



GoodData



# GoodData - Advanced Business Intelligence

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[@gooddata\\_dev](#)

# GoodData Introduction

Helping Companies Innovate

2007  
GoodData  
founded

2010  
Embedded  
Analytics

2013  
More than  
1,000,000 users

2016  
Decision  
Automation

2017  
Insights Platform  
Category

## Our Customers

Nestlé



Discovery  
CHANNEL

COSTCO  
WHOLESALE

HEARST



zalando



zendesk



Walgreens



Quicken  
Loans

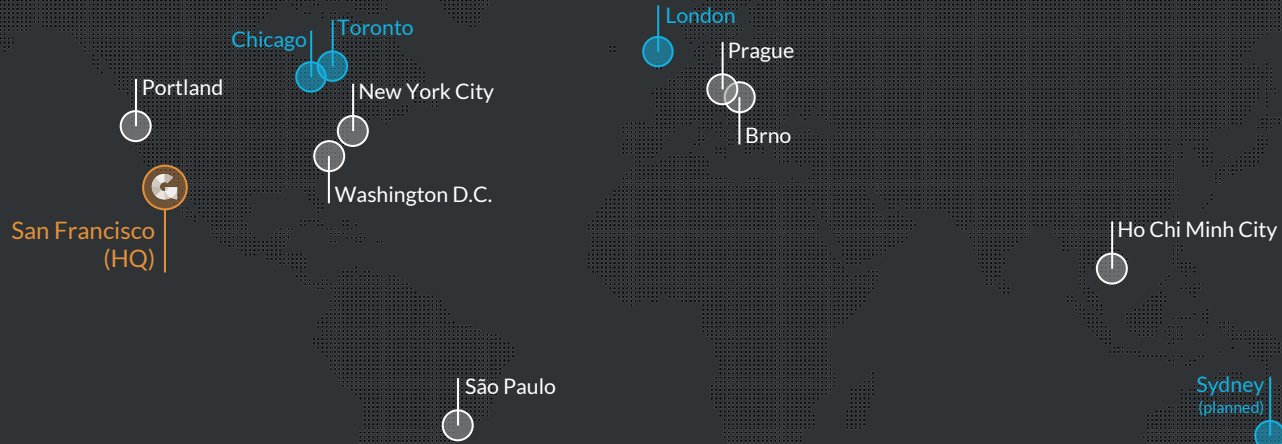


Arthur J. Gallagher  
INSURANCE & RISK MANAGEMENT



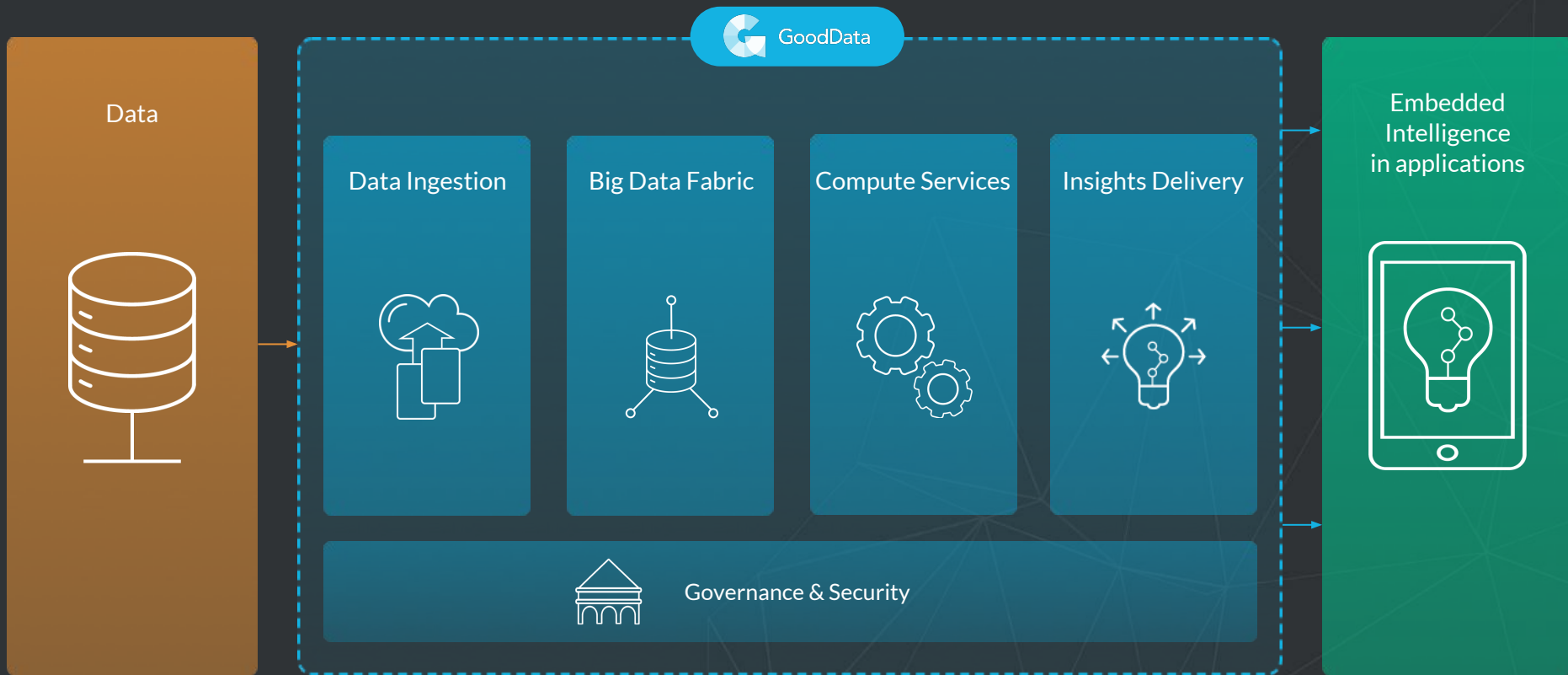
Broadridge

# Worldwide



○ Offices    ● Data Centers

# What does it actually do?

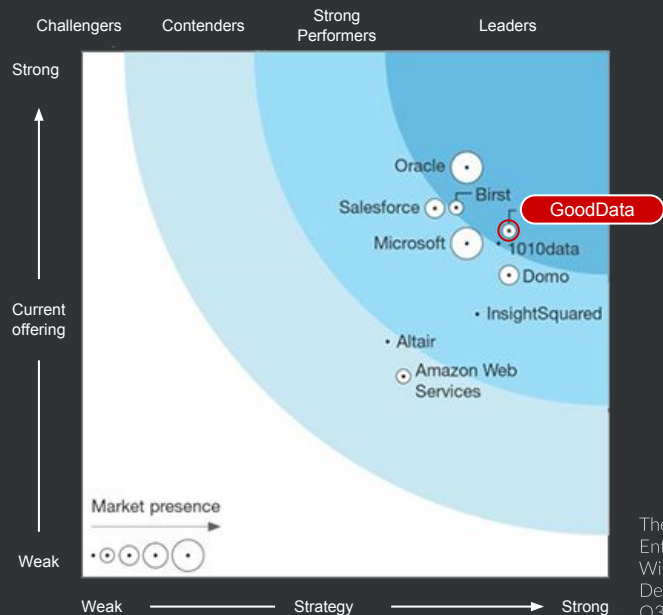


# GoodData is Leading PaaS Vendor

## Enterprise BI Cloud Platform

GoodData received highest rating in:

