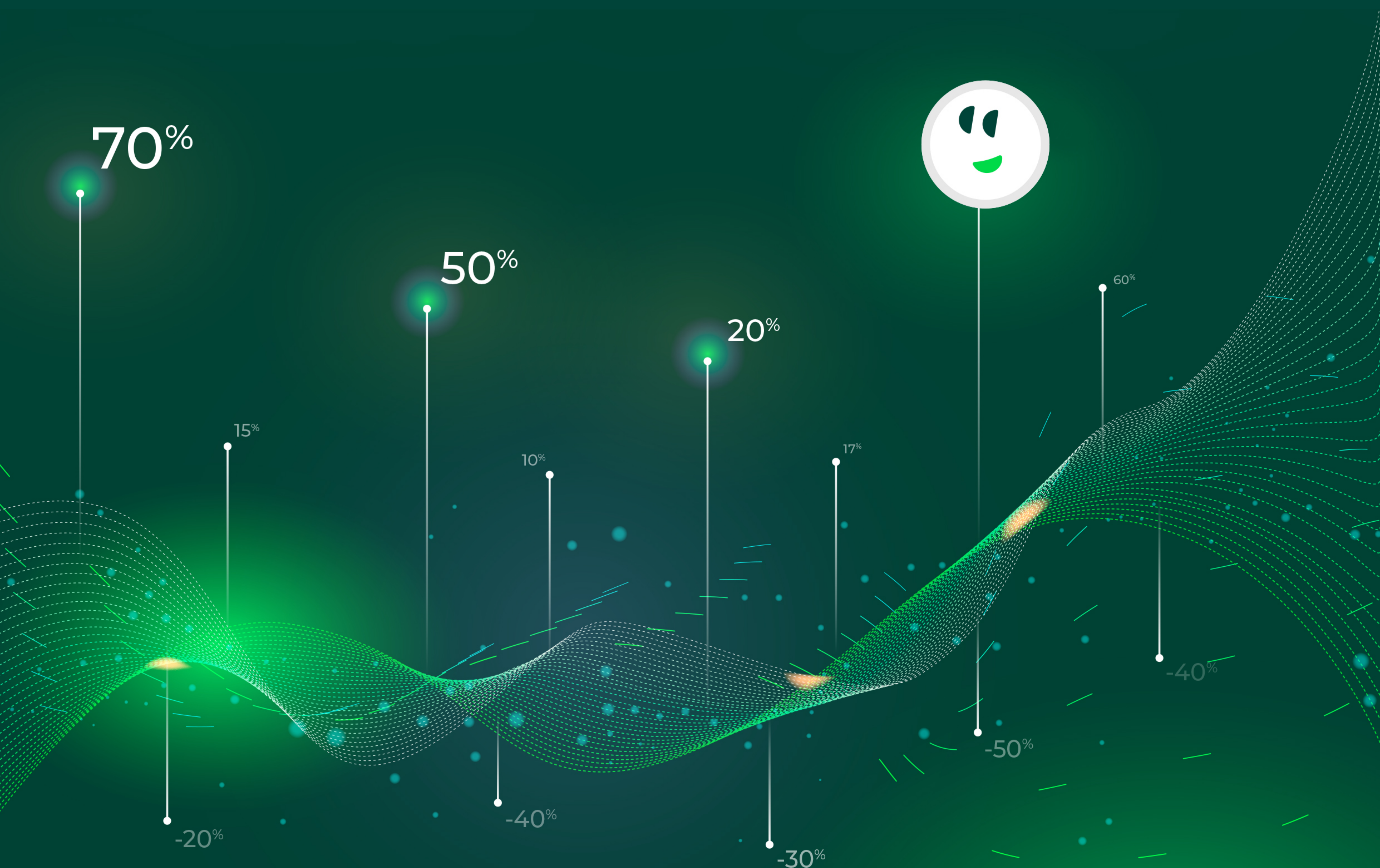


# Transformative Power of Insights

A Comprehensive Guide to Data Visualization and Decision-Making.





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# 1. Introduction

In today's digital age of rapid advancements, we find ourselves immersed in a deluge of data from diverse sources, including customer interactions, market trends, operational metrics, and beyond. The extraction of valuable information from this vast pool of data can prove to be an intimidating undertaking. The sheer abundance and complexity of data present a formidable challenge, obstructing the identification of valuable insights and the discovery of meaningful relationships. However, in the face of this challenge, the pursuit of insights emerges as a transformative solution, converting raw data into actionable knowledge.

Insights serve a crucial purpose of delivering valuable information and comprehension derived from data, facilitating informed decision-making and action. They transcend raw data by extracting meaningful insights and providing a deeper understanding that might not be immediately apparent. Acting as a lens through which we interpret complex information, insights enable us to make sense of the intricacies involved. By recognizing emerging patterns, gaining valuable understanding, and being proactive, insights empower us to make choices that drive us towards success.

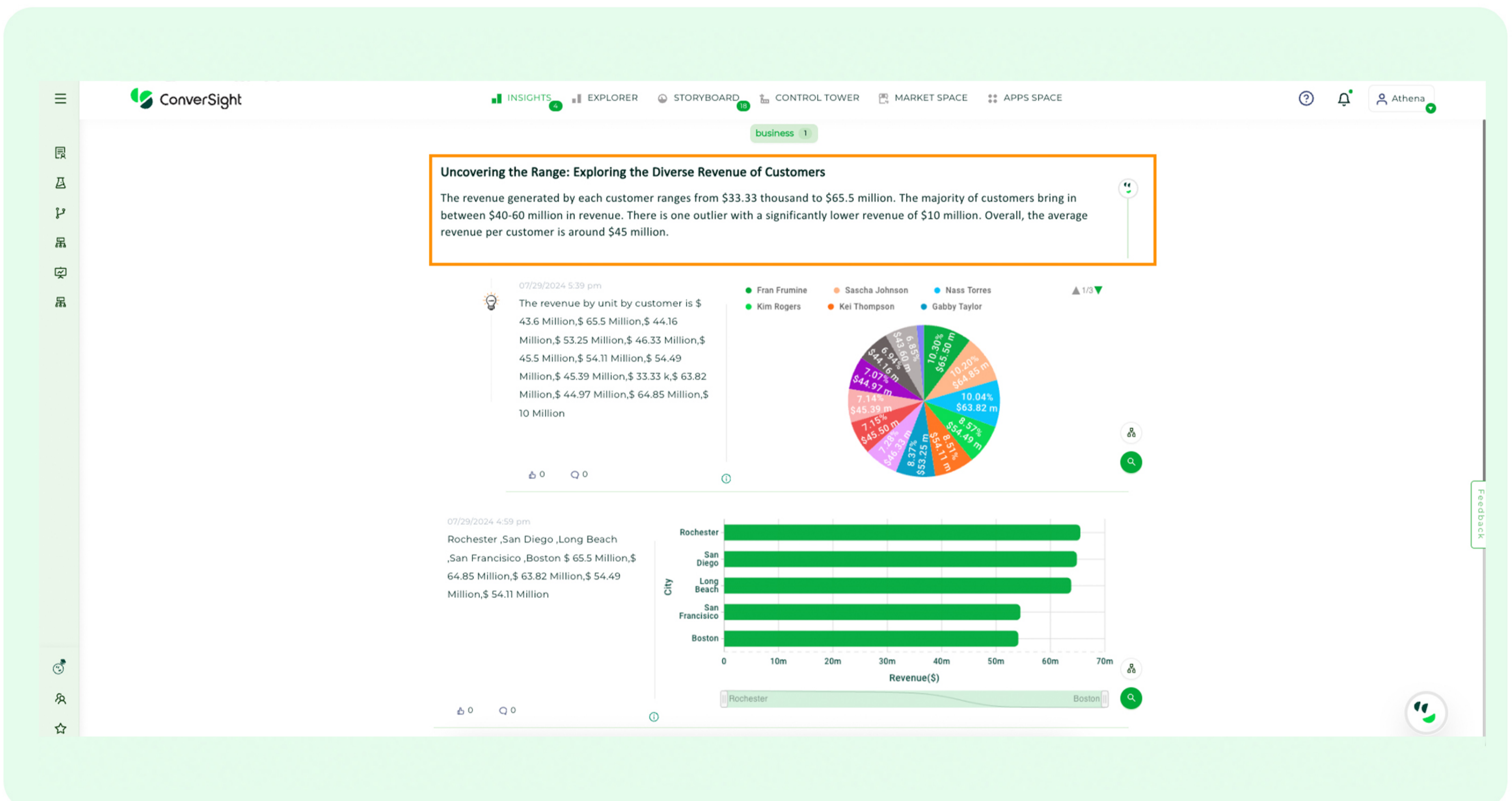
In this datasheet, we will delve into the transformative power of insights, examining how they can empower individuals to make informed decisions and seize opportunities.

## 2. Dynamic Data Visualization

A cutting-edge approach to data analysis and exploration, offering a multifaceted solution that combines Story Generation, Timeline Tracking, Collaborative Feedback, and Insight Tagging functionalities. It aims to revolutionize the visualization, comprehension, and sharing of data among teams. By seamlessly integrating these features, users are empowered to delve deeper into datasets, monitor the evolution of information over time, create compelling narratives, facilitate collaborative discussions, and effectively organize insights. This innovative suite represents a paradigm shift in how data is interacted with and insights are derived, providing a dynamic and interactive approach to understanding complex datasets.

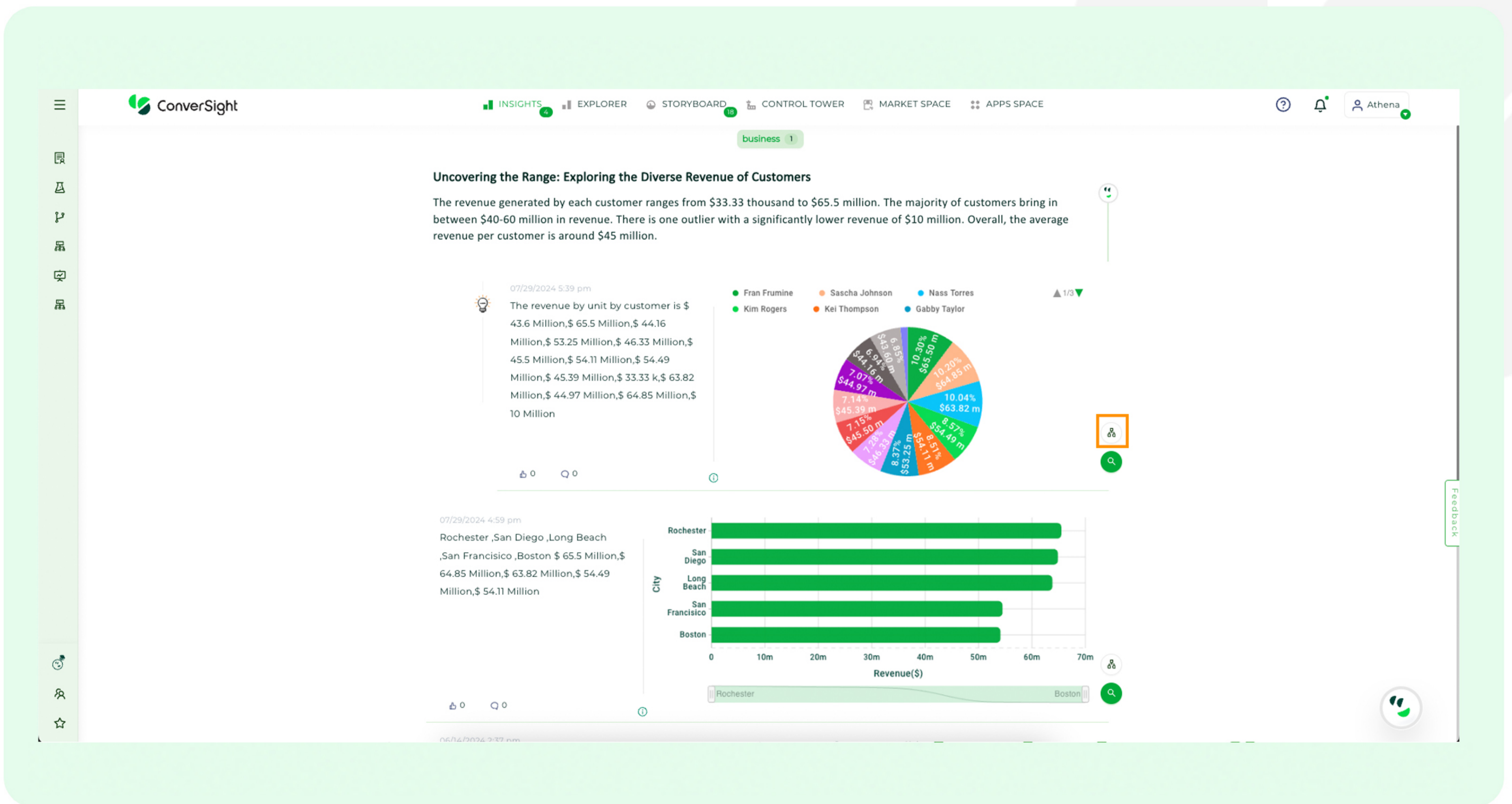
## 2.1 Automatic Story Generation

Automatic story generation is a groundbreaking capability offered by ConverSight GPT, an advanced conversational AI platform. This feature streamlines the process of generating narratives from data insights, allowing users to effortlessly engage in natural language conversations with the system and receive responses presented in a captivating narrative format. By enabling **'Automatic Story Generation'**, users can seamlessly integrate insights with descriptive narratives, enhancing their data analysis experience. With automatic story generation, ConverSight GPT revolutionizes data analysis by offering a unified platform for predictive analytics, productivity enhancement, and setback identification, thereby paving the way for the future of data analytics.

