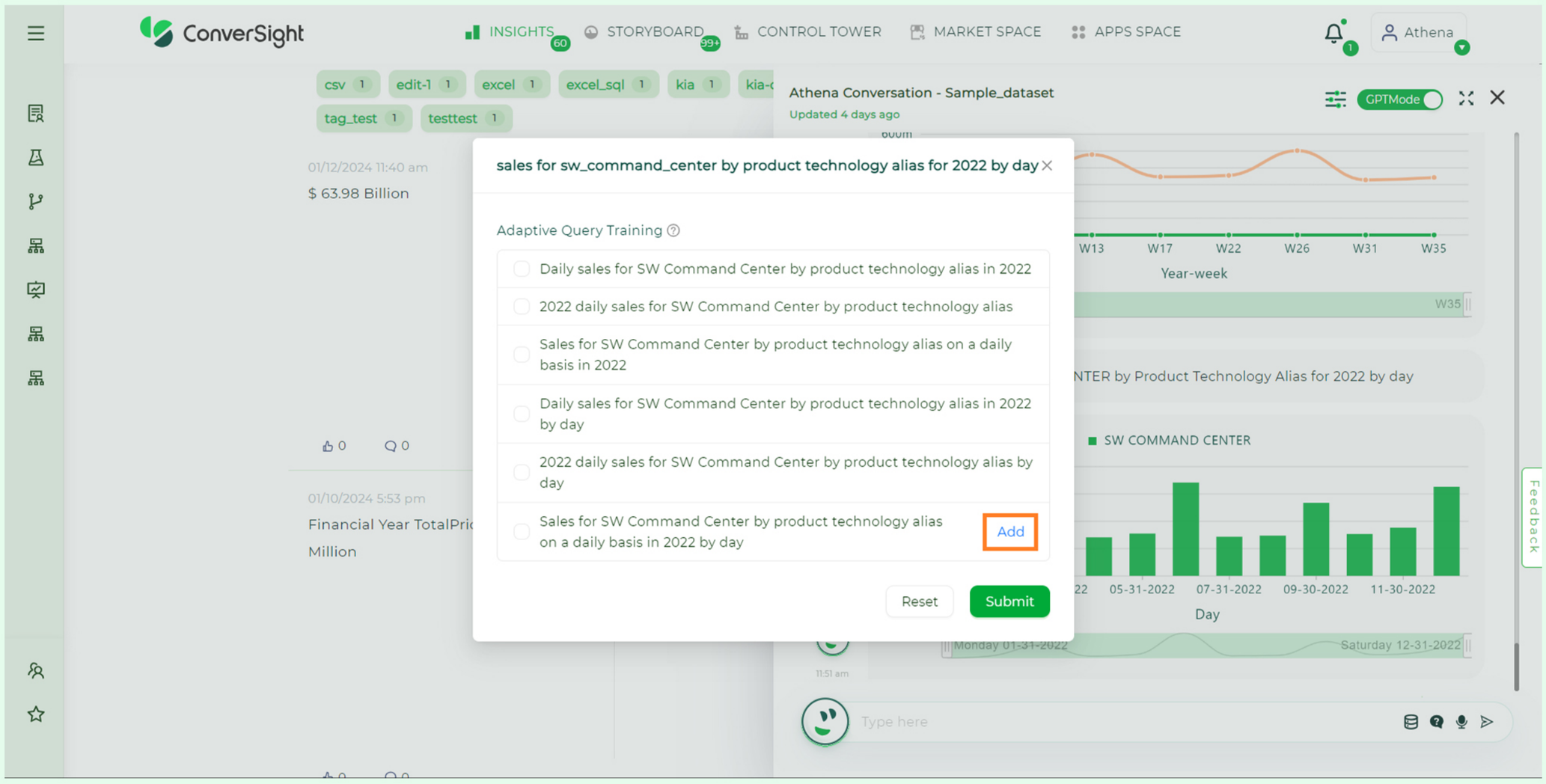


## 9.1 Adaptive Query Training

The Adaptive Query Training feature within Athena’s GPT Mode represents enhancing the AI's comprehension and responsiveness to user queries. In scenarios where Athena encounters challenges in understanding specific variations of questions, users can actively participate in its learning process.By inputting custom queries that reflect unique patterns or nuances, users effectively train Athena to respond accurately to these particular queries in the future. This dynamic training process is not a one-time event but rather an ongoing and iterative endeavor. As Athena continuously learns from the diverse queries provided by users, its performance steadily improves over time. This feature ensures that Athena adapts to evolving user needs, delivering increasingly precise and relevant responses.

The benefits of this approach include user customization, dynamic learning, improved precision and relevance in responses, active user involvement in the learning process, and the continuous enhancement of Athena's performance. In essence, Adaptive Query Training empowers users to shape Athena's understanding, fostering a more personalized and efficient conversational experience.