- ▶ Advanced Analytics
- ▶ Cross-product integration
- ▶ Full BI Stack

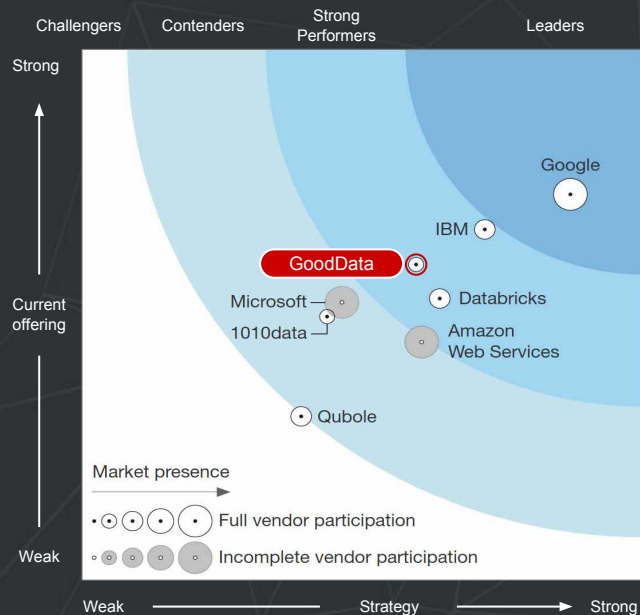


The Forrester Wave™:  
Enterprise BI Platforms  
With Majority Cloud  
Deployments,  
Q3 2017

## Top 3 Insights PaaS

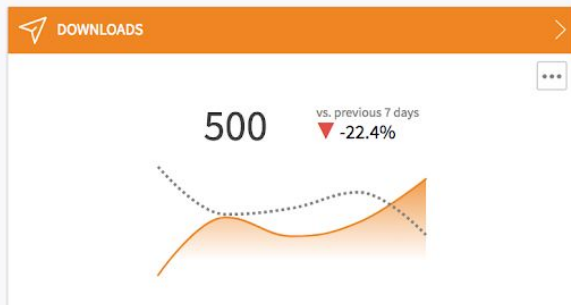
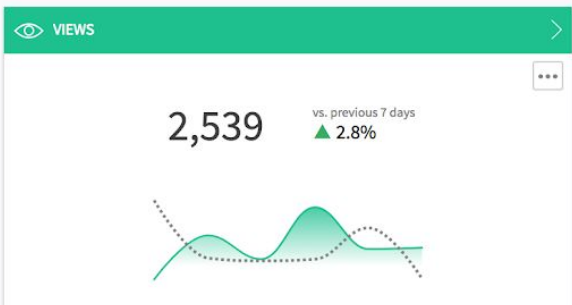
GoodData received highest rating in:

- ▶ Building Insight Applications including sharing, access and integration
- ▶ Time to Value
- ▶ Security and Governance
- ▶ Mindshare in the market



The Forrester Wave™:  
Insight  
Platforms-As-A-Service,  
Q3 2017

Last 365 days   Last 90 days   Last 30 days   **Last 7 days**   Yesterday   Custom Period



### FUNNEL



### TOP ENGAGEMENT

#### Countries

- 3% Argentina
- 50% Brazil
- 2% Canada
- 27% India

#### Devices

- 42% Connected TV
- 7% Mobile
- 6% Streaming Device

#### Genre

- 5% Action
- 11% Adventure
- 11% Comedy
- 48% Drama

### TOP CONTENT



Recommendations for change 8

**i** We have new recommended flights for you based on historical and travellers behavior.

**5** New Flights **3** Recommended removals

[Manage flights](#)

Most used routes 18

Route	Flight #	Carrier	Quality	\$ Diff.	Pref
JFK - LAX	AA09867	American Airlines Inc.	92%	+120	★
JFK - SFO	AA98777	Air Baltic	90%	-300	★
JFK - LAX	AA6463	EasyJet	87%	0	☆
JFK - LAX	AA78654	AeroFlot	80%	+40	☆
JFK - LAX	AA3456	American Airlines Inc.	72%	-18	☆

Bad performing routes 37

Route	Flight #	Carrier	Quality	\$ Diff.	Pref
JFK - LAX	AA09867	American Airlines Inc.	22%	+120	★
JFK - LAX	AA98777	Air Baltic	24%	-300	★
SFO - LAX	AA6463	EasyJet	30%	0	☆
DBX - DPS	AA78654	AeroFlot	42%	+40	☆
JFK - LAX	AA3456	American Airlines Inc.	72%	-18	☆







..and, we're hiring! :-)



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