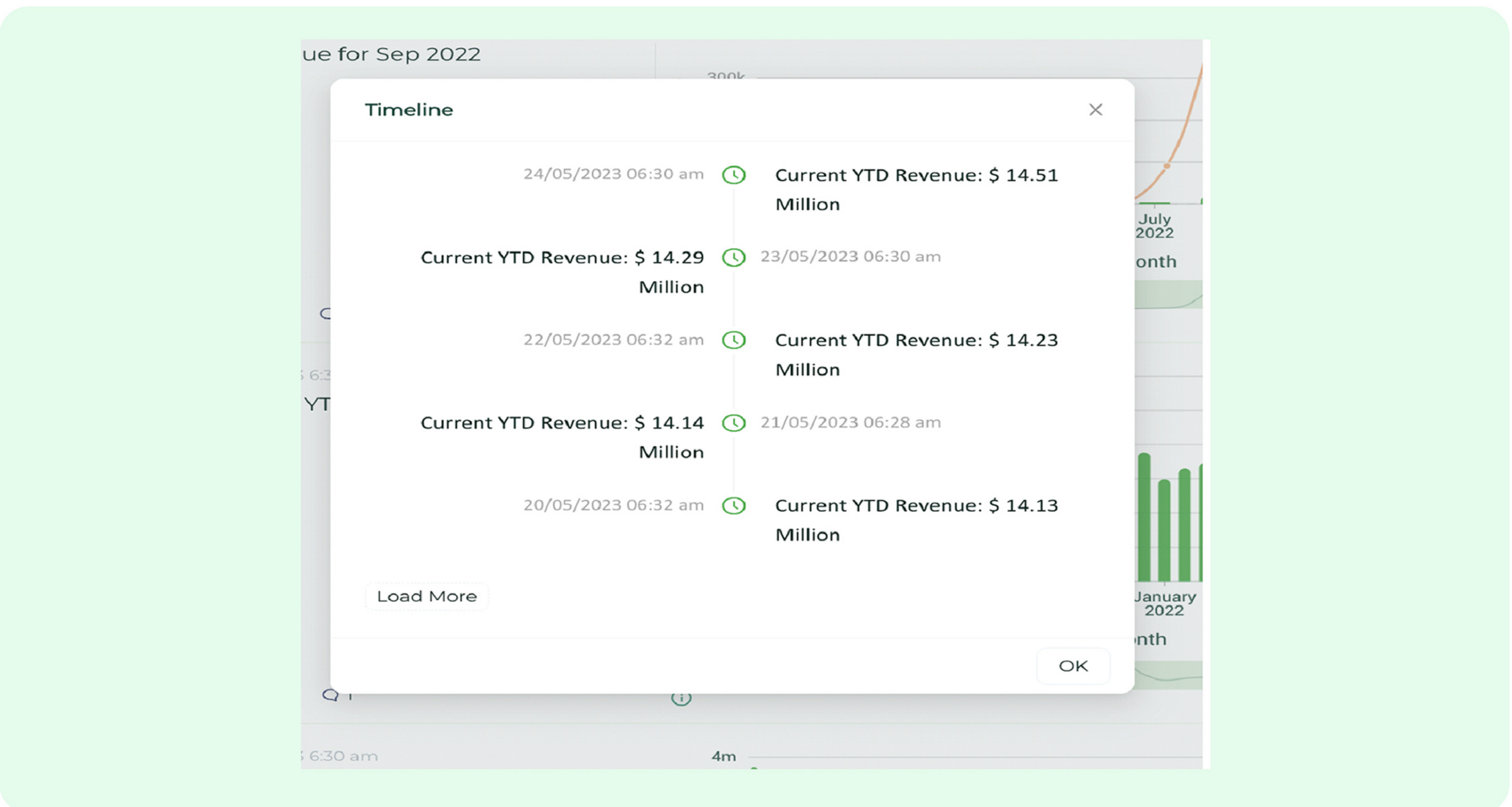


## 2.2 Timeline feature

The Timeline feature introduces a groundbreaking approach to data analysis, offering users a holistic perspective of data evolution over time. With a simple click, users can monitor the progression and scrutinize trends within their data. This feature facilitates comparisons and empowers users to unearth valuable insights, patterns and correlations by visually presenting data across specific timeframes. By harnessing historical data, the Timeline feature strengthens decision-making processes, enabling users to make informed choices grounded in a profound understanding of data dynamics.

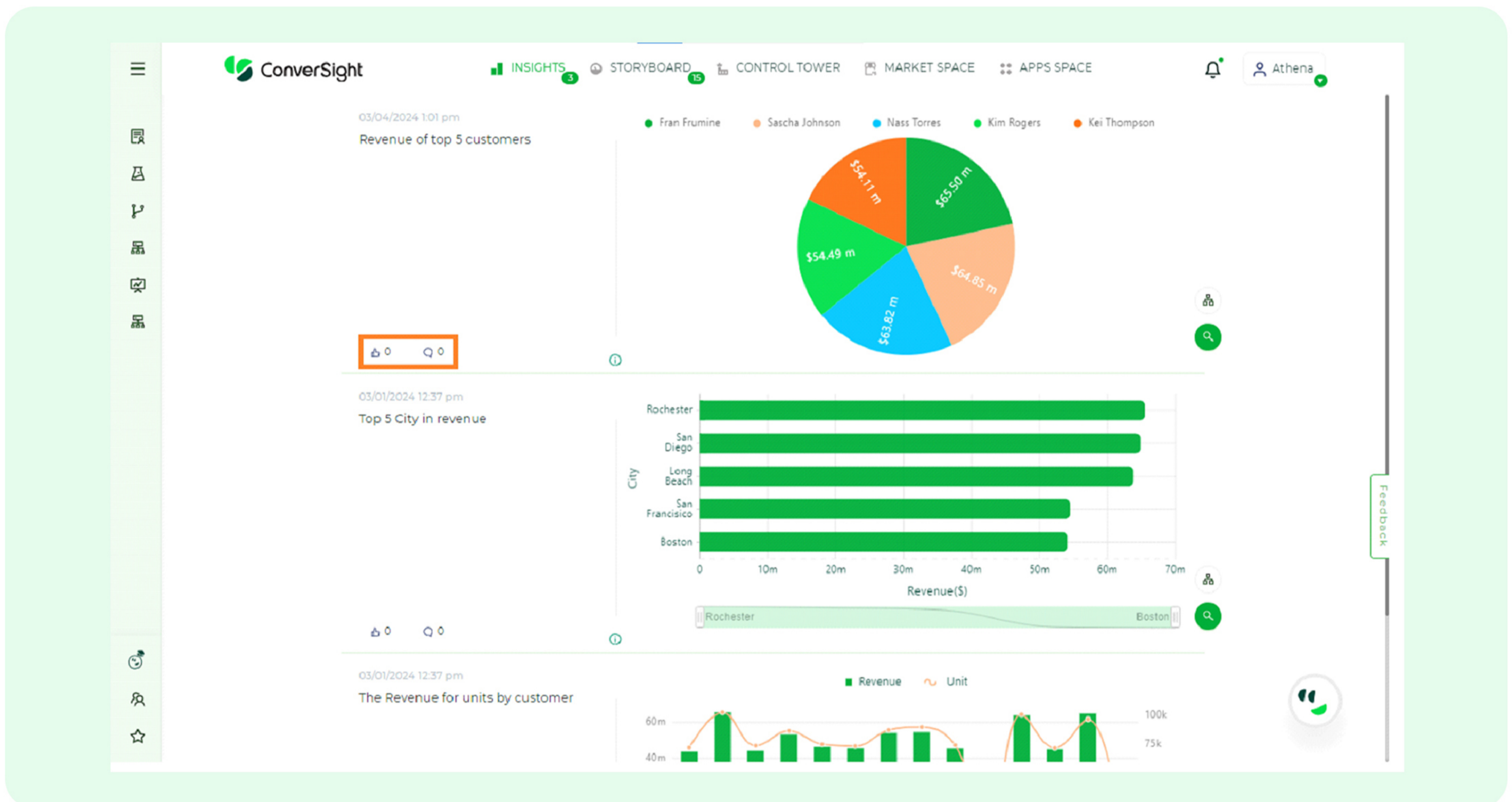


To access the Timeline feature, users can click on the designated **'Timeline'** icon within the Insights section. This grants them access to a visual representation of data progression, facilitating effortless tracking and analysis of data trends over time.



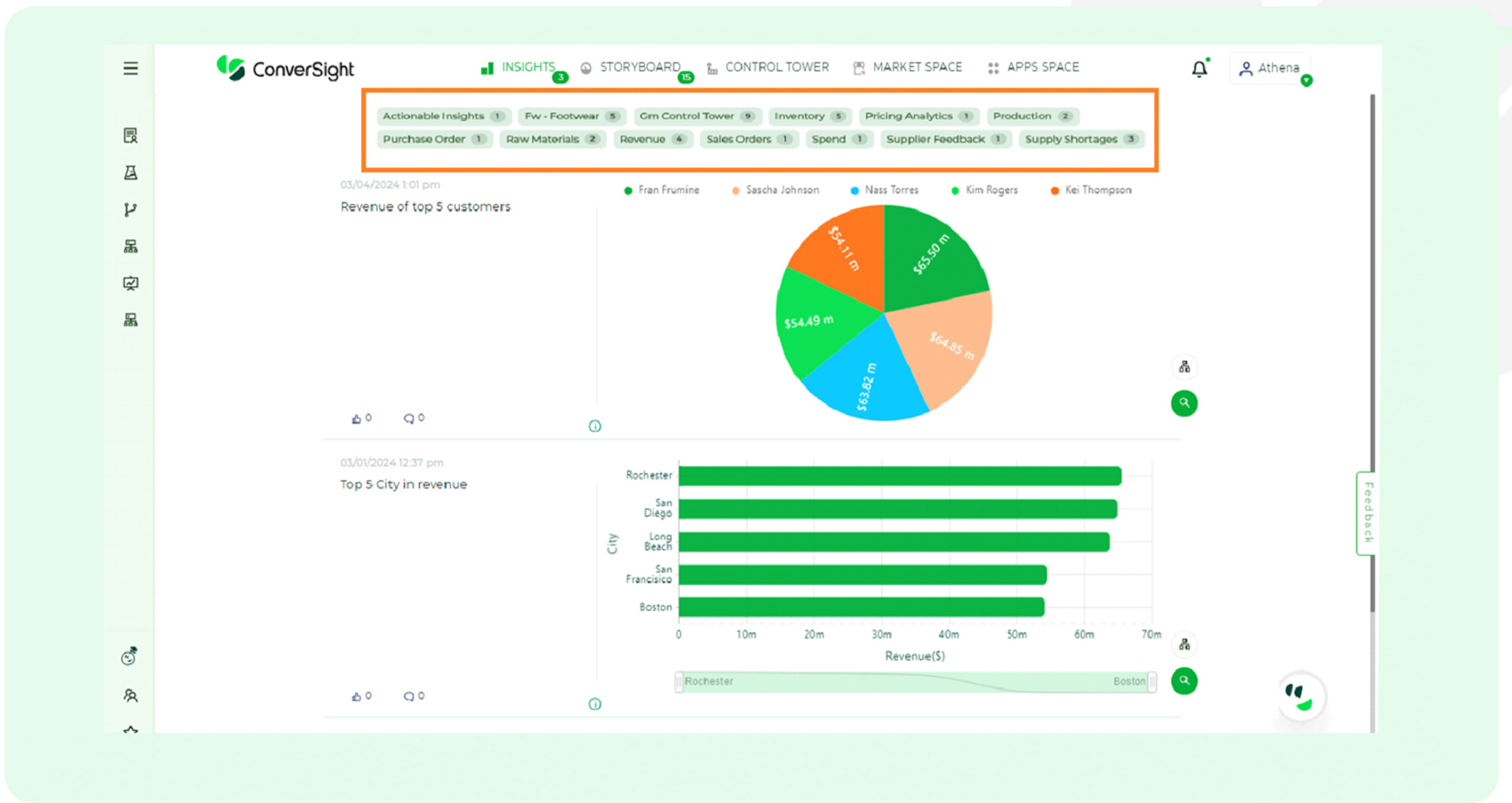
## 2.3 Like and Comment

Within the ConverSight platform, likes and comments serve as vital tools for users to engage with insights and enhance collaboration. Clicking the **'Like'** button on an insight signifies agreement or appreciation for its content, aiding in gauging its relevance and popularity among users. Additionally, comments allow users to provide context or offer additional insights related to the specific insight, fostering deeper discussions and knowledge sharing. This interactive feature encourages active participation and enables users to collectively explore and analyze insights, ultimately leading to informed decision-making and problem-solving.



## 2.4 Tags

A tag serves as an element utilized to classify insights and assign them to specific categories or business areas within the platform. It facilitates organizing and categorizing content effectively, making it simpler to locate and filter relevant information. Tags offer a structured approach to labeling insights, allowing users to swiftly identify insights pertaining to particular topics or areas of interest. This functionality enhances organization and navigation within the platform, enabling users to streamline their workflow and access insights efficiently.



To include tags, users can designate a business area when creating an insight and then proceed to click the **'Submit'** button. As a result, a tag will automatically be generated for that insight based on the business area added. This approach ensures that each insight is appropriately categorized and tagged according to its associated business area, facilitating efficient organization and retrieval of information within the platform.

The screenshot shows the 'PROACTIVE INSIGHTS' configuration form in the ConverSight dashboard. The form includes several fields for defining an insight:

- Question:** revenue by unit by customer (Evaluated)
- Inference:** @revenue >1000 (Validated)
- Response:** The revenue by unit by customer is @revenue (Note: Value should be enclosed with @ eg: Order count is @Total order.)
- Follow-up Question:** Revenue by customer (Evaluated)
- Business Area:** revenue (highlighted with an orange box)
- Security:** ROLE LIST (all\_access selected)
- Module:** Web, Mobile, Control Tower
- Chart Type:** Area Chart

Buttons for 'Evaluate', 'Validate', 'Cancel', 'Save', and 'Close' are visible at the bottom of the form.

### 3. Explore

Within the Insights page, locate the **‘Explore’** icon. This icon is usually represented by a magnifying glass. Upon clicking, the detailed view of insights will appear.