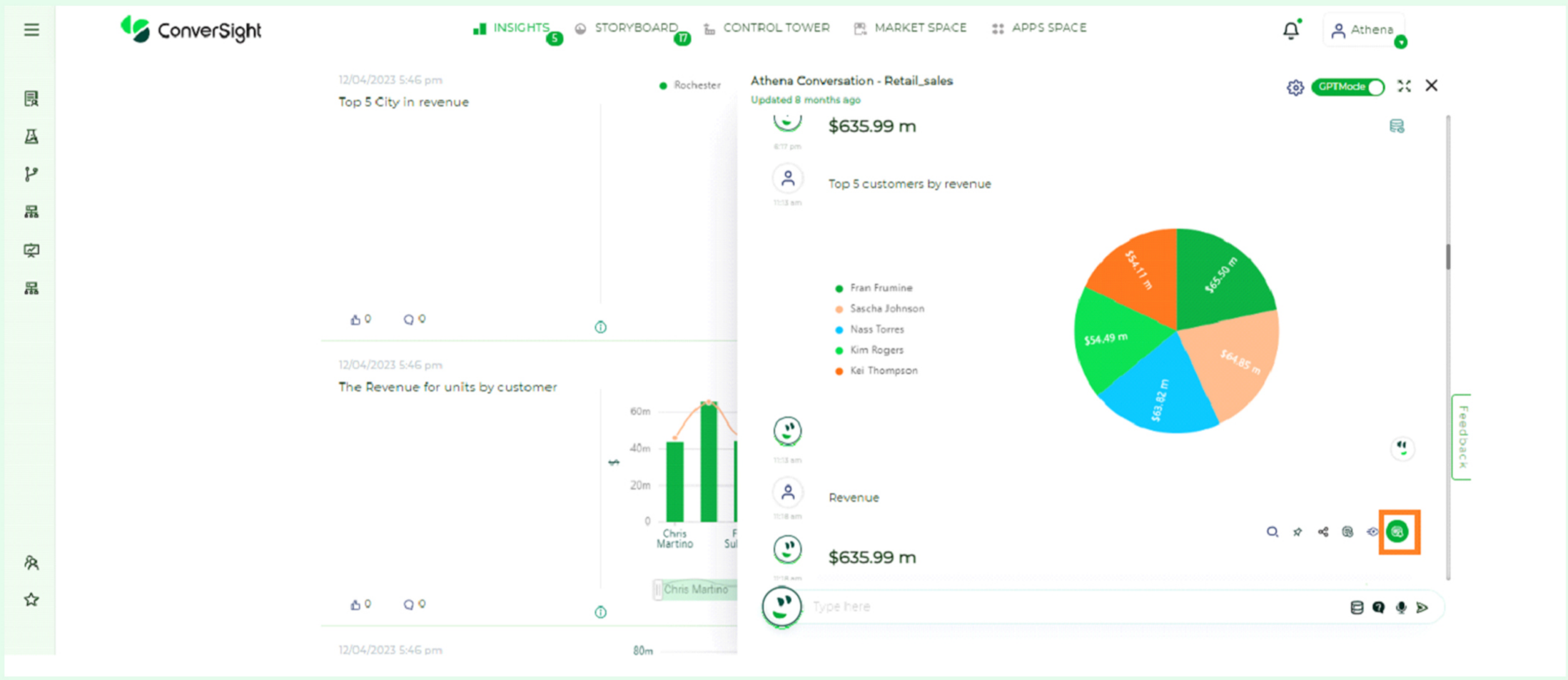




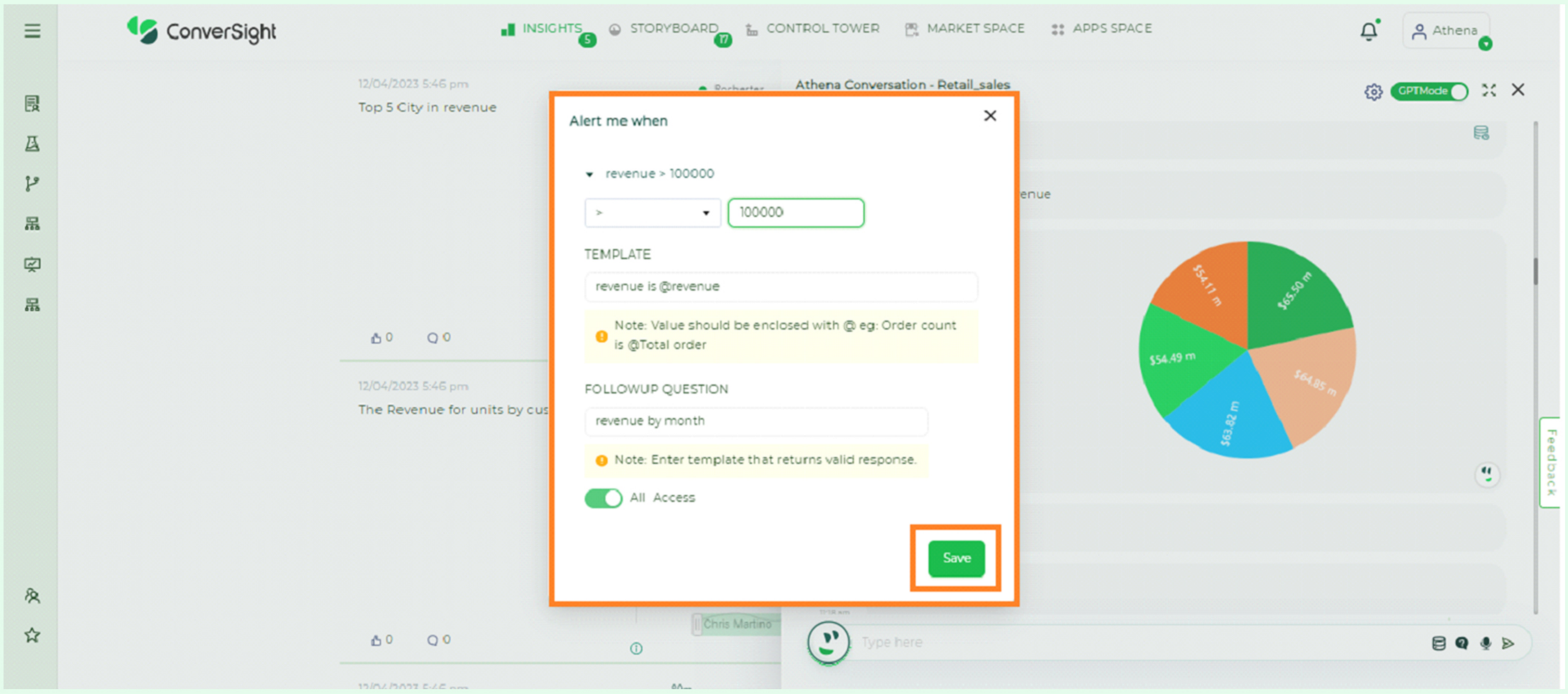

## 10. Alert Me

The Alert Me feature is a powerful tool designed to keep users informed about critical events and conditions within the ConverSight platform. This feature allows users to set up customized notifications or alerts based on specific criteria, ensuring that they stay in the loop about important changes in their data.

To initiate the Alert Me feature on the ConverSight platform, simply navigate to the Athena section. The feature is particularly adept at handling quantified metric values, serving as a demonstration of its capabilities.



To establish an alert, select the designated area to set alert conditions, specifying parameters linked to the column name by the symbol **‘@’**. Users have the flexibility to choose from predefined values or adjust according to their preferences. Customization options extend to tailoring follow-up questions and activating the **‘All Access’** feature, ensuring visibility throughout the organization. Upon completing the required settings, users can effortlessly activate the alert by clicking on **‘Save’**.

