

## Unlock actionable insights from structured data

DeepSights seamlessly integrates structured data —such as sales and customer experience information stored in databases—with unstructured content like text and visuals found in reports and transcripts. This allows users to access fast, AI-powered insights from across all data

types. Unlike most AI tools that focus on either structured or unstructured data, DeepSights brings both together to enable a more complete understanding—crucial for informed, strategic decision-making.

### Unified data access across all sources in one place



#### Structured data

SQL Databases, Data Lakes, Dashboards, Trackers, Tables



#### Unstructured data

Market Reports, Voice-of-Customer Insights



#### Syndicated Research

Industry Reports, Market Intelligence



#### Internal knowledge

Company Repositories

## Simplify data analysis

DeepSights makes structured data analysis fast, effortless, and user-friendly to everyone. With an intuitive, no-code approach, professionals can focus on uncovering insights instead of wrestling with complex data retrieval processes.

Typically, extracting insights from structured data requires SQL expertise or advanced Excel skills—creating bottlenecks and delays. DeepSights reduces reliance on data analysts by enabling instant, self-serve access to critical business insights.

### Popular data types include

Brand Health Tracking

Market Share

Customer Satisfaction

## Get instant answers from trackers and tables

With DeepSights, professionals can now self-serve answers by performing required data analysis.

Calculation capability	How it applies to market insights
<b>Key metric calculations</b> Totals, averages, frequencies	→ Compare total sales volume across product categories
<b>Time-based trend analysis</b> Track changes and patterns over time	→ Measure sales lift before, during, and after a major ad campaign
<b>Data spread analysis</b> Understand how values are distributed	→ Understand income distribution among target shoppers
<b>Data correlations</b> Find connections between multiple data points	→ Link ad spend to purchase conversions across channels

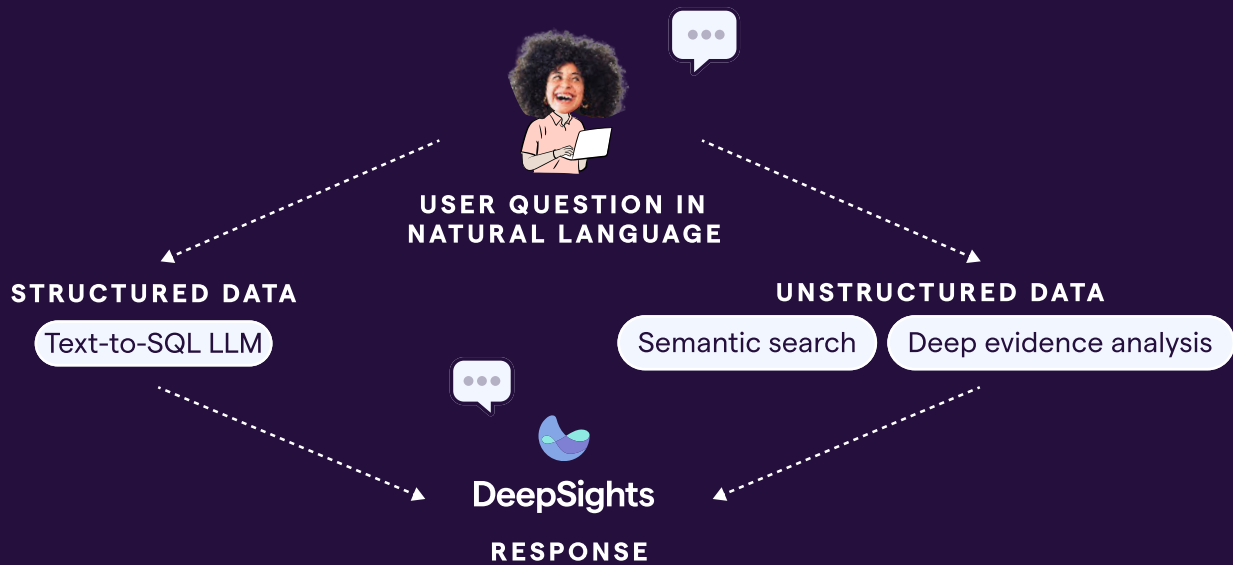
# Empower teams with a 360° view of consumer and markets data

Scenario

## Making brand health data instantly accessible



As a brand insights manager, you rely on structured data from trackers, dashboards, and databases to make informed decisions. But accessing and analyzing that data isn't always easy.



### Without DeepSights

✗ Structured data is locked in dashboards and tables.

✗ Finding answers across multiple data assets is slow and frustrating.

✗ Extracting insights requires SQL knowledge or analyst support.

### With DeepSights

- ✓ Ask any question in plain language and get an instant, data-backed answer.
- ✓ Remove bottlenecks and simplify data analysis—no SQL or data analyst needed.
- ✓ Scale deeper insights across teams, brands, and markets.

### DeepSights structured data integration benefits

- ✓ Simplified access to your organization's structured data uncovering fresh insights with comprehensive market and consumer understanding
- ✓ Evidence-backed insights with full traceability through data citations and verification of SQL queries, so you can act on insights you trust
- ✓ Get insights that are buried in disparate data applications without acquiring new coding skills or waiting on other teams to prioritize your work

Ready to harness the power of your structured data?

Book a demo

Visit [deepsights.ai](https://deepsights.ai)