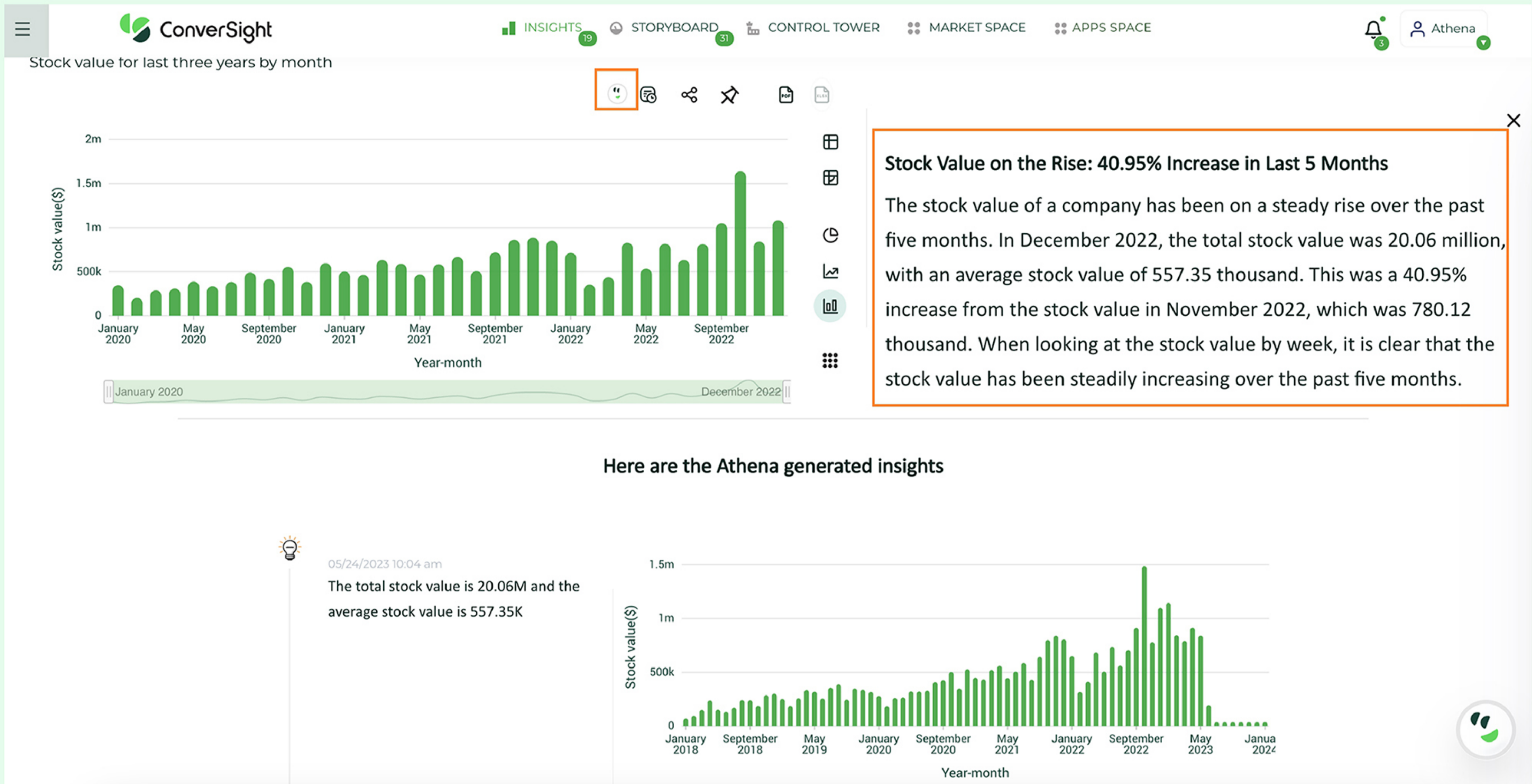
The screenshot displays the ConverseSight dashboard interface. On the left is a navigation menu with categories like Data workbench, AI Workbench, Flow Space, Infrastructure Manage..., ML ops, and Security. The main area features a top navigation bar with tabs for various insights such as Actionable Insights, Critical Parts, Fw - Footwear, Gm Control Tower, Inventory, Logistics, Margin, Pricing Analytics, Purchase, Purchase Order, Raw Materials, Revenue, Sales, and Sales Analytics. A central bar chart shows 'Current YTD Revenue: \$ 5.07 Million' with a Y-axis labeled 'Revenue(\$)' ranging from 0 to 6m and an X-axis labeled 'Year-month' from February 2020 to January 2023. Below the chart, a text notification states 'There are 7.05 k delinquent sales order items.' and a table lists these items with columns for ITEM DESCR., SALES ORD., REQUEST Q., ITEM, and SCHEDULE.

ITEM DESCR...	SALES ORD...	REQUEST Q...	ITEM	SCHEDULE
Enter your ow...	Q2008997	800.00	TBD	10-17-2019
Enter your ow...	Q2009083	120.00	TBD	10-23-2019
Enter your ow...	O2009122	3,000.00	TBD	10-25-2019

### 3.1 Generate AI Story

The Generate AI Story feature analyzes the data, which are then synthesized into coherent narratives. Users can customize the generated stories by selecting specific insights. This functionality streamlines the storytelling process, saving time and effort while ensuring that the generated narratives are accurate and impactful. This feature enables users to quickly create engaging and informative narratives without the need for manual writing or content creation. Overall, the Generate AI Story feature empowers users to leverage their data effectively by transforming raw insights into compelling narratives with minimal effort.





## 3.2 Copy Clipboard

The Copy Clipboard feature enables users to copy an insight as an image and paste it into any desired location. This functionality provides a convenient way to share insights outside of the platform, allowing users to integrate them into various documents, presentations, emails or other communication channels. By simply copying the insight, users can retain its visual representation and share it across different mediums, enhancing the accessibility and versatility of the insights generated within the platform.

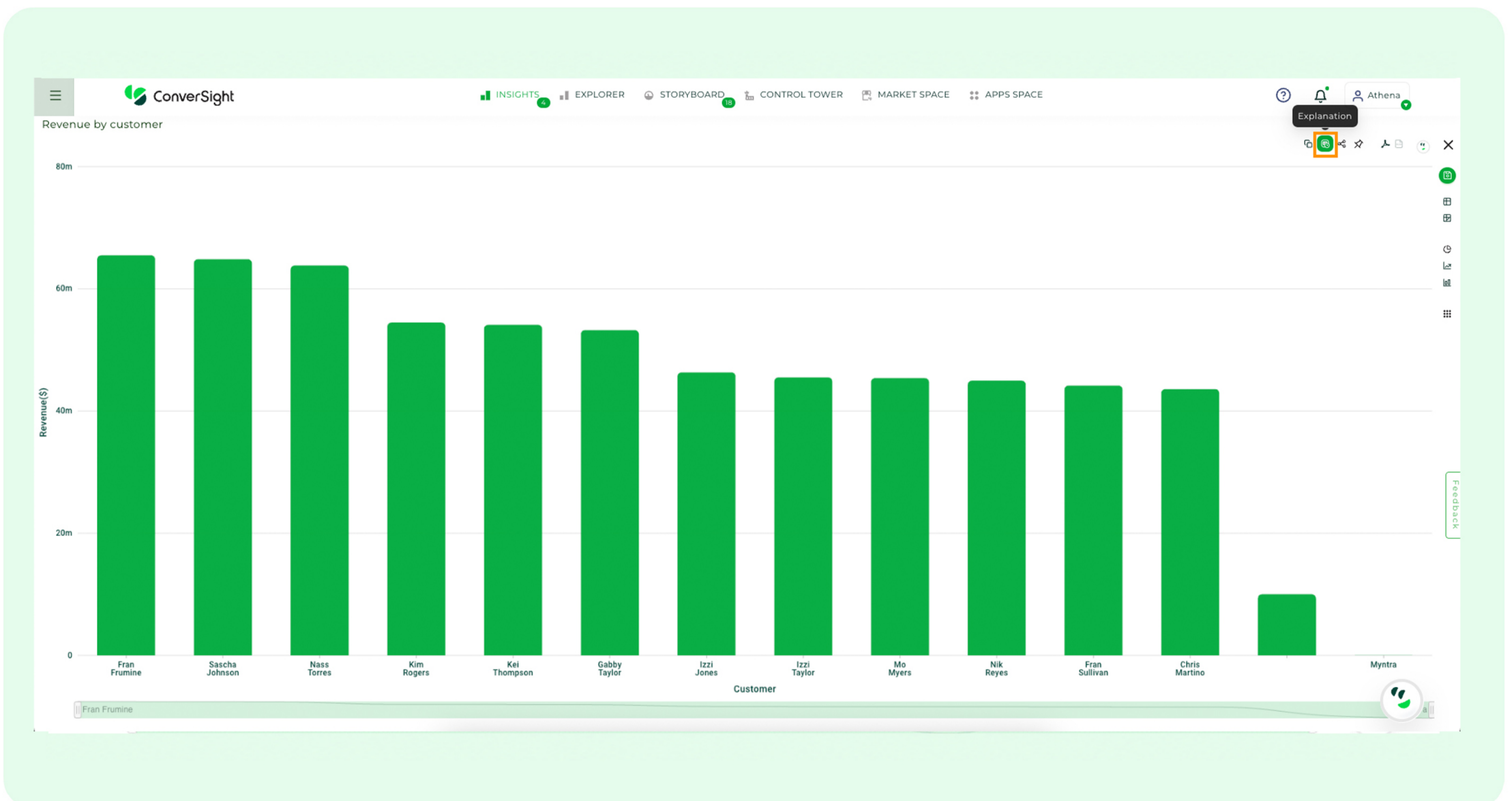




## 3.3 Explanation

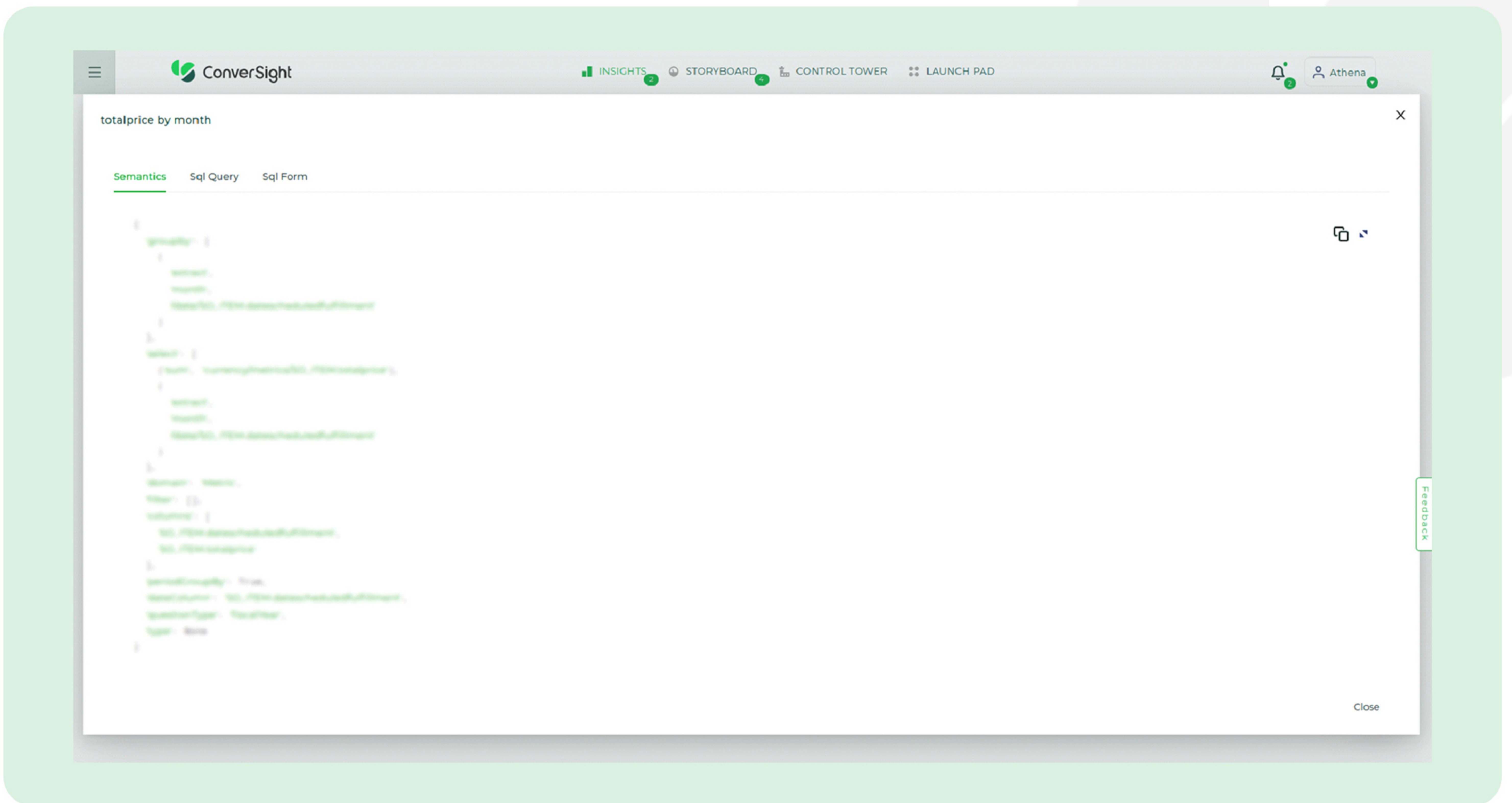
The Explanation tab aims to provide a detailed insight into your visualization, enabling a deeper comprehension of its components and underlying meaning. It offers a comprehensive understanding of your visualization by providing an explanation that includes,

- Semantics
- SQL Query
- SQL Form



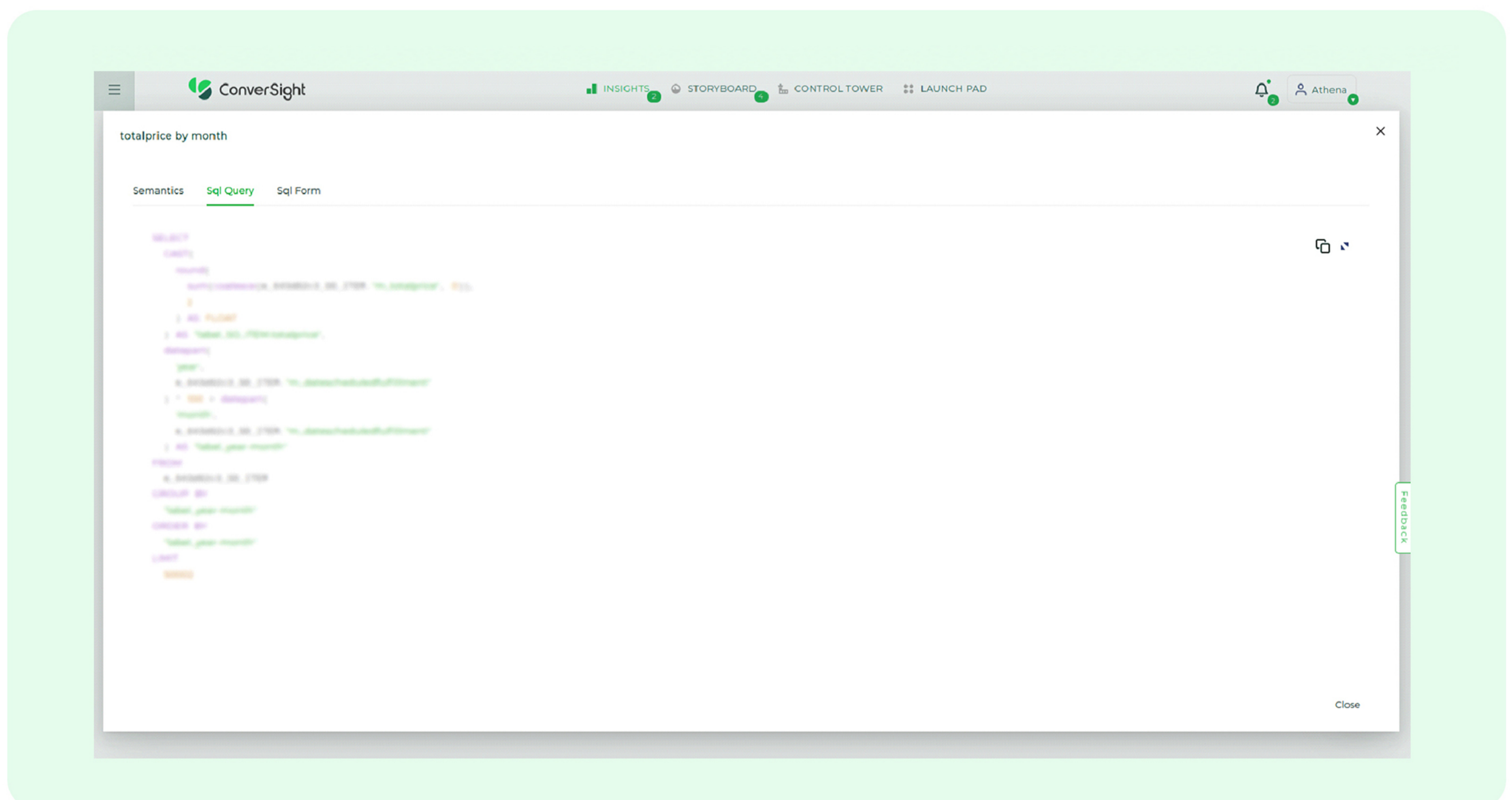
### Semantics

The Semantics encompasses the process of interpreting and comprehending the underlying meaning of the data. It entails delving into the connections, context and importance of the data components to extract valuable insights and facilitate well-informed decision-making.