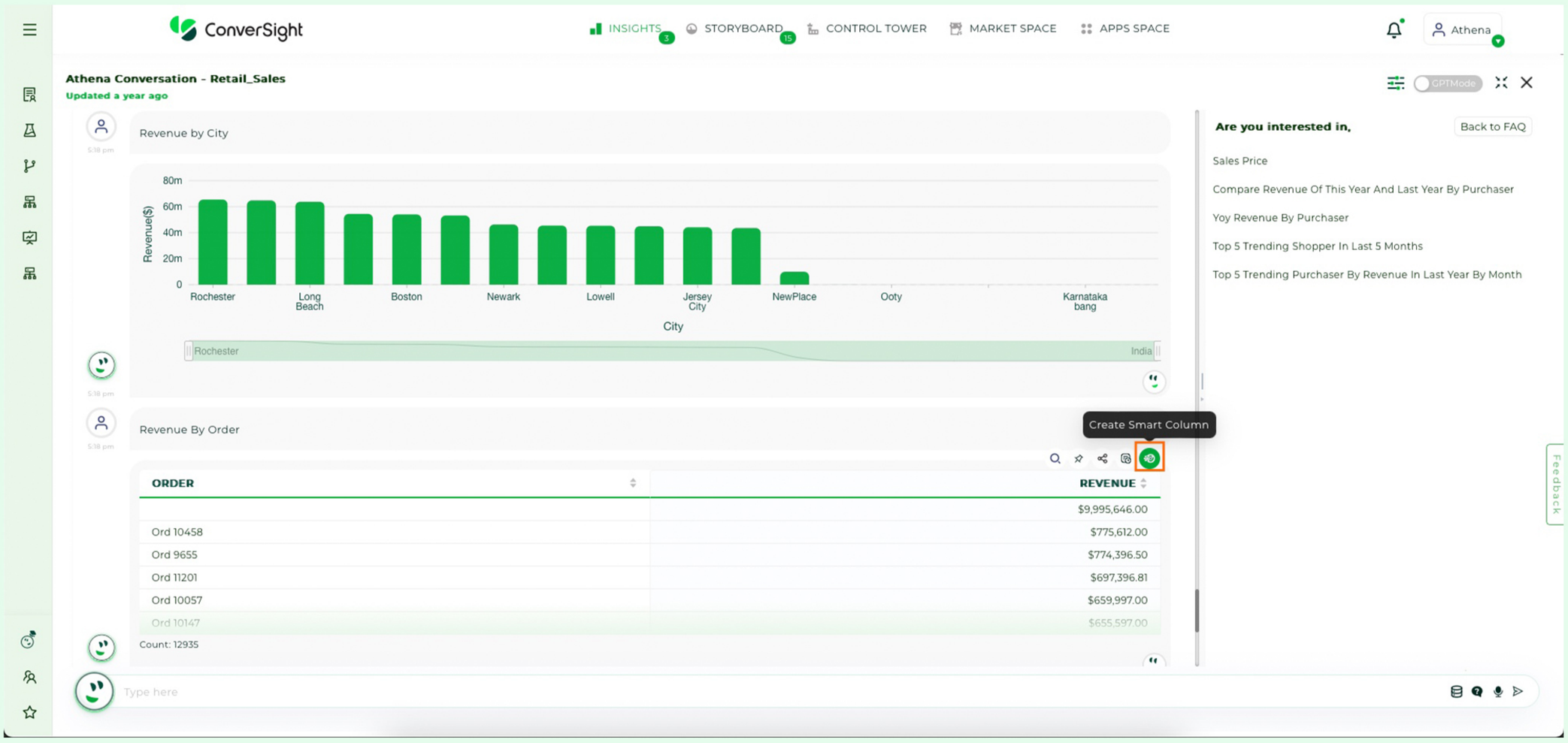



**Note:**

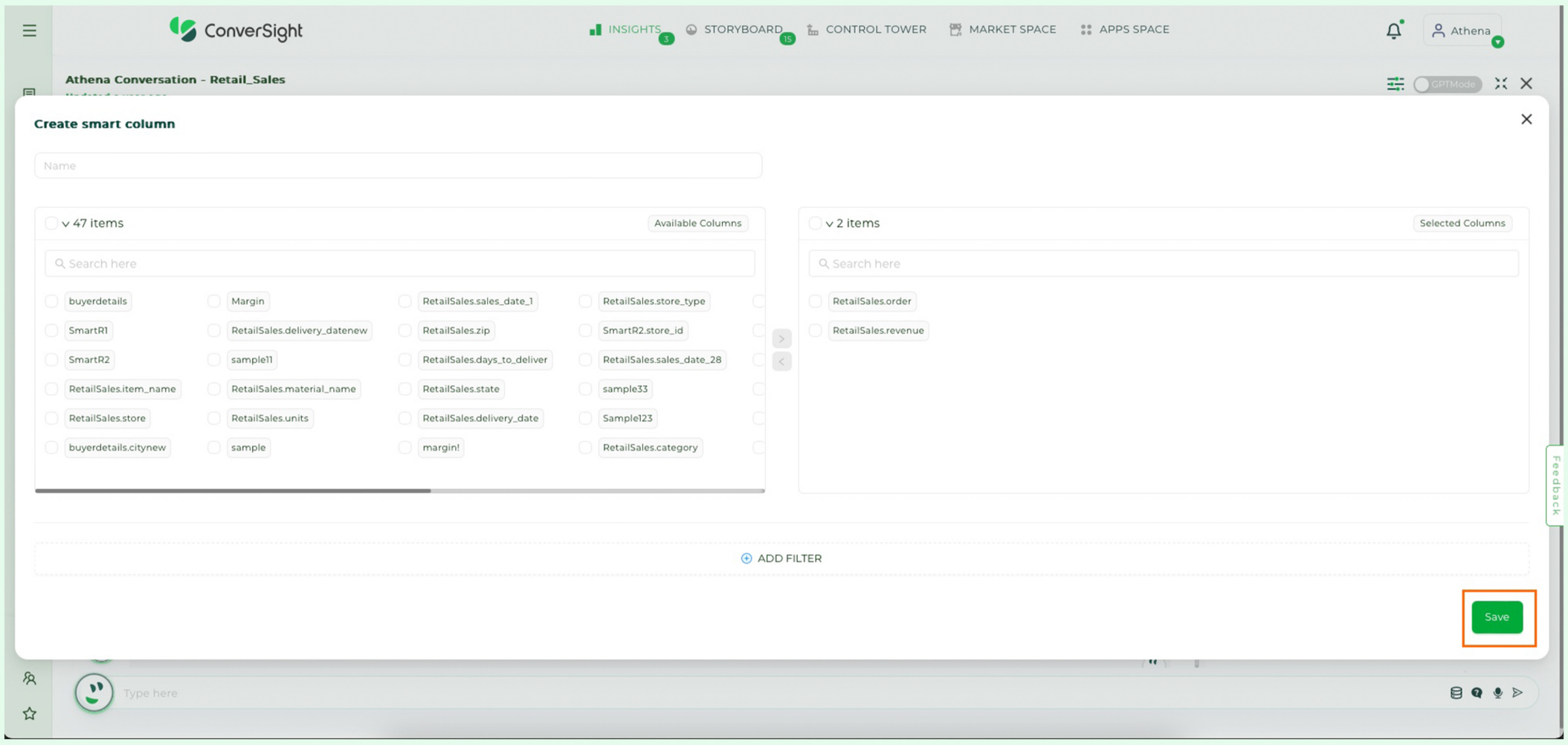
The alert feature is exclusively accessible for insights with quantified metric values.

## 11. Smart Column

A Smart Column serves as a condensed and summarizing entity, facilitating the derivation of insights by amalgamating data from distinct columns across heterogeneous tables within a given dataset. It allows users to construct a unified query, consolidating vital information and presenting a comprehensive overview of pertinent data points. Subsequent to configuration, users can designate a name to the query and preserve it as a Smart Column for subsequent utilization. This functionality optimizes the processes of data analysis and reporting, furnishing a convenient mechanism for organizing and retrieving consolidated information from diverse sources within the dataset.




In the ensuing dialog box, users are prompted to assign a name to the Smart Column for easy reference. The selection of columns for the Smart Column is facilitated by choosing from the available options within the dataset. Users also have the flexibility to include additional columns in their query based on specific analytical requirements. Furthermore, the application of filters to the selected columns is made possible by utilizing the **'Add Filter'** button, where users can specify conditions through a dropdown menu for columns, operators and values. Multiple filters can be incorporated to refine the Smart Column. Lastly, users are encouraged to save their configured Smart Column for future use by clicking the **'Save'** button

