Self-Service Analytics for Business Decisions

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Founder & CEO

Average mrp by product by category for Calvin Klein

	Category	Average MRP
679	Women - Lingerie & Shapewear - Designer Lingerie	$125.00
QS5495	Women - Lingerie & Shapewear - Designer Lingerie	$120.00
Widow & Thong	Women - Lingerie & Shapewear - Lingerie Sets	$120.00
Chemise QS5555	Women - Lingerie & Shapewear - Designer Lingerie	$98.00
1649	Women - Lingerie & Shapewear - Sexy Lingerie	$98.00
	Sexy Lgere	$98.00
QS5552	Women - Lingerie & Shapewear - Designer Lingerie	$98.00
1649	Women - Lingerie & Shapewear - Designer Lingerie	$98.00
F1790	Women - Lingerie & Shapewear - Designer Lingerie	$98.00
S5553	Women - Lingerie & Shapewear - Designer Lingerie	$98.00
	Women - Lingerie & Shapewear - Designer Lingerie	$78.00
	Sk-Toe Lgere	$78.00
Bra	Bras	$78.00
QF1875	Women - Lingerie & Shapewear - Bras	$78.00
Bra	Sk-Toe Lgere	$78.00

ⓘ**Interpreted as:** average mrp by Product by Category CALVIN KLEIN or Calvin Klein (Brand)

We run on AutoQL by Chata

Type your queries here

The World of Today

Organizations are data-rich but often insights-poor due to functional silos that make it difficult to achieve organization-wide data accessibility.

Non-technical business users cannot easily access the data they need, when they need it, to make informed data-driven decisions.

Data Analyst teams lose valuable time needed for higher-value work due to the backlog of custom-report requests.

CHATA

Data Analysts → Data Sets → BI Tools & Excel

Data Warehouse
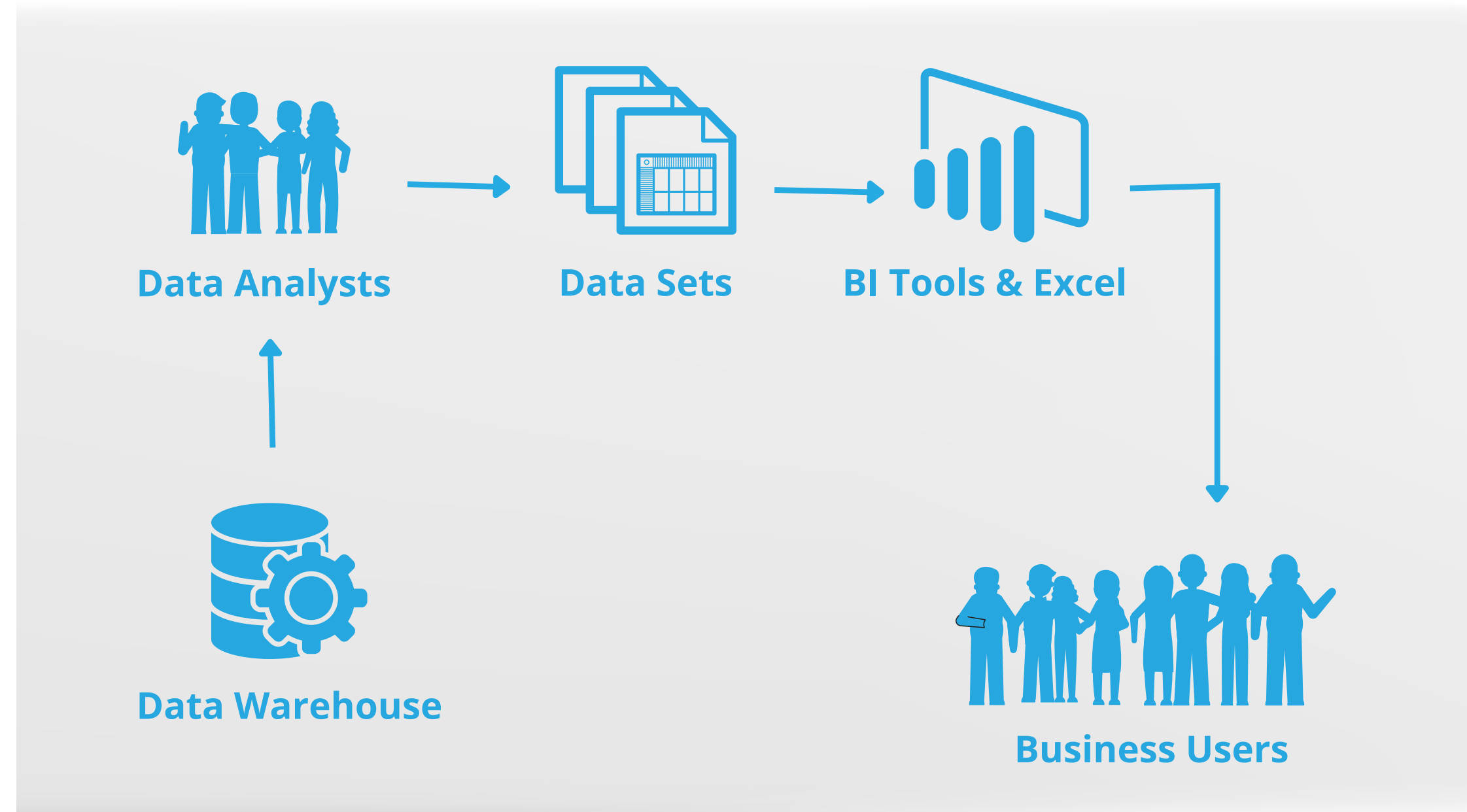
Business Users

1141 : 1

Is the Ratio of Knowledge Workers to Data Analysts

The World of Tomorrow

Data Warehouse → **CHATA API** → **Business Users**

No waiting
Give your business users direct access to your warehouse. No more waiting for customized reports.