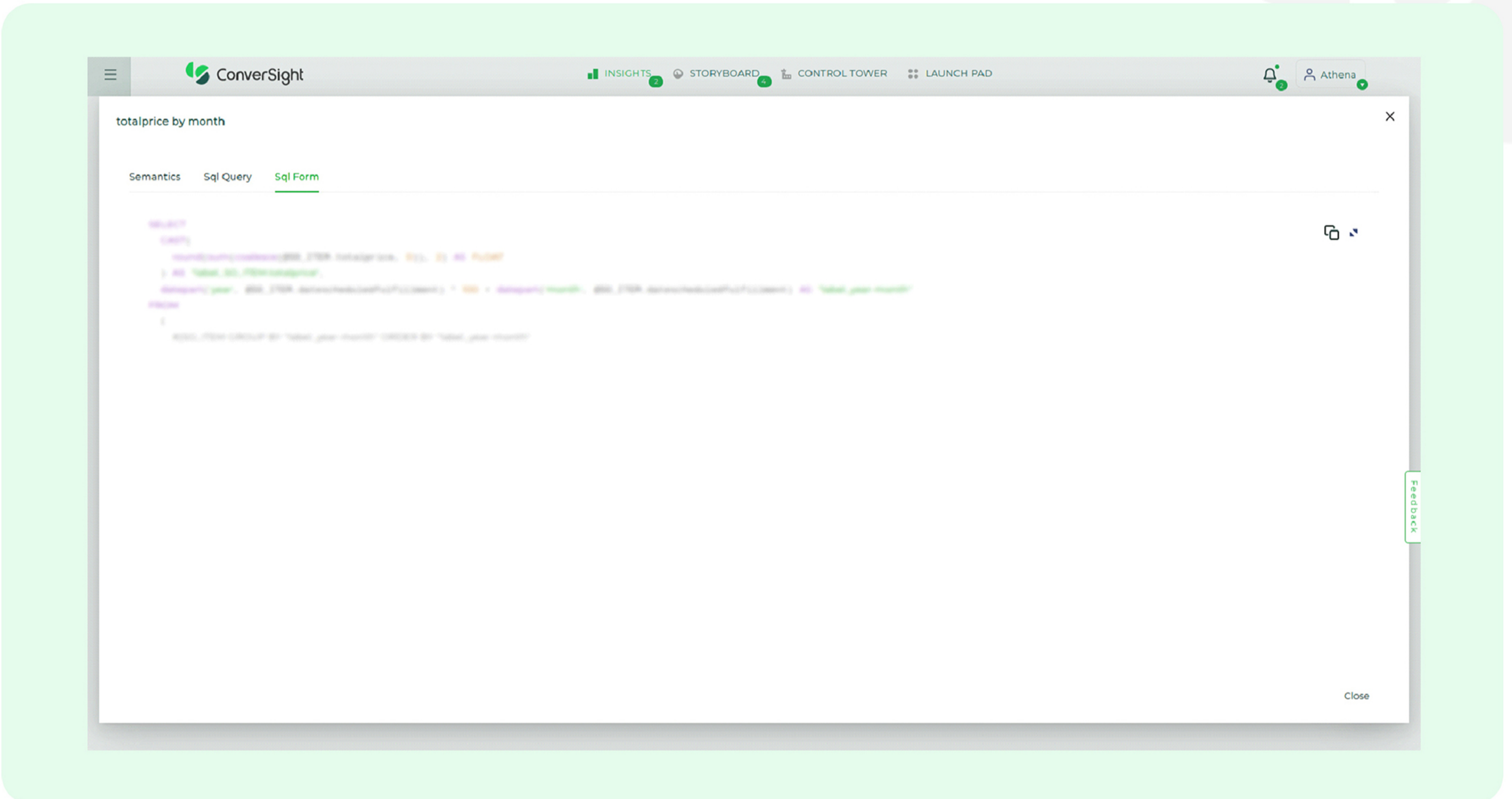
## SQL Query

The SQL Query provides users with insights into the logic and criteria applied to the data, allowing them to understand how the visualization was generated and the specific data it represents. It provides transparency and reproducibility by documenting the SQL operations performed on the data.



## SQL Form

The SQL Form refers to the structured format of SQL query used in the visualization. It provides a standardized representation of the query structure and syntax, which can help users understand the overall organization and components of the SQL statement. It promotes transparency and enables users to grasp the general framework of the SQL statement utilized in generating the visualization.



### 3.4 Enhancing Collaboration

To expand the reach, you can use the Share icon, a powerful tool designed to facilitate easy sharing. It could be sent via email to multiple recipients, employing a comma for email separation is a practical and time-saving approach. By listing the email addresses of your intended recipients, you can efficiently target your audience and ensure it reaches the desired individuals. To provide additional context or instructions alongside the shared report, the custom message dialog box comes into play. Within this dialog box, you can enter a personalized message that accompanies, when it is received by the recipients. This message serves as a brief introduction, conveying the purpose or significance of the shared report and encouraging recipients to engage with its contents.



### 3.5 Personalizing your Insights

The Storyboard serves as a gateway to customize and personalize your data viewing experience, allowing you to select and save specific content that is relevant to your requirements and interests. By saving the chosen insights, charts, graphs or any other relevant content, users can build a centralized hub that provides a comprehensive overview of the information most important to them. Instead of navigating through multiple pages or interfaces to find the information you need, everything is readily available in one centralized location.



## 3.6 Export to PDF

The Export to PDF icon is a powerful tool that facilitates the transformation of your reports into PDF format. To create a PDF version of your report, simply click on the **'Export to PDF'** icon. This action triggers the conversion process, transforming your report into a portable document that retains its formatting, structure, and visual elements. Once your report is converted into a PDF, it becomes easy to distribute. PDF files can be attached to emails, uploaded to cloud storage platforms, or shared via file-sharing services.



## 3.7 Embed Data

Embed Data is a valuable technology that facilitates the seamless integration of data into websites or applications, even for users who don't have access to the ConverseSight platform. By enabling individuals to leverage data visualization and analysis tools regardless of their platform, Embed Data enhances accessibility and facilitates informed decision-making. This process involves integrating desired data into applications, which can then be presented in various formats such as graphs or tables. Users can access real-time data from any device, enabling them to make informed decisions regardless of their location.



## 4. More Visuals

If you want to try different tables or chart types in ConverseSight, it's easy to do so. Just click on the displayed table or chart and choose from the available options in the palette. This lets you experiment with different styles to find the one that suits your data best. To use these tables or chart types effectively, make sure your search includes at least one attribute and one measure. This ensures you have the required data for a meaningful visualization. You can also click on the **'More Visuals'** icon to convert your search answer into a visual chart representation.



### 4.1 Types of Tables

Tables play a fundamental role in the realm of data management and presentation, serving as indispensable tools for organizing information in a clear and structured manner. Two key types are the CS Table, allowing extensive customization of appearance and behavior and the Pivot Table, offering dynamic data exploration through versatile visualizations. The CS Table distinguishes itself by offering users a comprehensive platform for customization, allowing for meticulous adjustments to the table's appearance and behavior. The Pivot Table emerges as a dynamic solution for data exploration, providing users with the ability to dissect and analyze datasets from multiple perspectives within a single table. Together, these tables serve as invaluable assets in the realm of data analysis, offering users the tools they need to derive meaningful insights, make informed decisions, and drive progress in their respective fields.





## CS Table

A CS Table offer users the ability to display tabular data with gridlines for enhanced organization. Users can access various settings to customize the appearance and behavior of the table, including options for displaying column aggregates like grand totals, defining conditional row styles based on user-defined criteria either in normal or advanced mode and customizing column-wise settings such as column names, text alignment, pinning columns, wrapping text and adding conditional formatting rules. Additionally, it's noted that column-wise settings take precedence over global CS Table settings, giving users finer control over the display of individual columns.

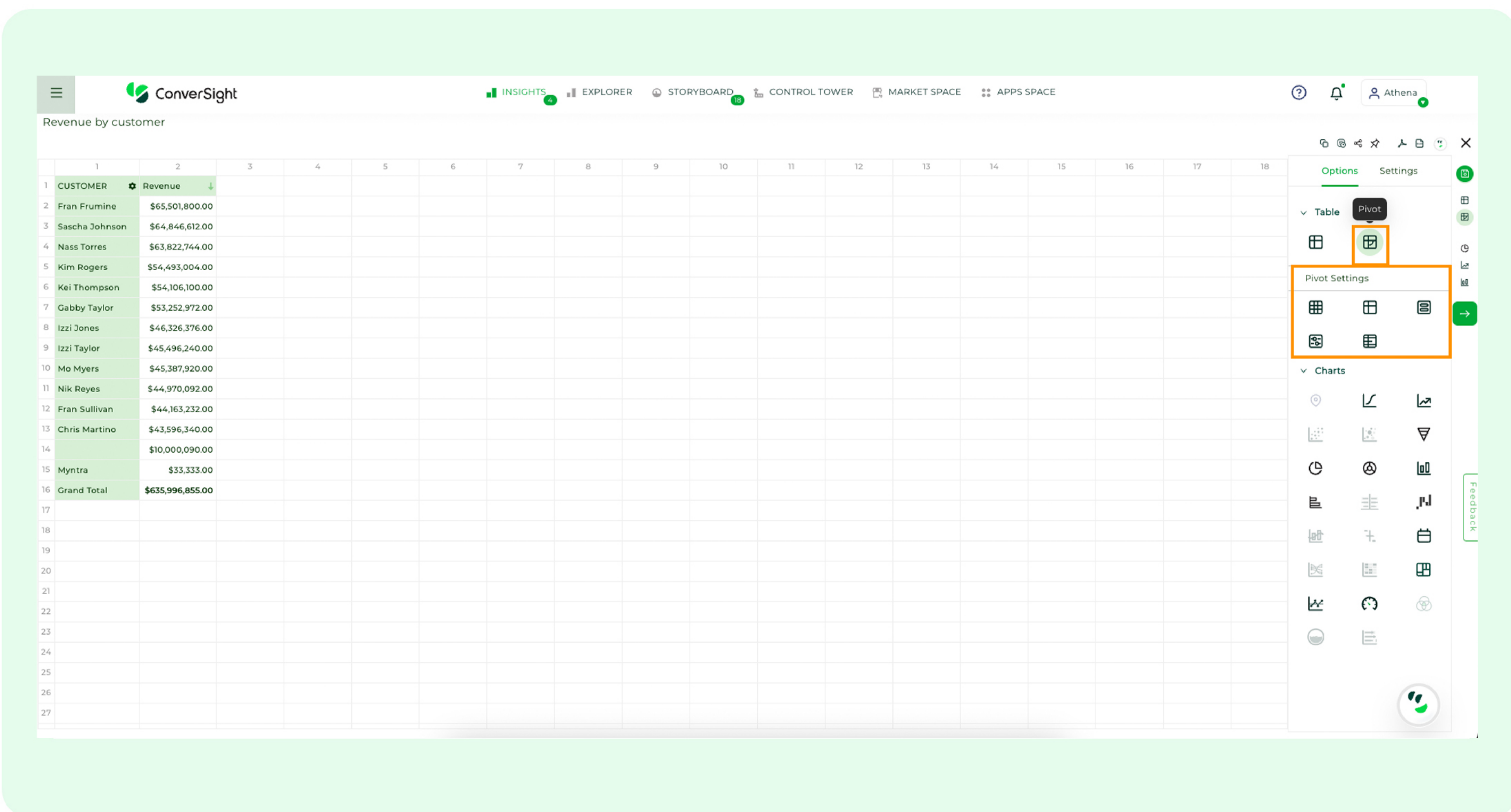
Revenue by customer

CUSTOMER	REVENUE
	\$635,996,855.00
Fran Frumine	\$65,501,800.00
Sascha Johnson	\$64,846,612.00
Nass Torres	\$63,822,744.00
Kim Rogers	\$55,493,004.00
Kei Thompson	\$55,106,100.00
Gabby Taylor	\$53,252,972.00
Izzi Jones	\$46,326,376.00
Izzi Taylor	\$45,496,240.00
Mo Myers	\$45,387,920.00
Nik Reyes	\$44,970,092.00
Fran Sullivan	\$44,163,232.00
Chris Martino	\$43,596,340.00
Myntra	\$10,000,090.00
Myntra	\$333,333.00

Rows: 14

## Pivot Table

A Pivot Table offer users the ability to visualize data in both horizontal and vertical orientations within the same table, providing a dynamic view of the dataset. Through the pivot setting option, users gain access to a range of formatting tools, including cell formatting, conditional formatting and layout customization features. Additionally, users can rearrange fields and adjust layout options to tailor the pivot table's appearance and structure according to their analytical requirements. This functionality empowers users to efficiently analyze and interpret their data from various perspectives, facilitating informed decision-making and insights generation.