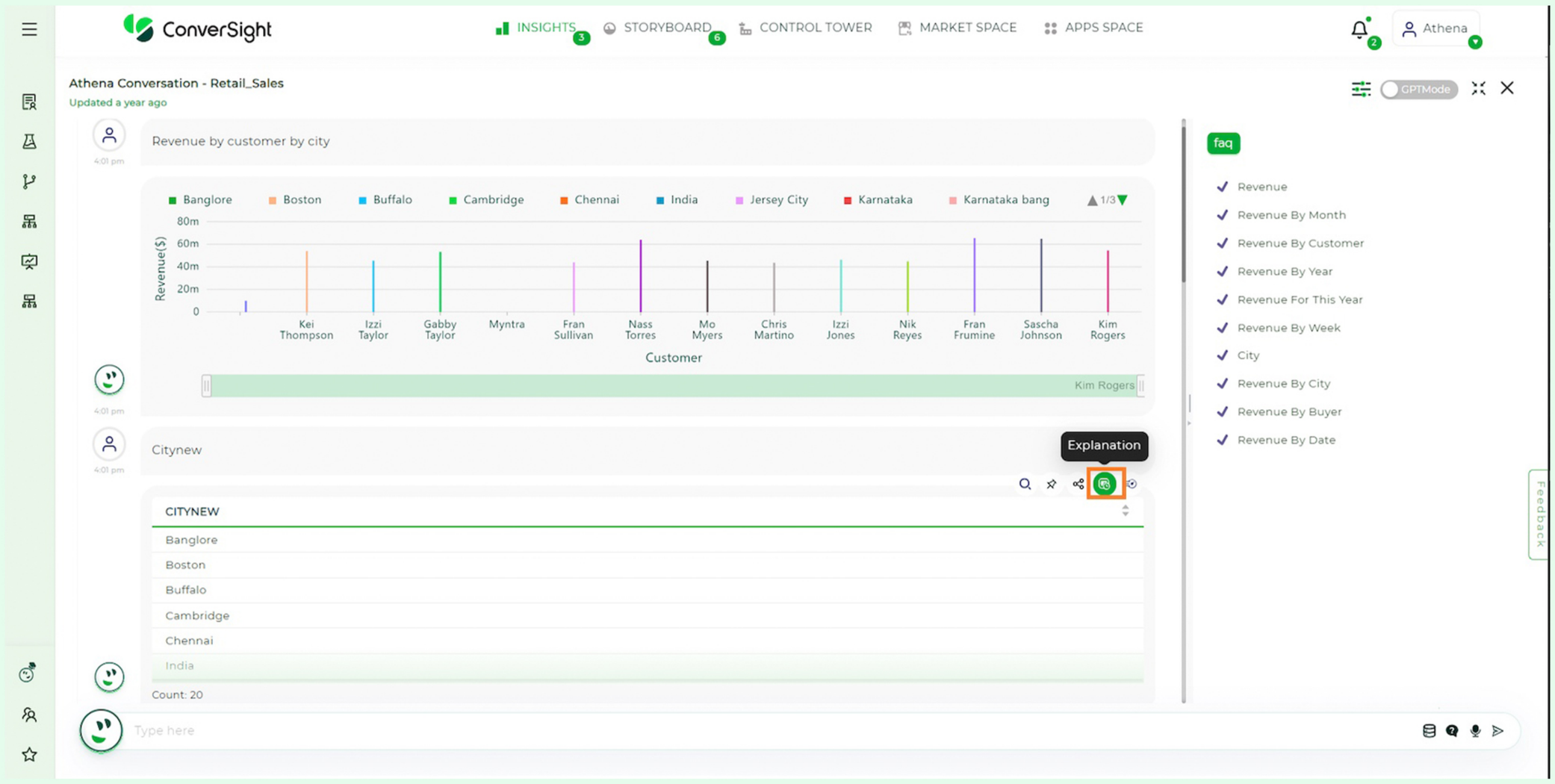


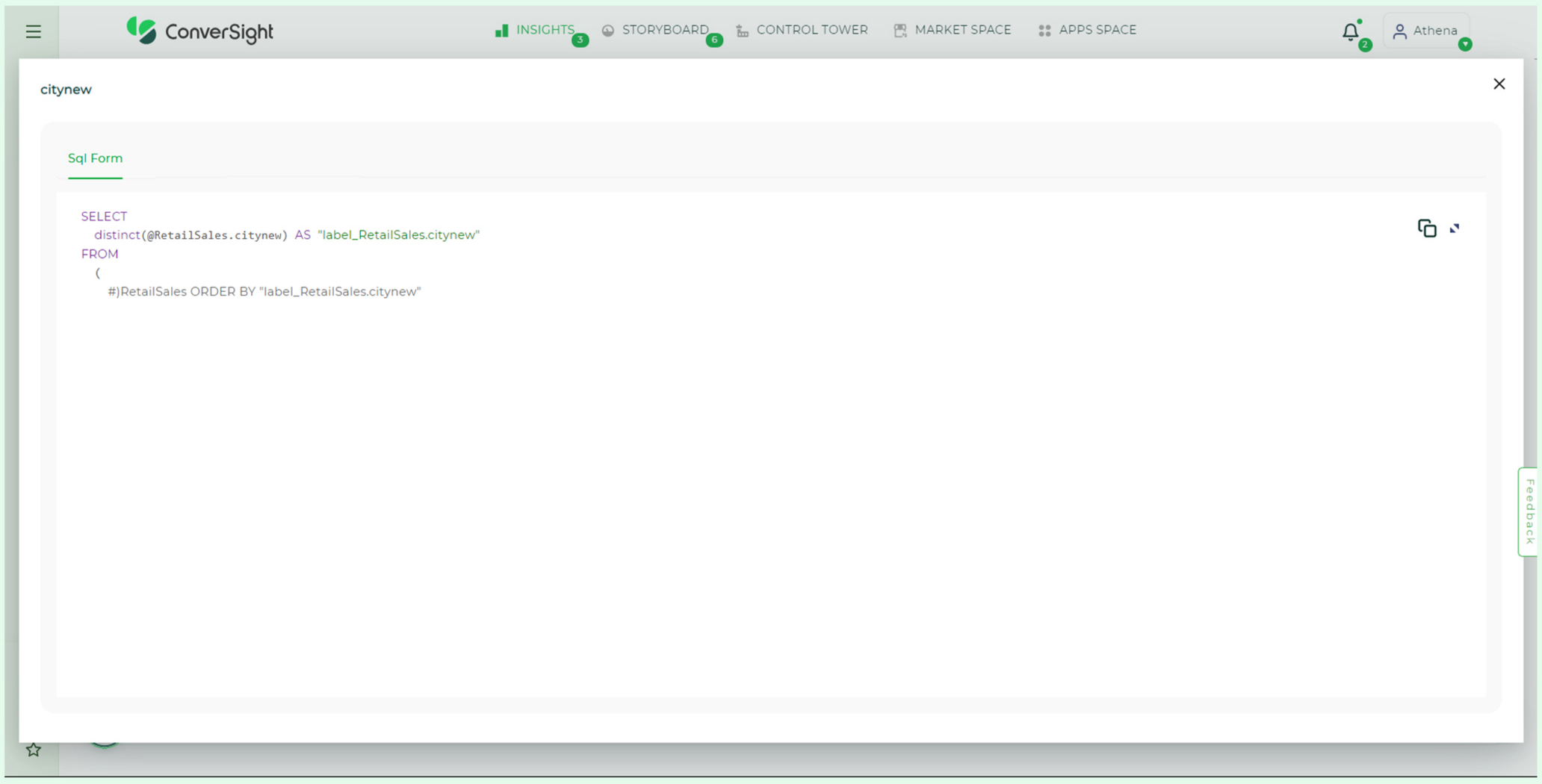

**Note:**

The changes you save will be stored as a view and will not be reflected in the database.