No training
Drive adoption with an intuitive chat-style interface. There's no need to train users – rollout is immediate.

No coding
Non-technical users can answer their own questions in real-time using natural language, resulting in more time for the data analytics team to complete higher-value tasks.
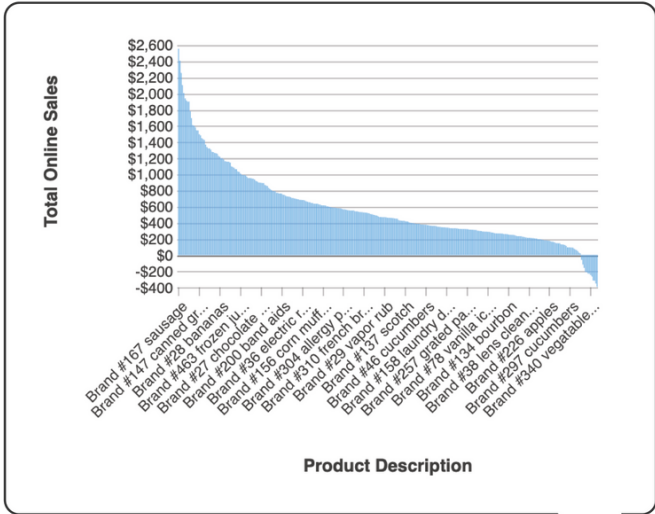
User asks

Total sales in CT by product last month

AutoQL dynamically translates to query language

```
AutoQL
select
  public.product_dimension.product_description,
  sum(online_sales.online_sales_fact.sales_dol-
  lar_amount)
from
  online_sales.online_sales_fact
join public.product_dimension  on
  online_sales.online_sales_fact.product_key = pub-
  lic.product_dimension.product_key
  and online_sales.online_sales_fact.product_version =
  public.product_dimension.product_version
join public.product_dimension  on
  online_sales.online_sales_fact.customer_key = public.-
  customer_dimension.customer_key
  and public.customer_dimension.customer_state = 'CT'
where
  dd_sale.date <= getdate()
  and dd_sale.date between '2022-04-01T00:00:00.000Z'
  and '2022-04-30T23:59:59.000Z'
group by
  public.product_dimension.product_description
order by
  online_sales.online_sales_fact.sales_dollar_amount
  ) desc
```

User receives answer in real time

AutoQL, through the dynamic translation of natural language into database query language, decentralizes data access.

Every single employee, independent of their technical expertise can access data in real-time simply by asking questions and receive detailed and accurate data responses in seconds.

We connect to all major data warehouses and data lakes, including:

Azure · snowflake · mongoDB · databricks · Google BigQuery · amazon REDSHIFT · SAP HANA

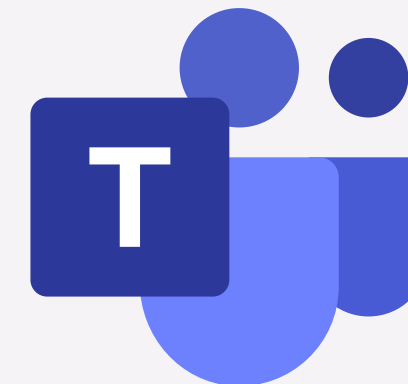## Flexible implementation options

Data Messenger
Give users data on demand and exploratory self-serve analytics.

Dashboards
Boost user functionality with extended analytics tools.

Integrations

> "
>
> **Using Chata provides our team with the agility and speed to access real-time data when it's needed. This allows us to make accurate decisions about merchandising strategies. Speed to decision is critical to keep us at the head of the pack, Chata is invaluable to us in this way.**

NIKE

Customer Personalization
Use cases

- Personalized offering across online and offline channels
- Optimize store assortment based on sales history
- Use historical data to plan new collections & seasons
- Use customer data to improve fit prediction and reduce returns
- Multipoint stock optimization, based on where to get the stock for each order, stock available in other stores, and time to the warehouse
- Integrating internal and external data for pricing and promotion optimization
- Customer-care optimization to maximize customer lifetime value

"

Fashion companies that have harnessed the power of data to personalize customer e-commerce experiences have grown digital sales by between 30% to 50%.

McKinsey & Company

> ❝
> **With a data strategy organizations can achieve 2-5pt higher gross margin through more efficient range and enhanced full-price sell-through**
>
> **McKinsey & Company**

Merchandising and go-to-market
Use cases

- Data-driven range planning and optimization

- Customer insight-led design assortment

- 1:1 tailored assortments for each channel/store

- Using historical data to plan new collections & seasons

- Data-driven granular in-season pricing and promotions

- Granular clearance and markdown optimization

Real-Time Supply-Chain Monitoring & Logistics
Use cases

- Allows cross-functional collaboration - including inventory, demand, production, and customer service
- Real-time stock visibility
- Inventory-performance tracking
- Stock positioning (store & warehouses)
- Return history and optimization to improve stock positioning
- Easily access the detailed data used to generate KPI driven dashboards

"

Data & Analytics can reduce 10-15% inventory costs and improve sell-through and availability

McKinsey & Company

About Us

Company

- Chata was founded in 2017 and is based in Calgary, Canada
- 39 employees

Market presence

- Fortune 50 Global Footwear & Apparel Organization
- Customer Industries: Wealth Management, FinTech
- Learning Management Systems, Higher Education
- Secured major channel partnerships

Talk to Us

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