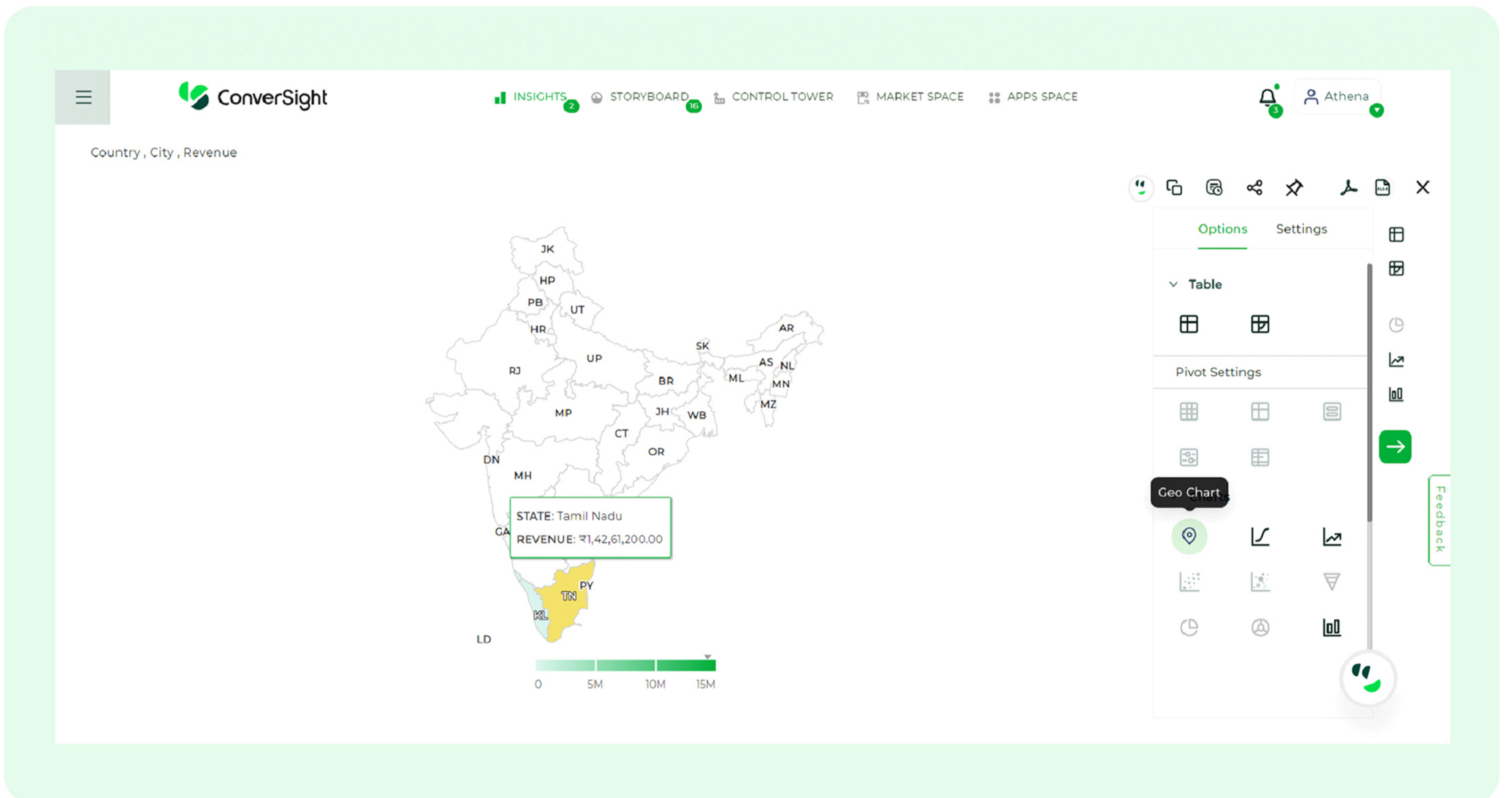
## 4.2 Types of Charts

When it comes to data analysis and visualization, having access to the right chart types is essential for effectively conveying insights. This careful consideration ensures that the chosen chart type accurately represents the data and facilitates a clear understanding of the underlying patterns and trends. By aligning the characteristics of the data with the capabilities of specific chart types, analysts can ensure that the visualization not only captures the essence of the data but also enables stakeholders to extract meaningful insights efficiently. From simple bar charts and line graphs to more complex heatmaps and scatter plots, each chart type offers distinct advantages in highlighting different aspects of the data. Therefore, the availability of diverse chart types ensures that analysts have the flexibility to choose the most suitable visualization method for their specific analytical objectives, ultimately enhancing the effectiveness of data-driven decision-making processes.



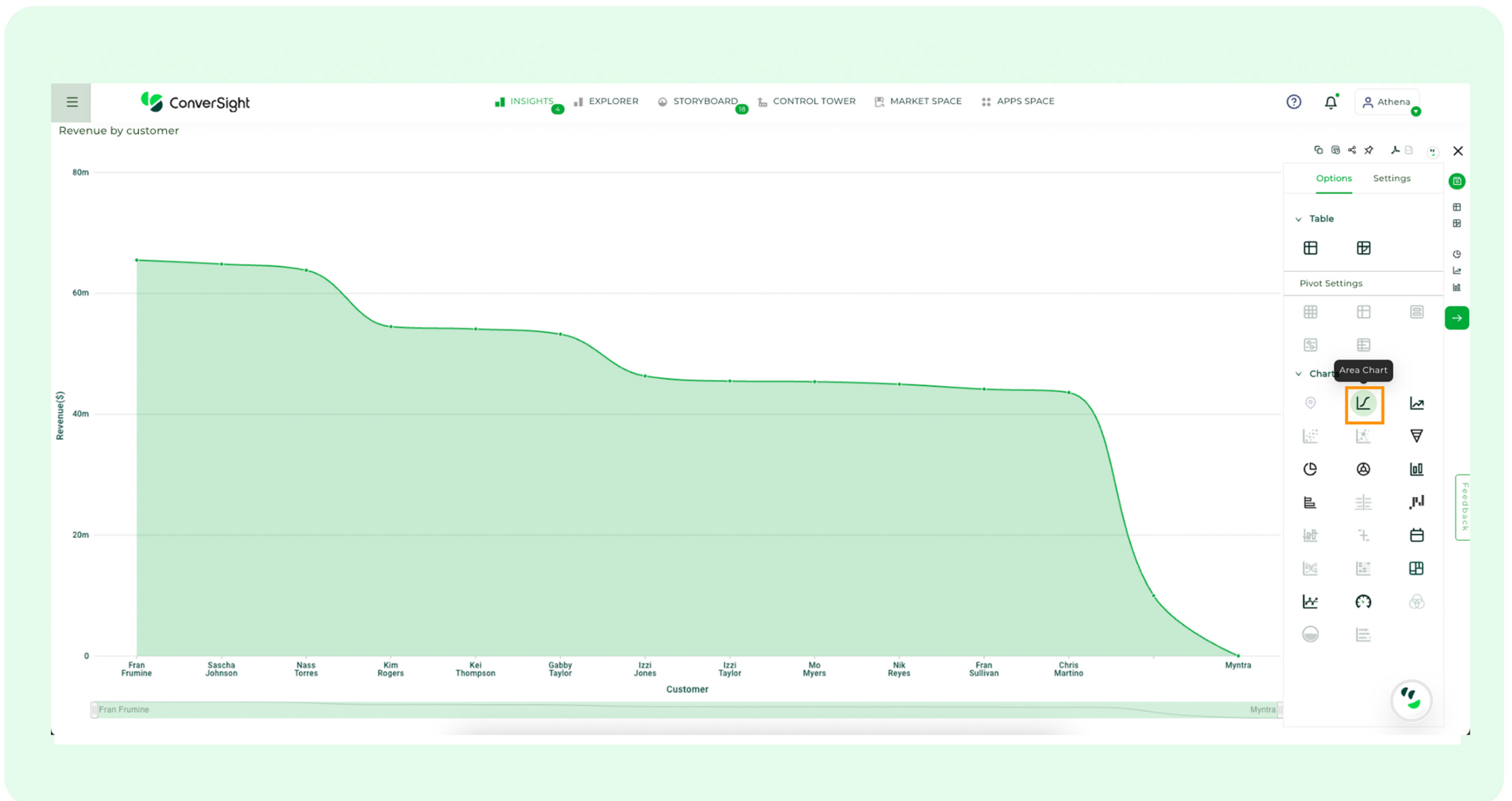
## Geo Chart

A geo chart or geographic chart, is employed to depict data on a map or geographical layout, departing from conventional chart forms like bar or line graphs. By directly placing information onto a map, geo charts facilitate the comprehension of spatial patterns and correlations. They prove especially beneficial for illustrating data associated with specific geographic regions. To convey data on a geo chart, diverse visualization techniques can be utilized, including color encoding, shading and markers. These methods help represent data variations or patterns across geographical areas.



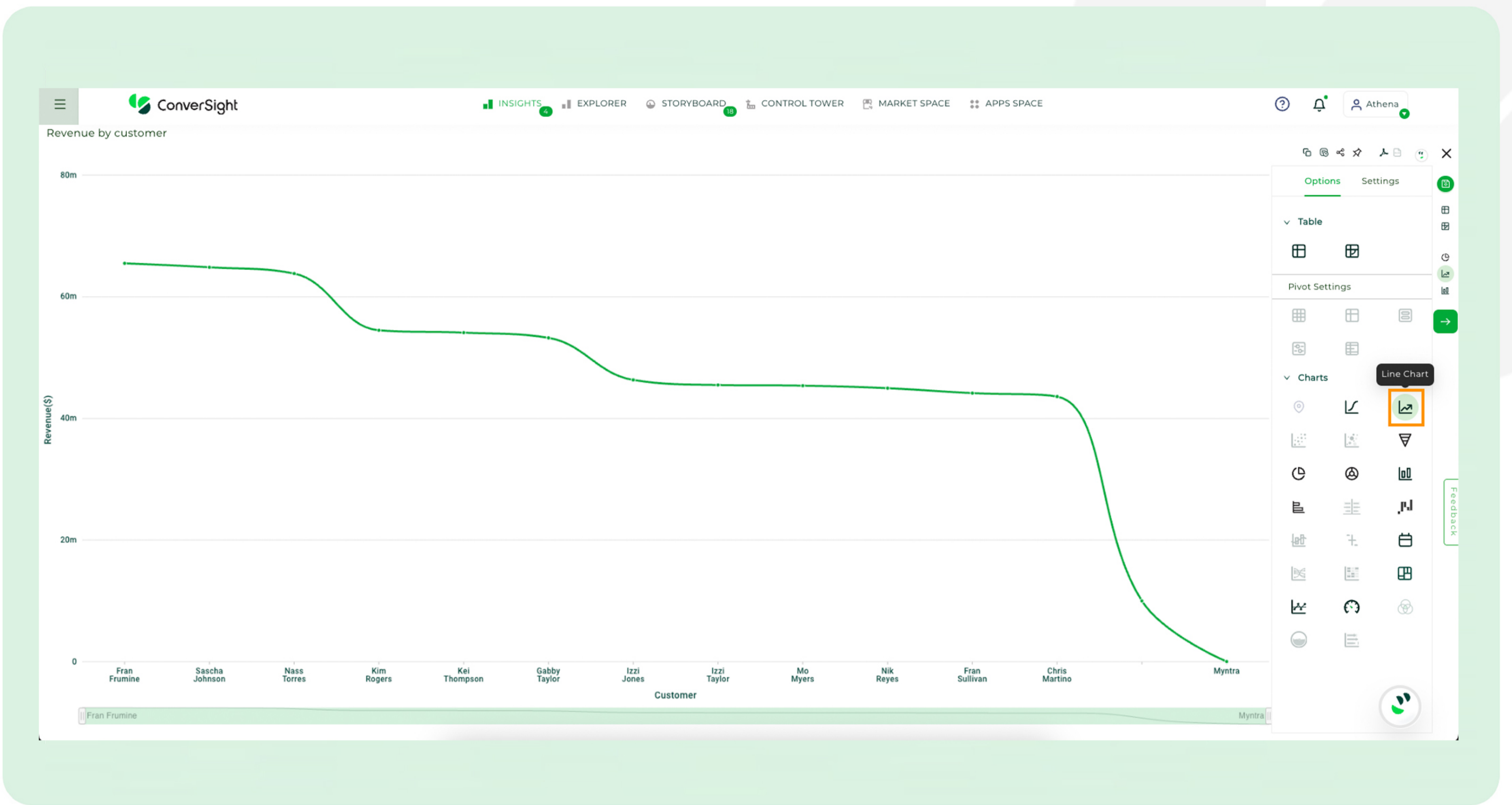
## Area Chart

Area chart is a powerful visualization tool that builds upon the foundation of line charts while introducing filled-in regions. Area charts effectively convey data trends over time or categories by plotting a series of data points connected by lines. However, what distinguishes area charts is their unique ability to visually represent the area between the plotted line and the x-axis as filled regions. This additional layer of visual representation enhances the comprehensibility of the data by providing a clear depiction of the magnitude or extent of values at each point along the x-axis. By filling in the space between the line and the x-axis, area charts offer a more intuitive understanding of the data's distribution and trends, making them particularly useful for highlighting patterns, trends and variations over time or across categories.