# 12. Explanation

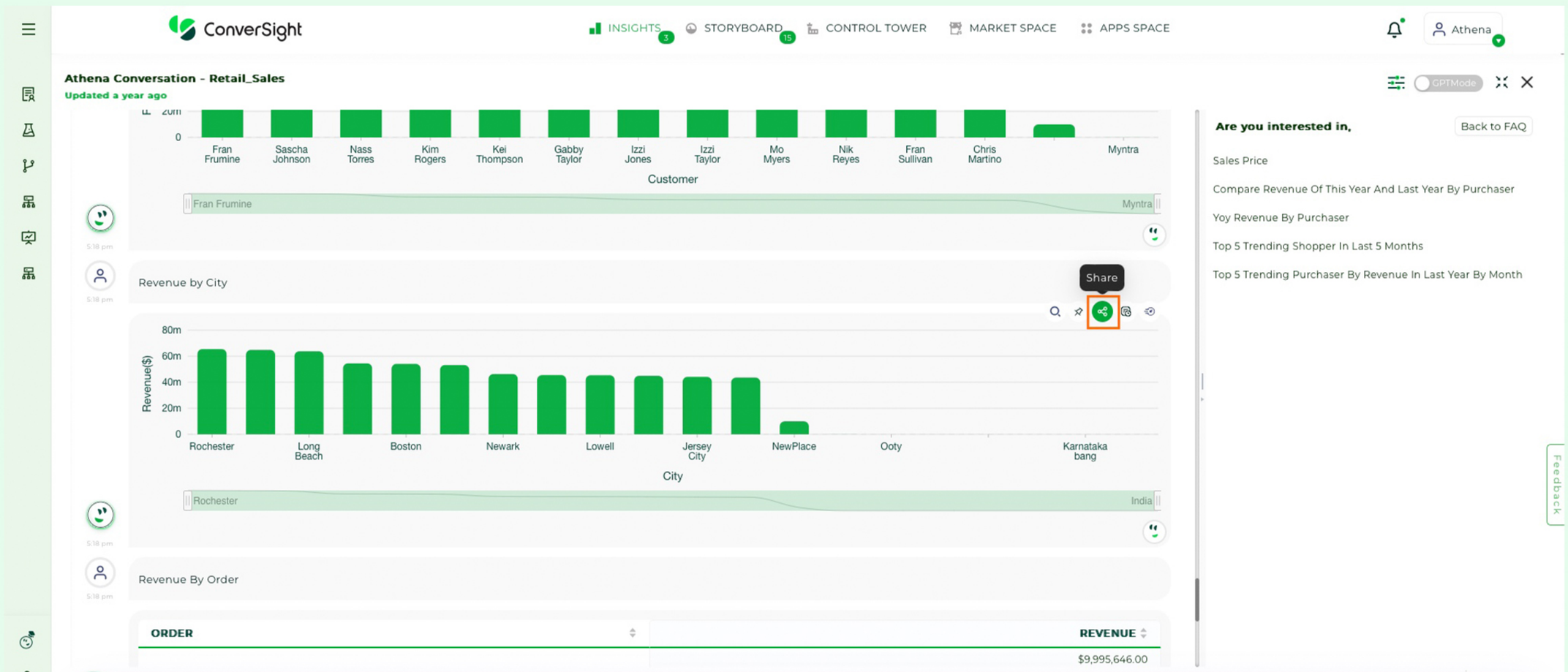
The Explanation option within Athena's response allows you to access a comprehensive explanation of the response. This explanation includes details in SQL Form, offering a structured representation of the SQL code to retrieve the data. Having access to this full explanation is immensely beneficial as it provides a clear understanding of your data, helping users make informed decisions and perform thorough analysis.