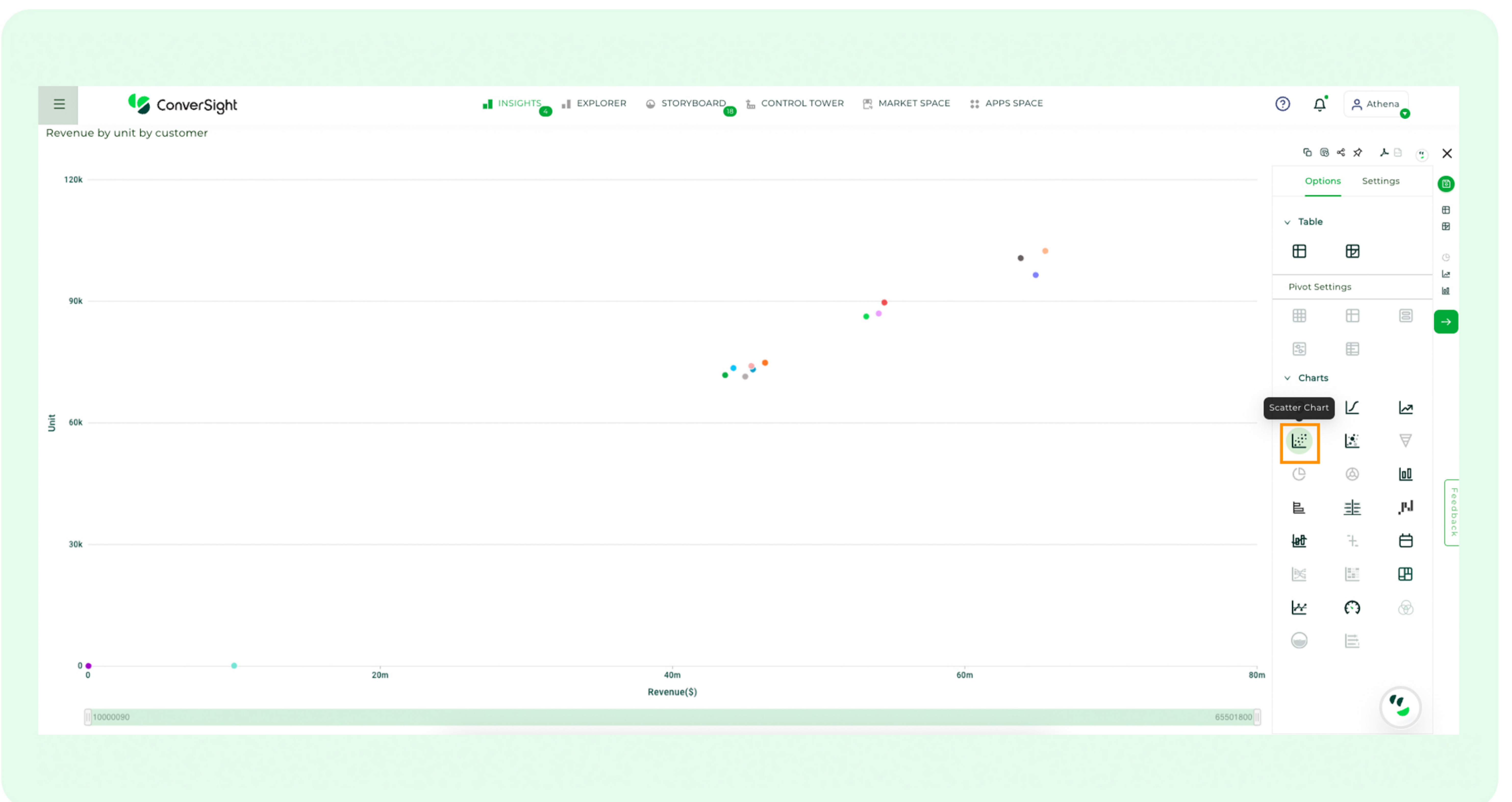
## Line Chart

A line chart provides a clear representation of data through a series of connected data points displayed by straight line segments. The data points are ordered along the x-axis, usually representing time intervals, while the y-axis corresponds to the values being measured, such as sales or other numerical data. The line chart excels at highlighting trends, regardless of whether they are ascending, descending, or fluctuating. It presents a visual narrative of the data, allowing viewers to easily comprehend the overall trajectory and observe any notable changes or deviations.



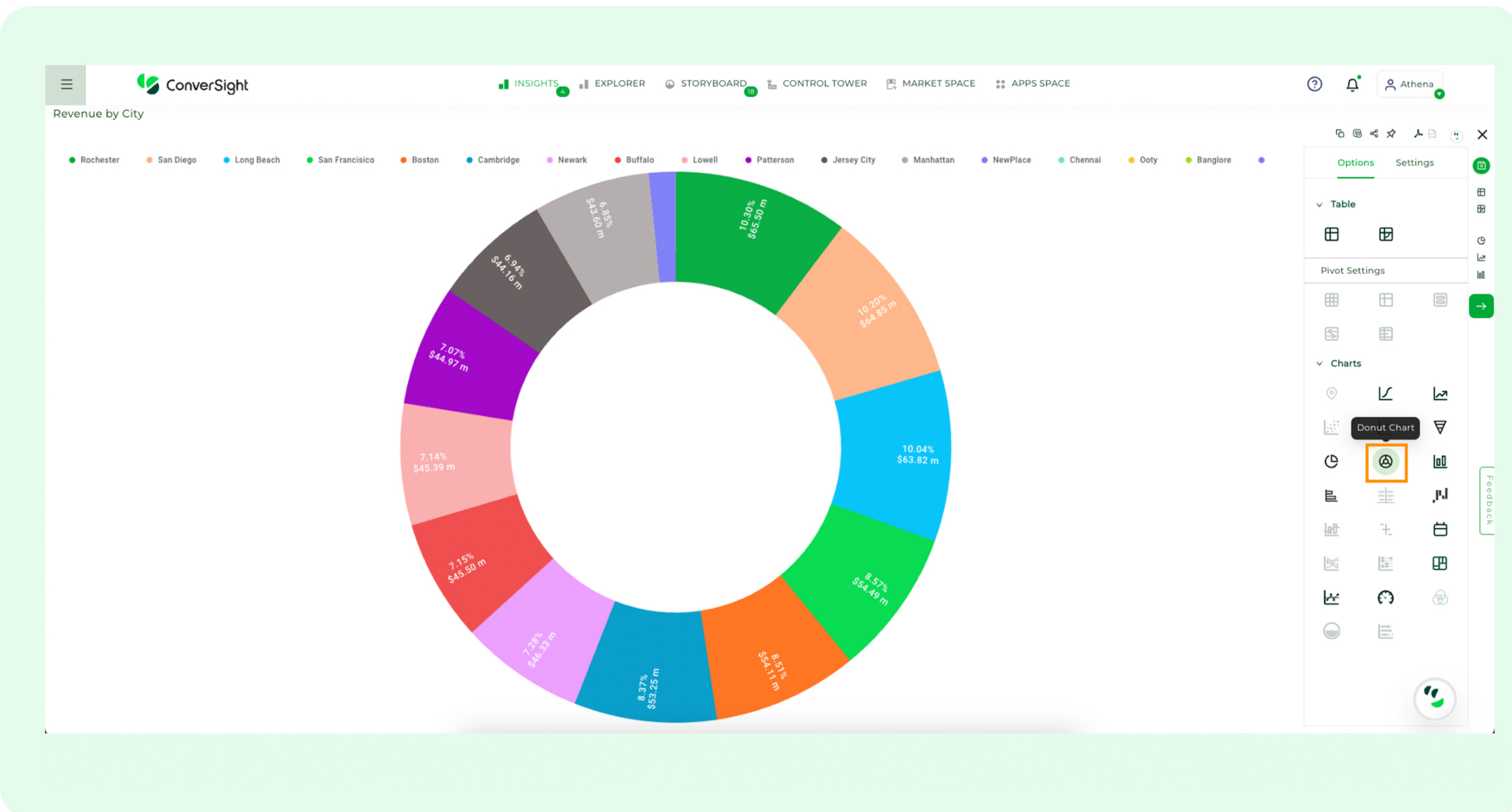
## Scatter Chart

A scatter chart is used to illustrate the relationship between two sets of data points by plotting them as individual dots on a two-dimensional plane. Each dot on the chart represents a single data point, with one variable plotted on the x-axis and the other on the y-axis. Scatter charts are particularly useful for identifying patterns, trends and correlations between variables, allowing analysts and researchers to gain insights into the relationship between the two datasets. By visually examining the distribution of the dots, one can discern whether there is a positive, negative or no correlation between the variables.



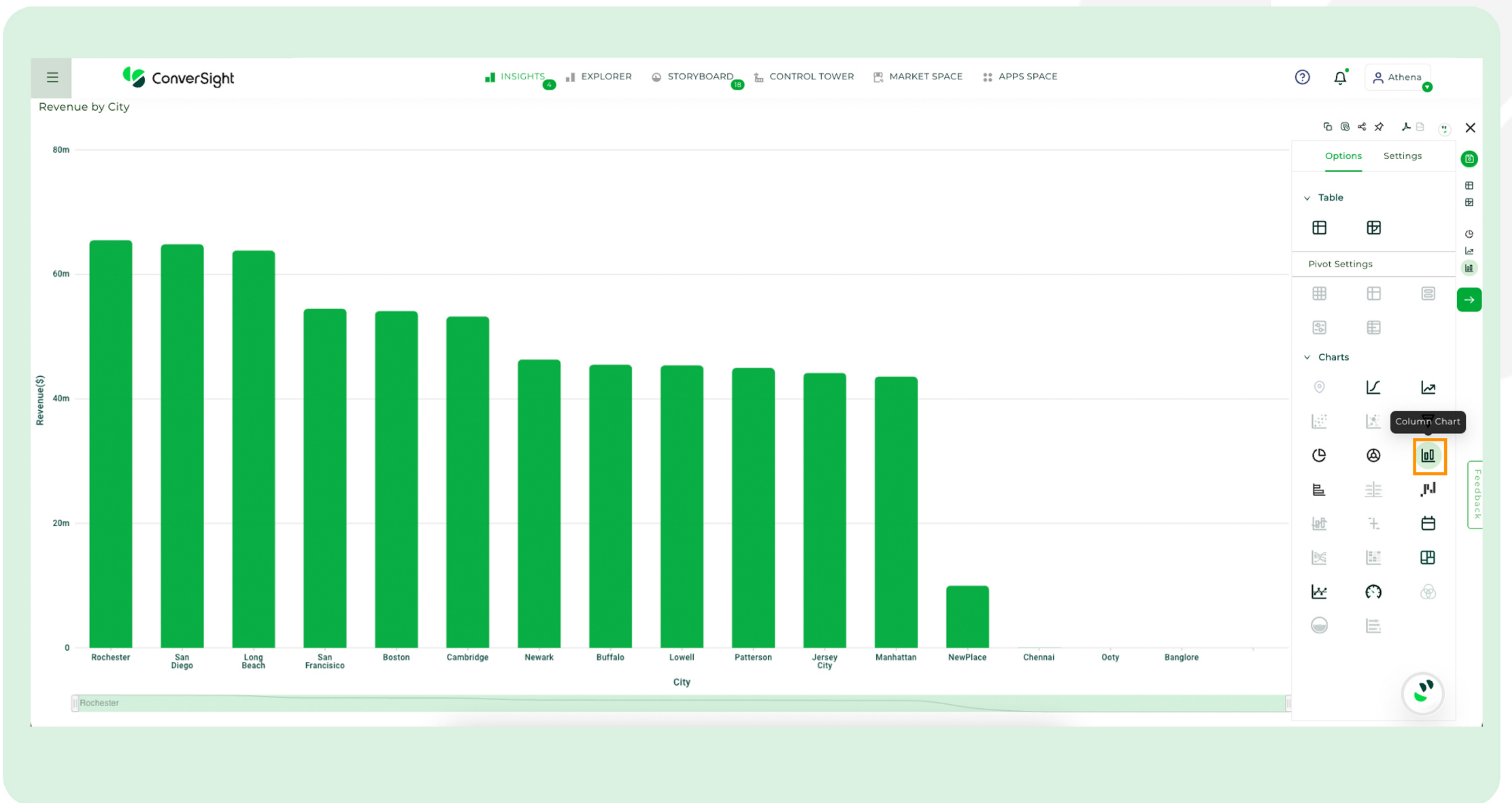
## Donut Chart

The donut chart is a visually appealing chart type that shares similarities with the traditional pie chart. It offers a fresh perspective on data visualization by presenting information in the form of a circle or ring shape. What sets the donut chart apart from the pie chart is the presence of a hole in the center. This hole creates the ring shape, and the width of the ring can be customized based on preferences or data requirements. The thickness of the ring can vary, allowing for a range of visual representations to suit different datasets and visualization requirements.



## Column Chart

Column chart offers a straightforward and intuitive way to represent data using rectangular bars. Each bar in the chart corresponds to a specific category or attribute, while the length of the bar is proportional to the value of the associated measure. The column chart's versatility stems from its ability to effectively display various types of data and facilitate easy comparison between categories. Whether you want to showcase sales figures by product, analyze revenue by region, or compare performance across different time periods, the column chart is a reliable choice.



## Bar Chart

A bar chart, like a column chart, is an effective visualization for displaying data using rectangular bars. However, in the case of a bar chart, the bars are oriented horizontally instead of vertically. Each bar represents a specific category or attribute, and the length of the bar is proportional to the corresponding data value. To create a bar chart in ConverSight, you will need at least one attribute and one measure in your search. The attribute defines the category or group you want to compare, while the measure represents the numerical value associated with the category.



## Bidirectional Chart

A bidirectional chart presents data in both horizontal and vertical directions. Typically, it comprises two axes, with each axis representing a different category or variable. Data points are plotted along each axis to illustrate how variables or categories relate to each other in both directions. This type of chart serves as a valuable tool for visualizing comparisons, correlations, or interactions between two sets of data. By displaying information in both directions, bidirectional charts offer a comprehensive view of relationships between variables or categories.



## Waterfall Chart

In a waterfall chart, each column represents a distinct component or stage that contributes to the overall change. The chart starts with the initial value as the starting point, and subsequent columns display the intermediate positive and negative values that impact the final result. This is highly effective in visually representing the influence of these intermediate values on the initial value. They excel at showcasing changes and illustrating the flow of data throughout the process. With their ability to highlight the magnitude and direction of each component, waterfall charts provide valuable insights into the factors driving the overall change.





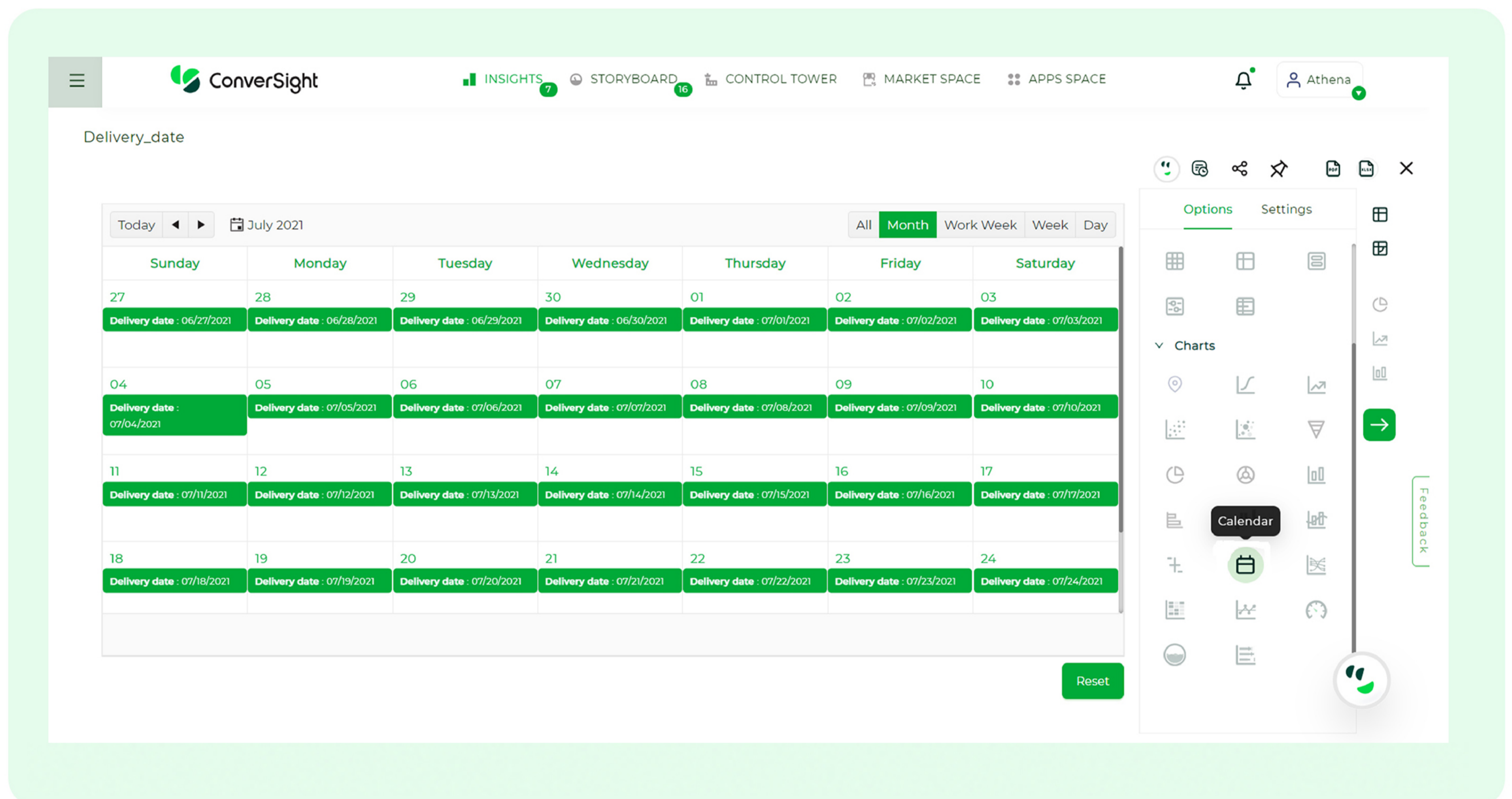
## Combo Chart

A combo chart merges two or more different chart types into a single visual representation, allowing for the simultaneous display of multiple data series using varying chart formats. In this case, it combines elements from both a line chart and a bar chart. This integration enables a comprehensive view of diverse datasets and their relationships within one chart. By presenting various data series using different chart formats, the combo chart facilitates clearer insights into patterns, trends, and correlations.



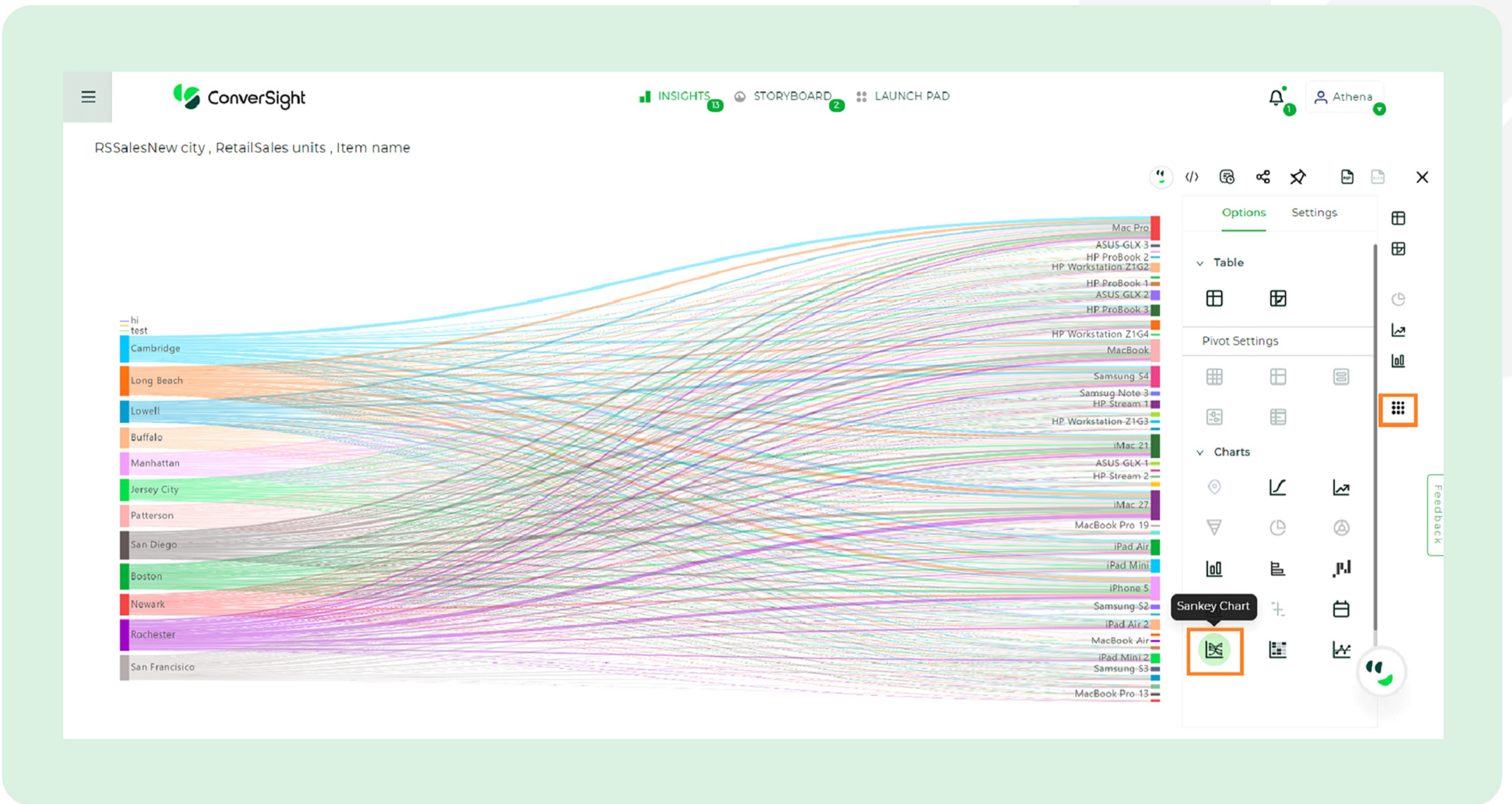
## Calendar Chart

A calendar chart is a unique type of data visualization designed to depict data within a grid structure resembling a calendar. In this visualization, each cell within the grid represents a specific date, arranged typically in a monthly or yearly format. The calendar-like layout provides a familiar framework for users to interpret the data, with days, weeks, and months organized in a structured manner. This format allows for easy identification of patterns, trends, and anomalies over time, as users can visually associate data points with specific dates. Calendar charts are particularly useful for visualizing time-series data, such as daily sales figures, monthly website traffic, or yearly temperature fluctuations. By presenting data in a calendar format, this visualization method offers a concise and intuitive way to explore temporal relationships and gain insights into trends and variations over time.



## Sankey Chart

A Sankey chart is a type of visualization that effectively displays the flow and magnitude of multiple variables or categories. It utilizes flows or arrows of different widths to represent the relative proportions or volumes of each variable being analyzed. In a Sankey chart, the width of the flows or arrows corresponds to the magnitude or value of the variable being represented. The wider the flow, the larger the value associated with it.



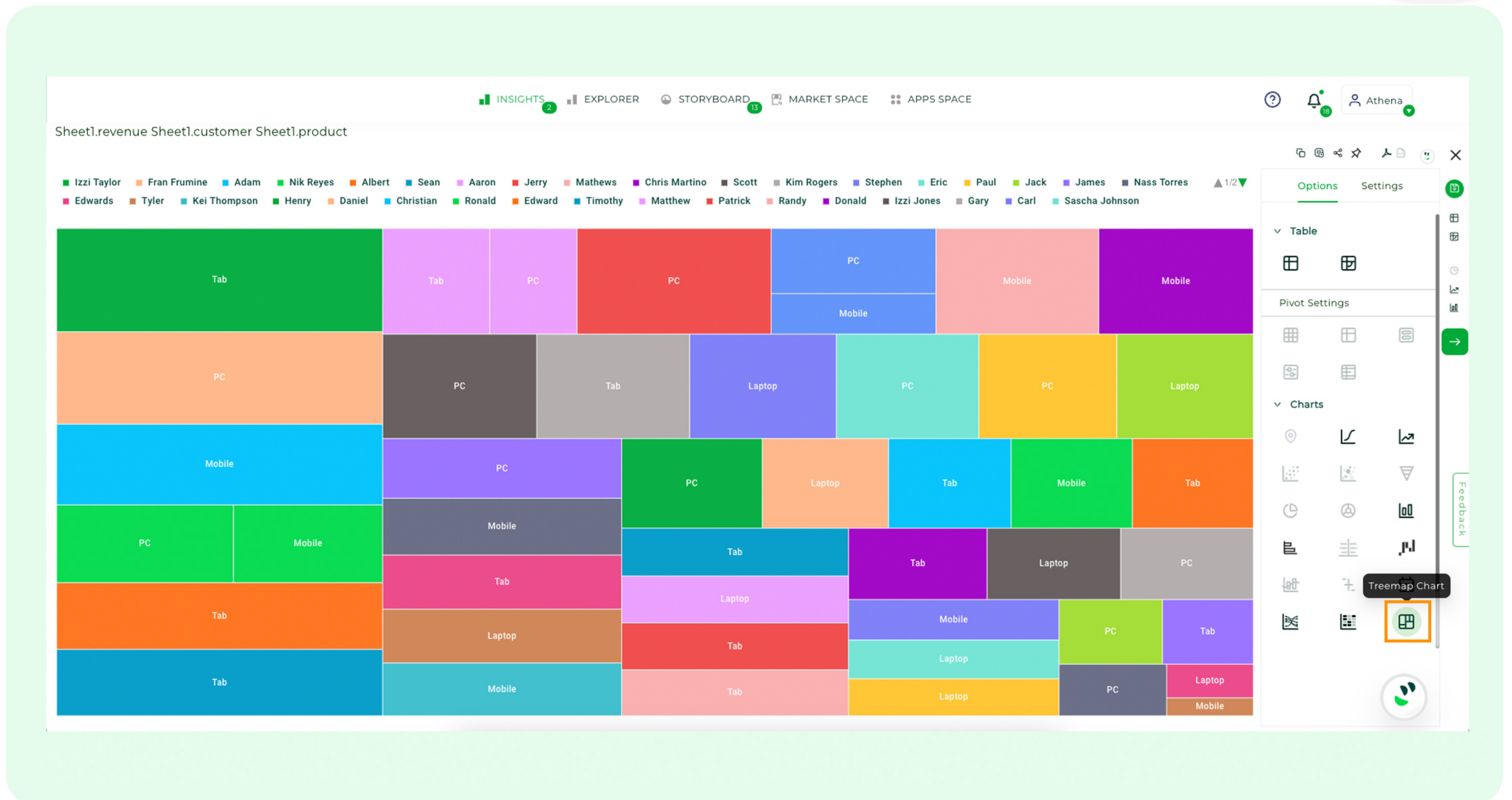
## Heat Map

A Heat Map chart typically consists of a grid or matrix where each cell is assigned a color based on its corresponding value. The colors used in the chart represent a range of values, with each color denoting a specific range or intensity level. By using gradient of colors, heat map allow for quick visual interpretation of the data. They effectively highlight areas of the dataset that exhibit higher or lower values, enabling users to identify trends, patterns and anomalies at a glance.



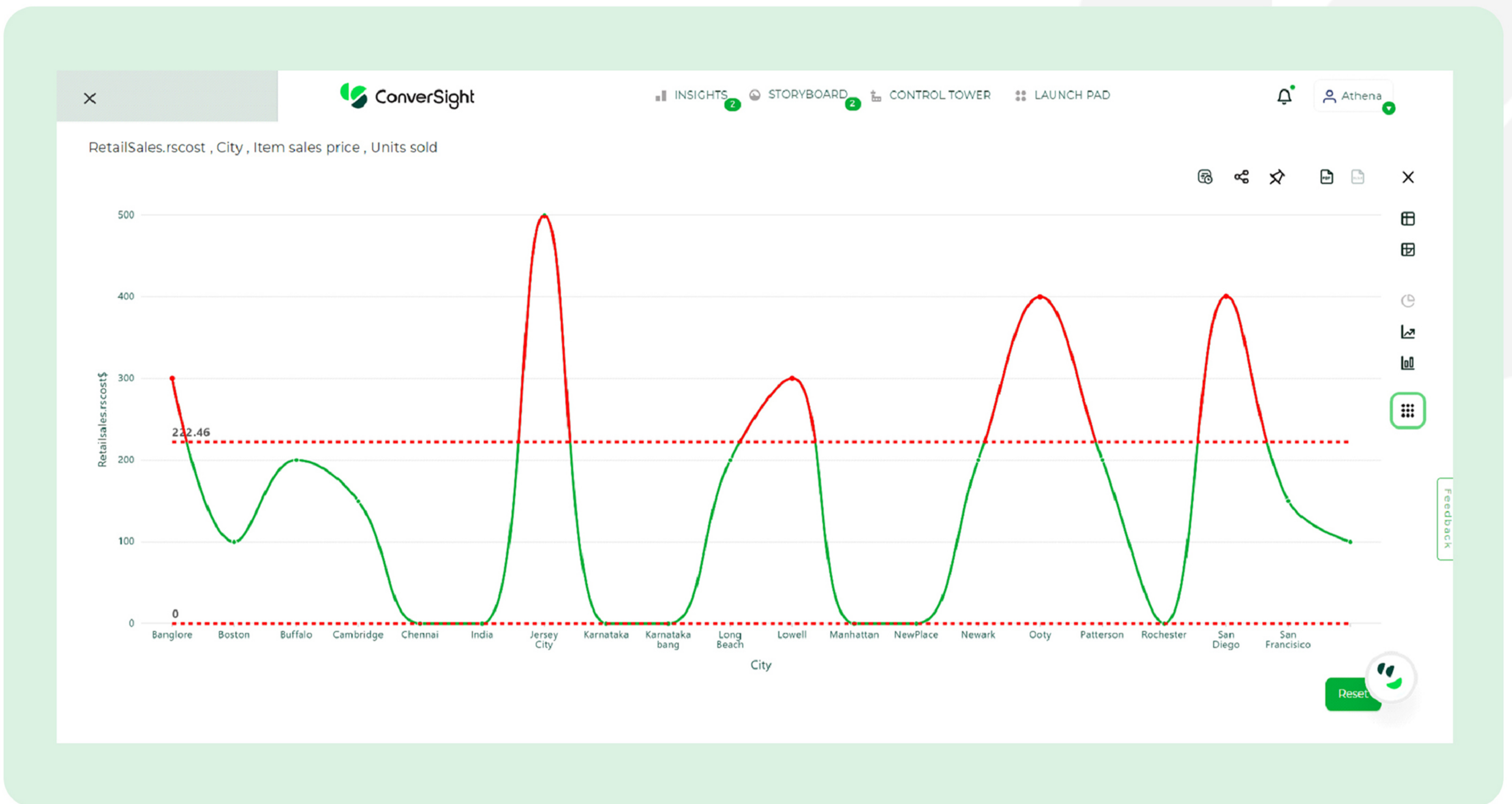
## Treemap Chart

A Treemap is used for hierarchical data, illustrating hierarchical structures by employing nested rectangles. In this technique, each level or branch within the hierarchy is represented by colored rectangles. Within these rectangles, smaller nested rectangles depict the sub-branches. The size and color of each rectangle often conveys additional information, such as the proportion or significance of the data it represents. Treemaps are effective for visualizing hierarchical relationships and the distribution of data within them, making complex hierarchical structures easier to comprehend and analyze.