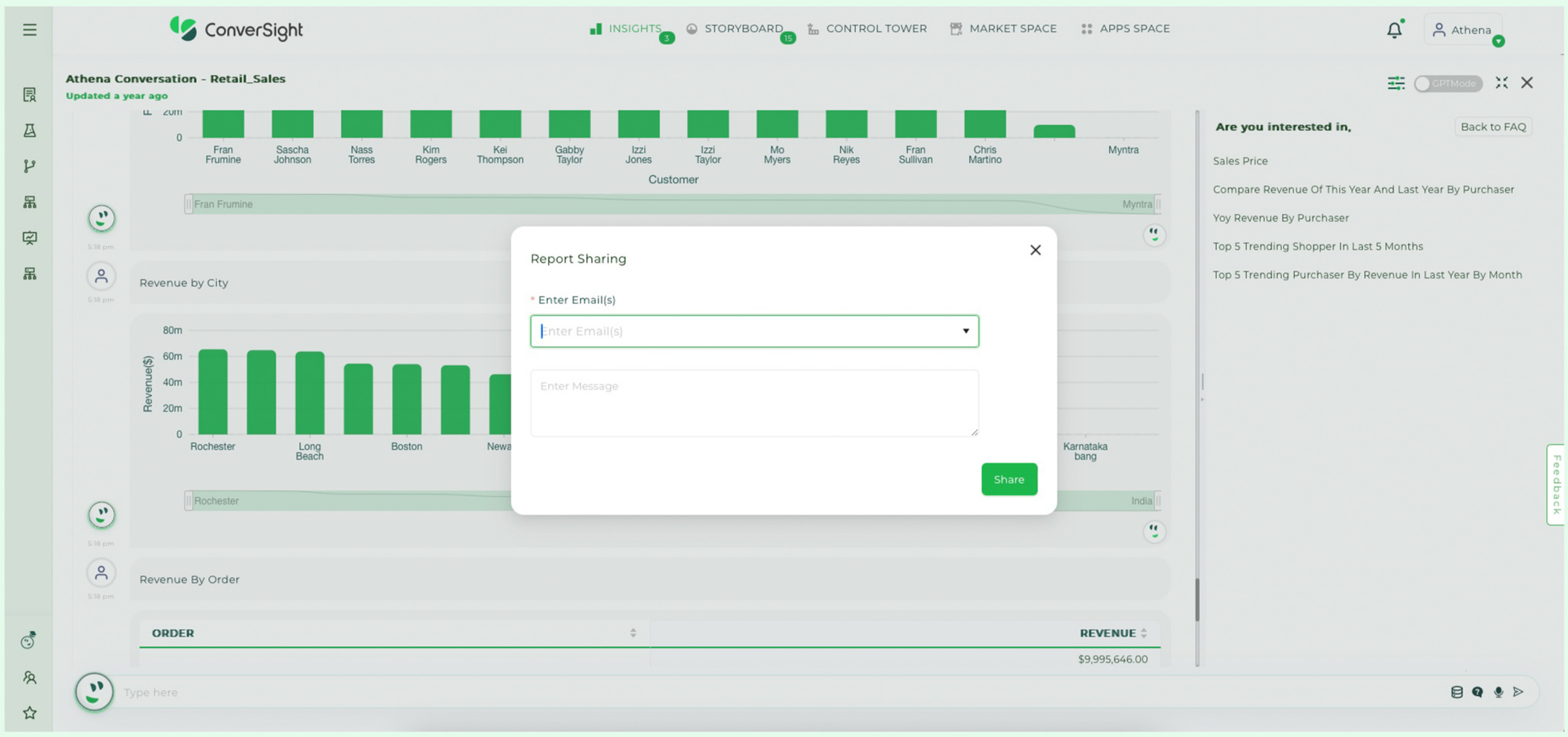


## 13. Share

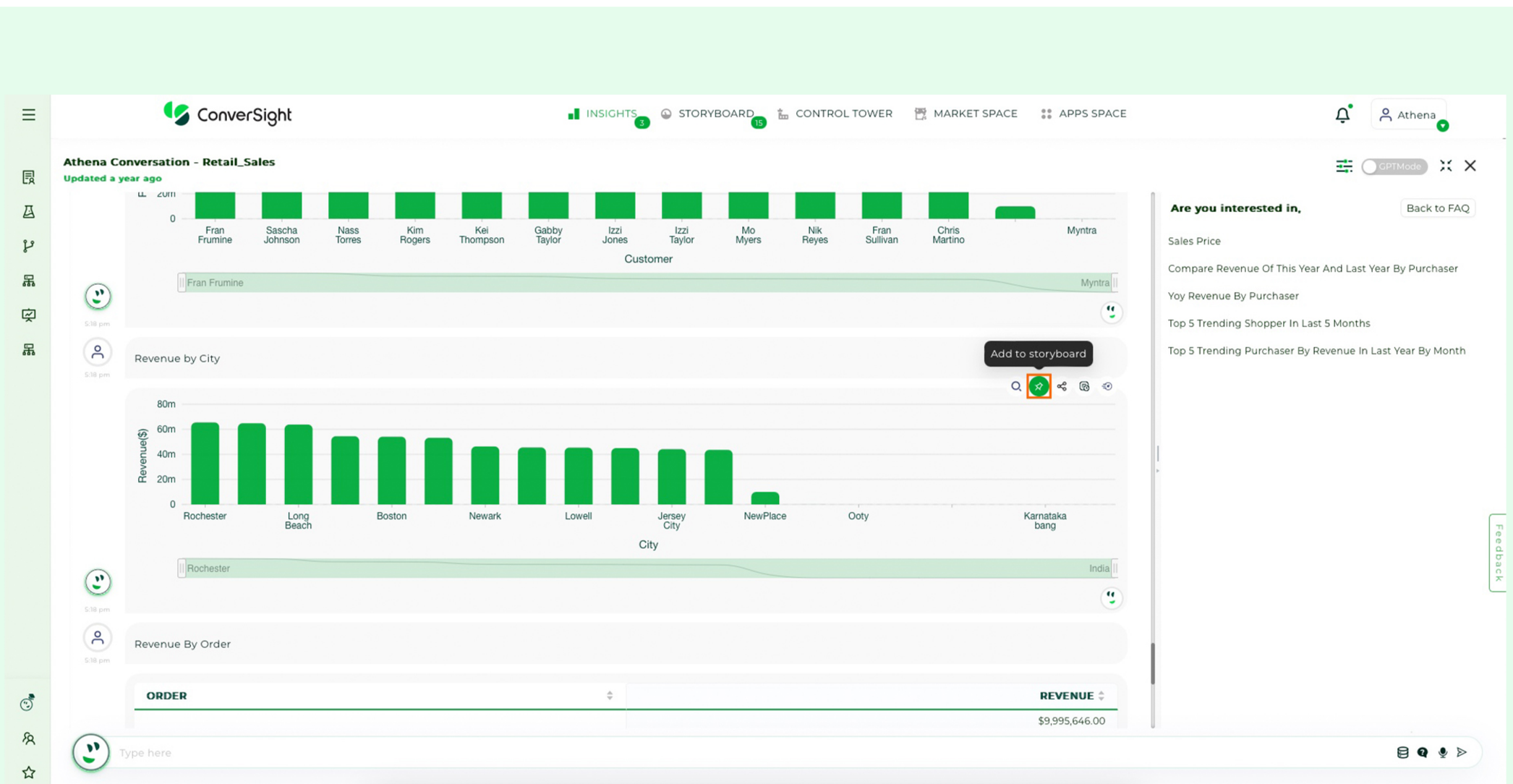
The Share feature offers a convenient way to distribute reports by allowing users to input email addresses. This enables sharing of content with multiple recipients all at once. Also, users can include a personalized message along with the report when sending it. This functionality simplifies the process of disseminating information and fosters collaboration by empowering users to share insights, updates or important data with specific individuals or groups in a streamlined manner. Furthermore, the domain to which users can send the data can be controlled by the admin to prevent data sharing with external domains, ensuring data security and privacy.

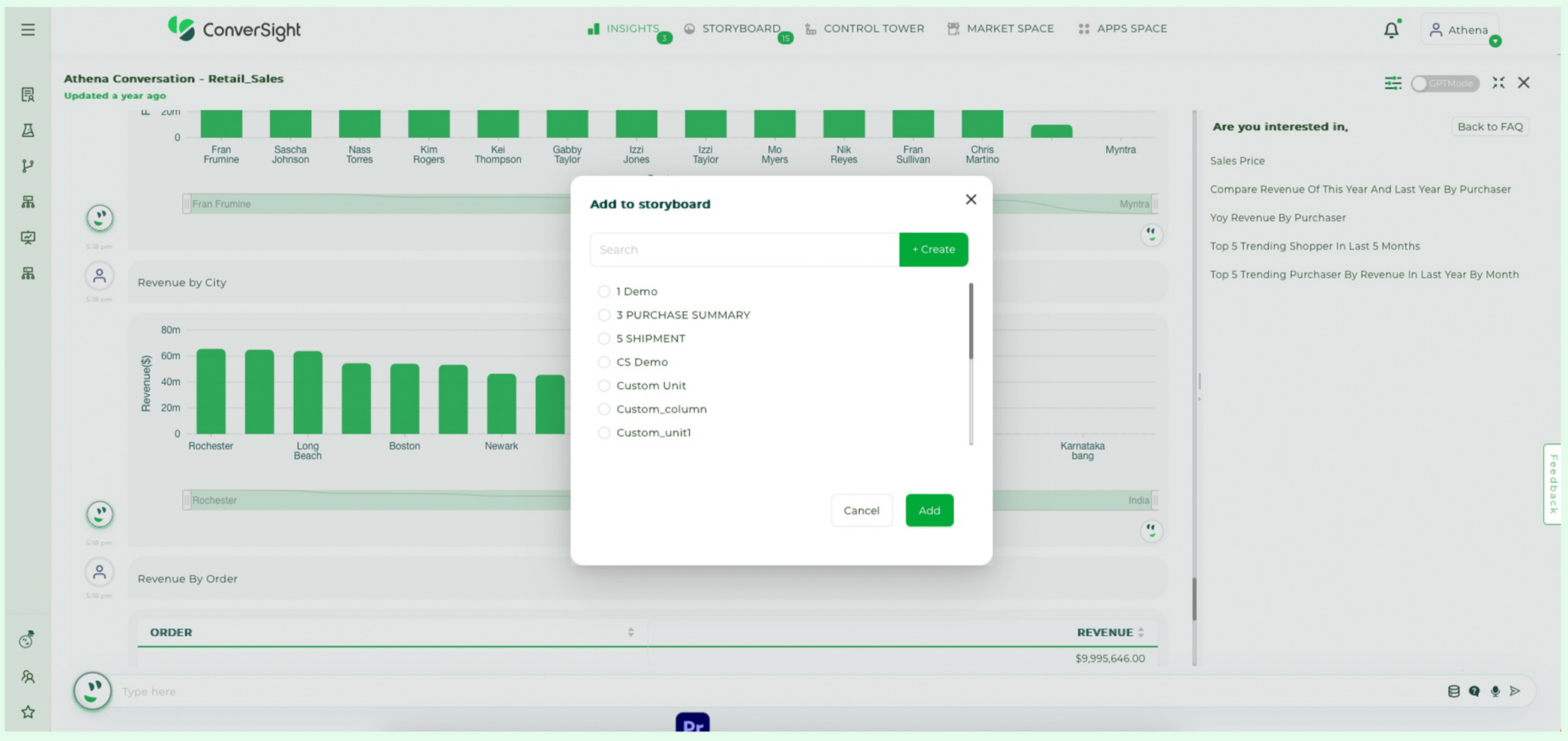


# 14. Add to Storyboard

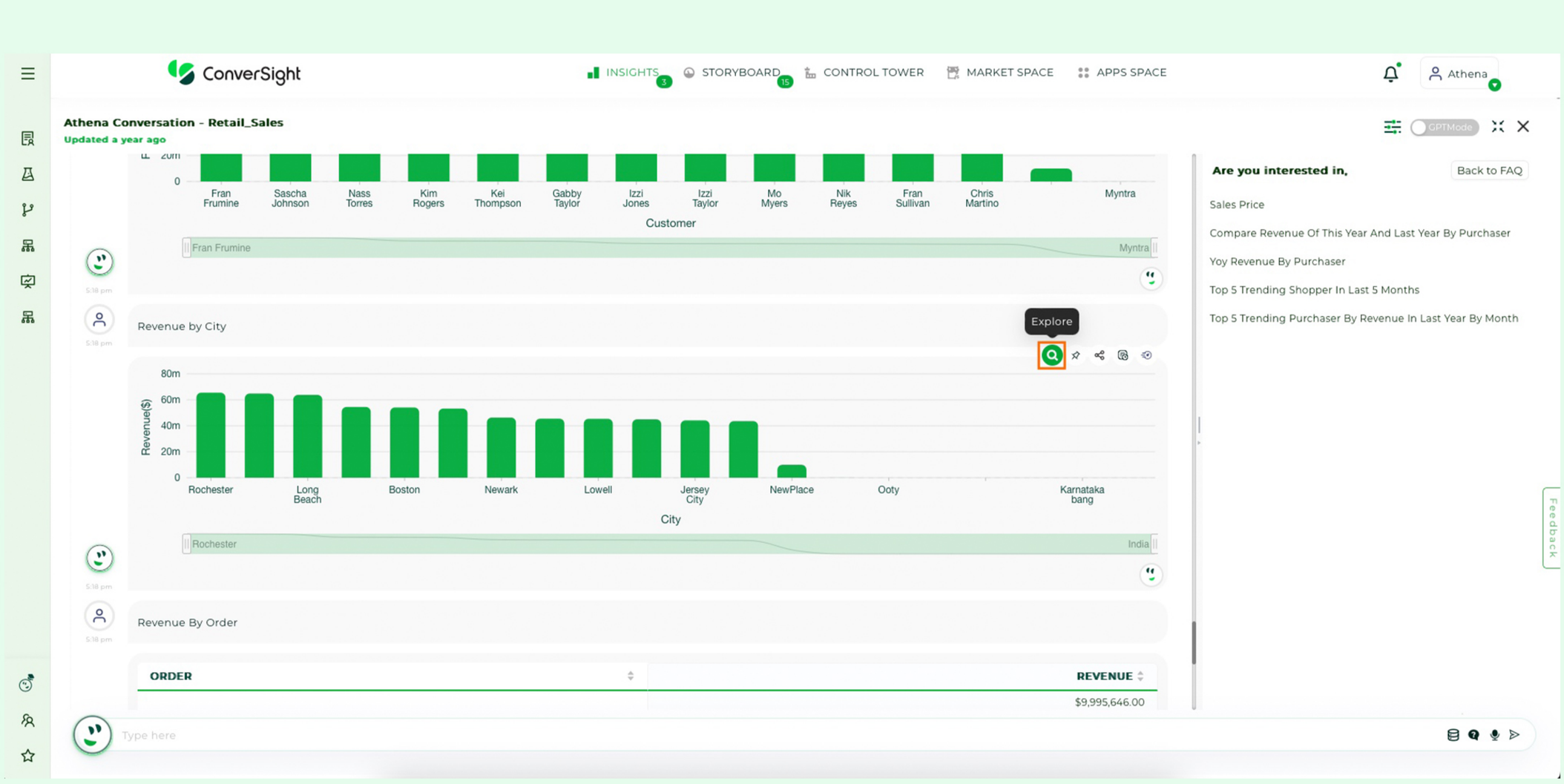
The Add to Storyboard option provides a quick way to incorporate the response generated from Athena into your storyboard. By pinning your response, you can instantly add it to your storyboard. This feature offers flexibility as you can choose to add the response to an existing storyboard or create a new one directly from the generated response. It streamlines the process of organizing and visualizing data by allowing users to seamlessly integrate Athena's insights into their storyboards for further analysis or presentation purposes.



## 15. Explore

The Explore option provides a platform for thorough examination of data insights, offering users the ability to delve deeply into the data using customizable chart views and detailed table formats. This feature enables users to tailor the presentation of data according to their specific needs and preferences, enhancing their understanding and analysis of the information at hand. Additionally, the availability of various chart types and expanded visualization options facilitates quick access to different ways of representing the data, allowing users to efficiently analyze, manipulate and interpret the information. By leveraging these capabilities, users can make well-informed decisions based on a comprehensive understanding of the data presented to them.




# 16. Conversight GPT

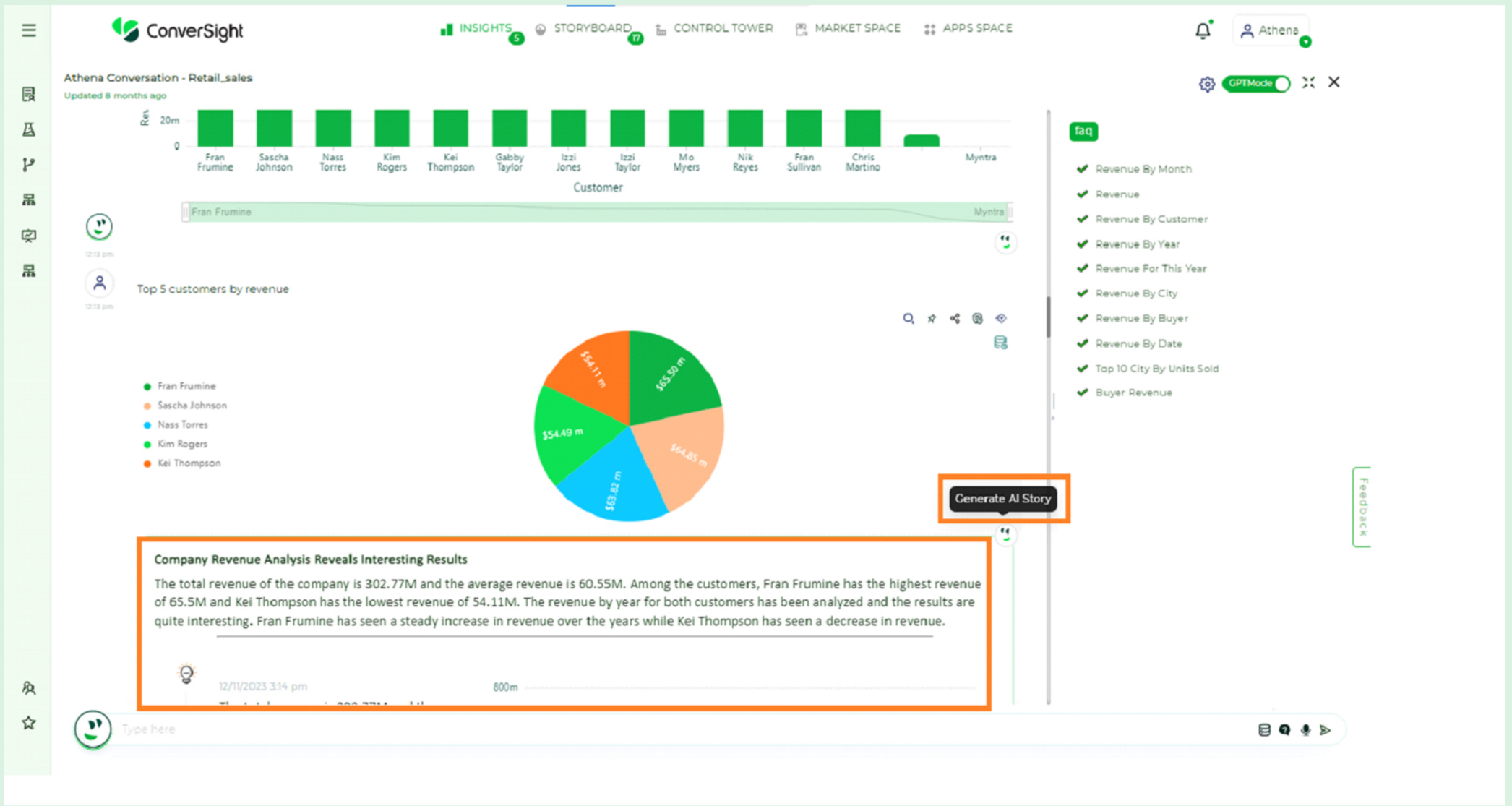
ConverSight GPT, an innovative conversational AI solution, revolutionizes interactions by virtue of its seamless and direct query capabilities. Its prominent feature, advanced storytelling, holds significant importance for business users as it offers a unified platform for predicting future demands, improving productivity, and identifying the causative factors of setbacks. Through the adept utilization of Natural Language Processing (NLP) and a Large Language Model (LLM), ConverSight GPT ensures effortless, human-like interactions, excelling in content generation, summarization, and the nuanced understanding of industry-specific language. Trained on an amalgamation of industrial public data and proprietary company-specific information, the platform provides not only transformative insights but also engaging narratives and actionable discoveries, thereby establishing itself at the forefront of the field of data analytics.