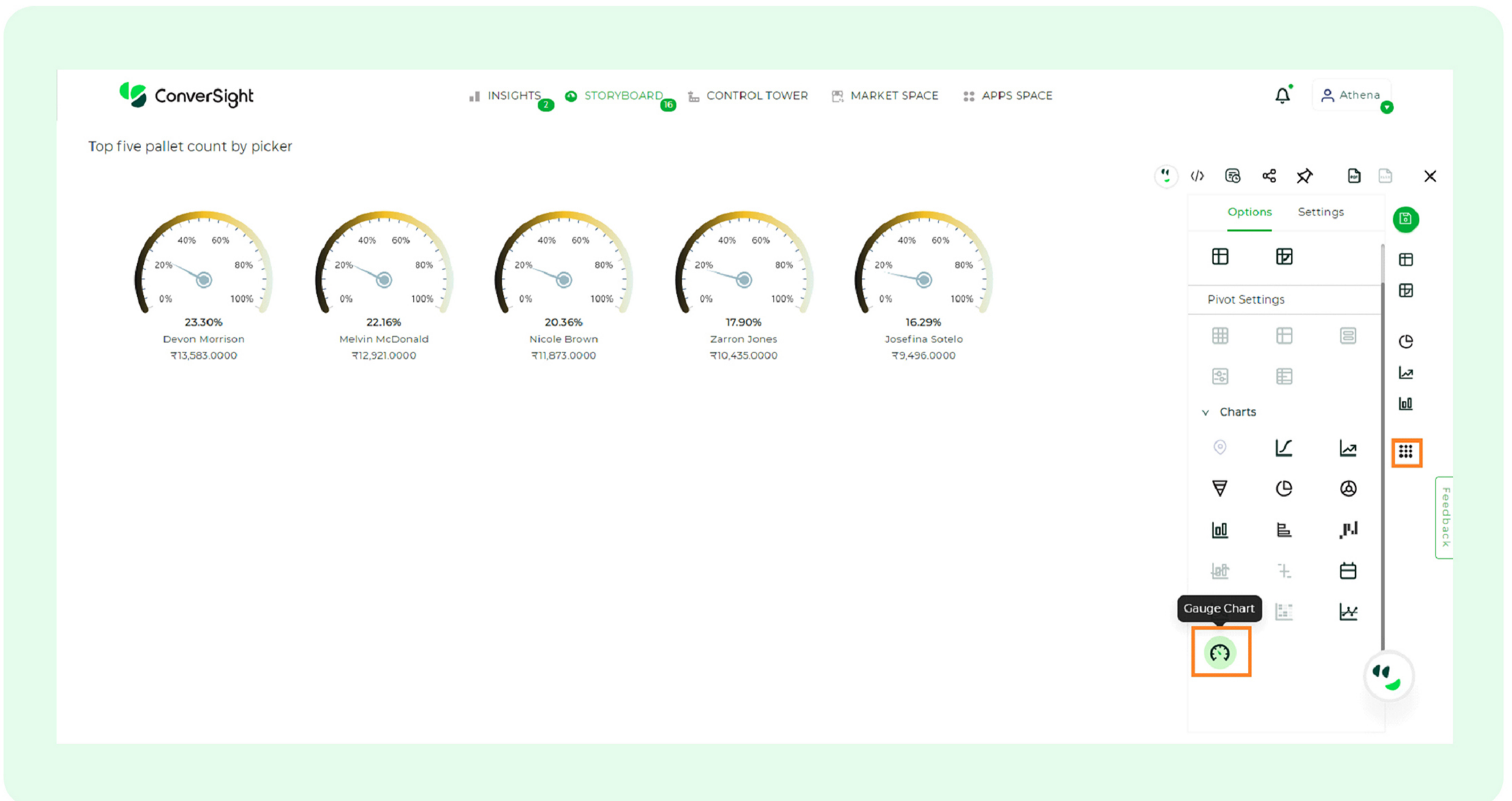
## Xmr Chart

The XmR chart provides a comprehensive view of the process performance, enabling practitioners to monitor both the mean and variability simultaneously. By monitoring these charts over time, you can determine whether the process is in control or if there are any specific causes of variation that need attention. It contains two charts: the X chart for monitoring the mean value of a variable and the mR chart for monitoring the variability of the same variable. These charts provide valuable insights into process performance and help detect shifts, changes, or specific causes of variation that require attention and action.



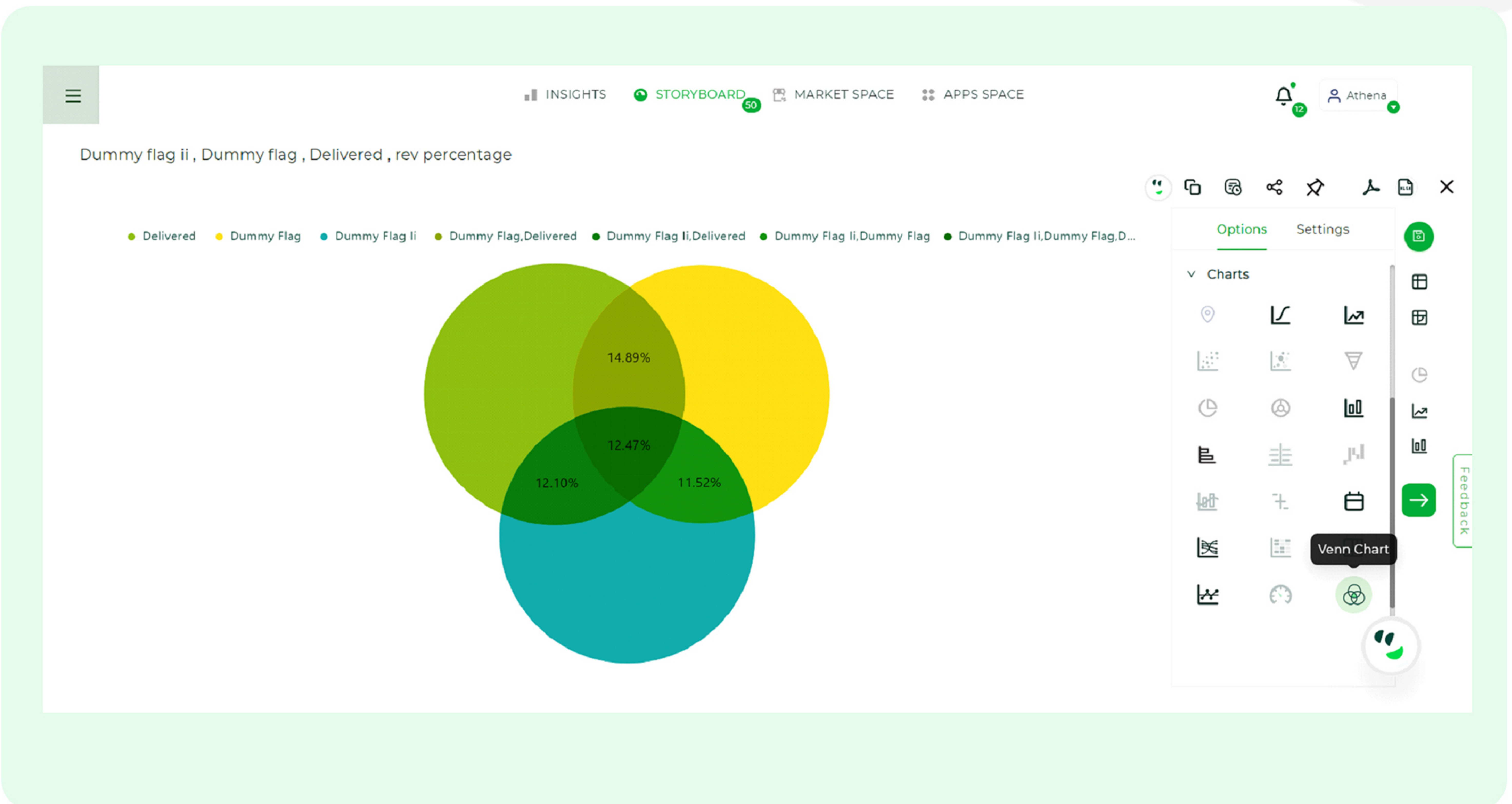
## Gauge Chart

A gauge chart resembles a speedometer or dial, featuring a needle that points to a specific value relative to a central pivot point. This type of chart is often used to visually represent a single value within a defined range. The dial of the gauge chart typically includes different colors to segment the scale into multiple sections, aiding in the clear comprehension of the presented information. As the needle moves across the dial, users can quickly assess the value relative to the defined scale and interpret whether it falls within acceptable or critical ranges.



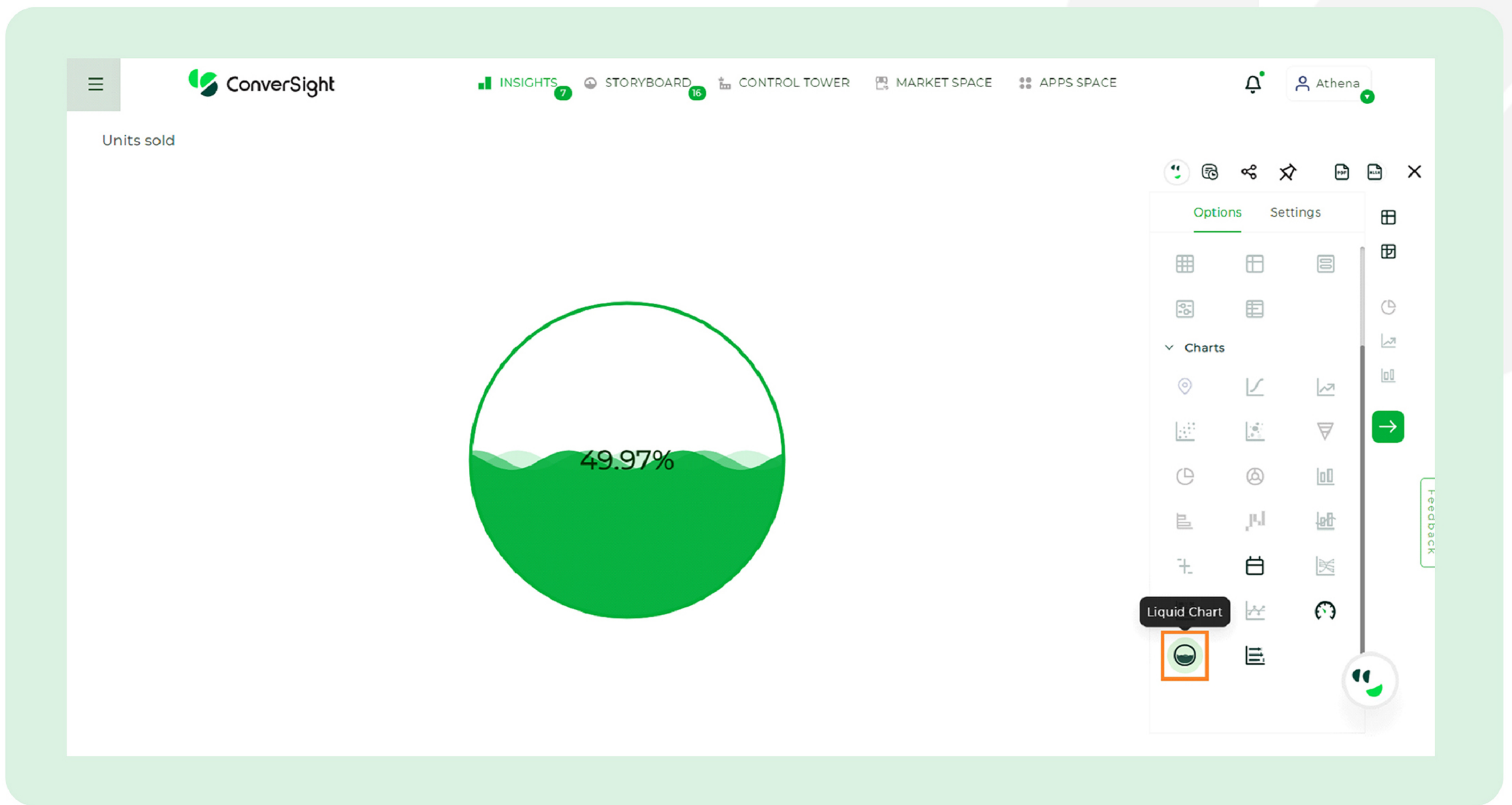
## Venn Chart

A Venn chart is a graphical tool utilized to illustrate the relationships between various mathematical or logical sets. In this visual representation, sets are often depicted as circles or closed curves positioned within enclosing regions. The intersections of these circles highlight where the elements of different sets overlap. This method enables a clear visualization of how sets relate to one another, showcasing both their unique elements and their shared elements.



## Liquid Chart

A liquid chart is used to monitor the progress of a metric relative to a predefined target or objective. Unlike traditional charts, a liquid chart employs a dynamic, fluid-like representation to convey progress visually. Typically, the chart consists of a fluid-filled container or shape that gradually fills up or changes in size as the metric advances towards its target. This fluid-like motion provides an intuitive and engaging way to gauge progress, making liquid charts effective tools for tracking goals, targets, or key performance indicators in various contexts.



## Bullet Chart

A bullet chart offers a succinct and comprehensible depiction of either a single data point or a group of data points. It is commonly utilized to compare a primary measure against one or more target values or comparative measures. This chart typically consists of a horizontal bar that represents the primary measure, along with additional markers indicating target values or comparative benchmarks. By presenting this information in a compact format, bullet charts enable users to quickly assess performance and progress relative to desired targets or benchmarks.



## 5. Conclusion

Insights have become indispensable in our fast-paced and data-driven world, offering substantial value across diverse domains and decision-making processes. By incorporating insights into our strategies and workflows, we gain a competitive advantage and ensure we are well-positioned to adapt to changing circumstances. By leveraging ConverseSight's insights, users can make informed decisions, uncover valuable patterns, and drive impactful outcomes. In an era where data is abundant and decision-making is critical, harnessing the power of insights is a transformative step towards achieving success and realizing our goals.



## 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 information, visit [www.conversight.ai](http://www.conversight.ai)