## 16.1 Data Story Telling

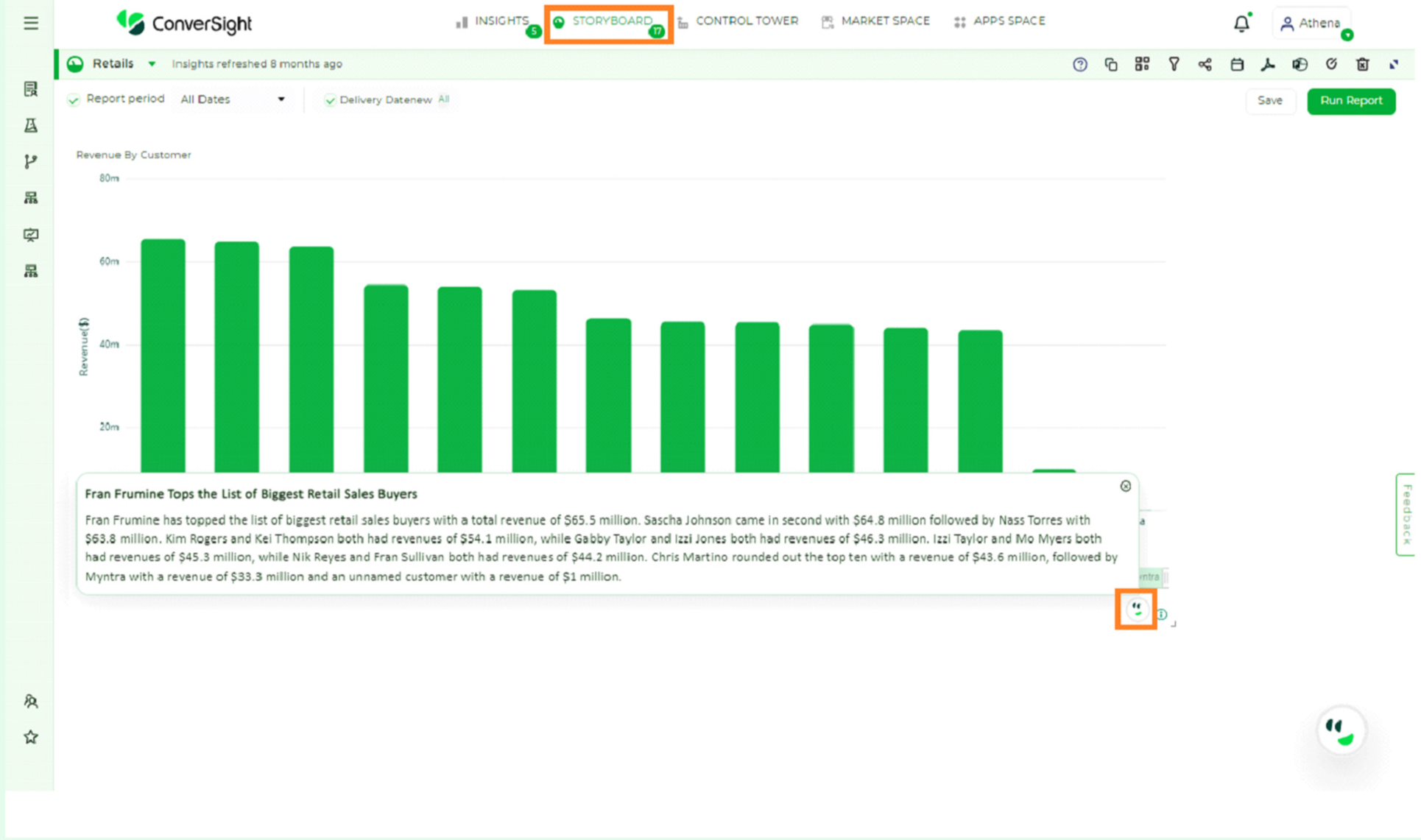
The capability of Data Storytelling in ConverSight GPT is particularly noteworthy, as exemplified by its robust feature called Story Generation. This powerful functionality empowers users to engage in natural language conversations with the system, where responses are presented in a compelling narrative format by analyzing the response. ConverSight GPT seamlessly integrates the storytelling feature with all generated insights, delivering a descriptive narrative that significantly enhances the data analysis process. This feature is invaluable in providing insights into areas for improvement, understanding factors contributing to deductions in outcomes and more, thereby fostering a deeper and more nuanced comprehension of the underlying data.

### 16.1.1 Generate AI Story

Within Athena, users can readily generate AI-driven narratives based on their insights through an uncomplicated and user-friendly feature. The process is initiated by selecting the icon positioned at the lower right corner of each insight. This icon functions as the catalyst for the creation of an AI Story, leveraging the advanced capabilities inherent in the platform. Following the activation, users observe a seamless transition of their insights into a cohesive narrative and the resulting story is conveniently presented in the Athena interface.




Notably, this feature extends beyond the confines of the Athena Conversation page, as users can also access it within the Storyboard section of the platform. This cohesive functionality provides users with the ability to effortlessly integrate AI-generated stories into their operational workflow, enriching the storytelling experience across diverse facets of the Athena platform.



## 17. Conclusion

In today's data-driven business environment, having access to the right tools and insights is essential for success. Athena is the ultimate solution for businesses looking to gain a competitive edge through data analysis. With its powerful features, such as Web Chat, Did You Mean, Follow Up Queries, Frequently Asked Questions, Help Questions, drill Down, Preferences, GPT Mode, Alert Me, Smart Column, Explanation, Share, Add to Storyboard, Explore and ConverSight GPT, Athena is the perfect companion for any business seeking to make data-driven decisions. So why wait? Sign up for Athena today and start exploring your data like never before!

## 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.

For more infomation, visit www.conversight.ai