



GoodData

GoodData - Den s Průmyslovými Partnery

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Who we are

GoodData

2007

GoodData
founded in
Brno

2010

Embedded
Analytics

2013

More than
1,000,000 users

2016

Decision
Automation

2019

Insights Platform
Category

Our customers

Nestlé



Discovery
CHANNEL

COSTCO
WHOLESALE

HEARST



zalando



zendesk



Walgreens



Quicken
Loans



Arthur J. Gallagher
INSURANCE & RISK MANAGEMENT



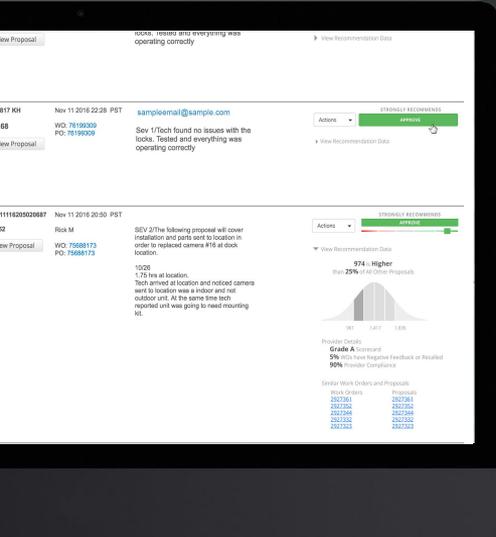
Broadridge



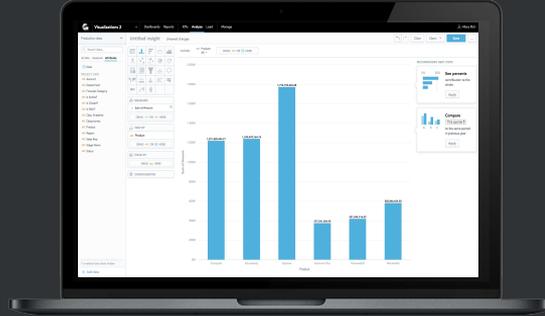
Embedded Intelligence

A whole new approach, flexibility to meet every users needs

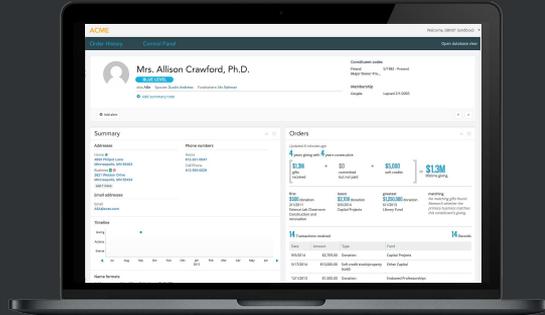
Prescriptive Recommendations



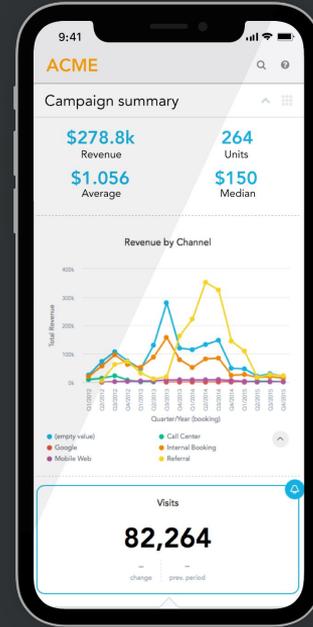
Exploration/Dashboards and Reports



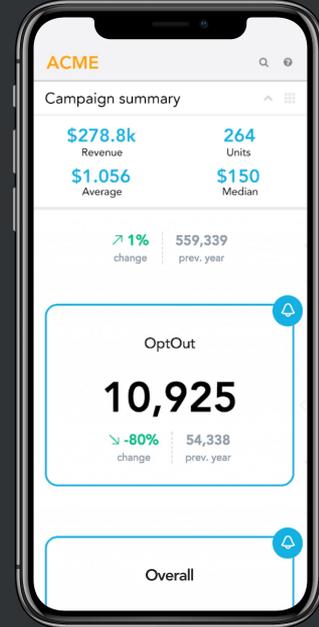
Embedded into Workflow



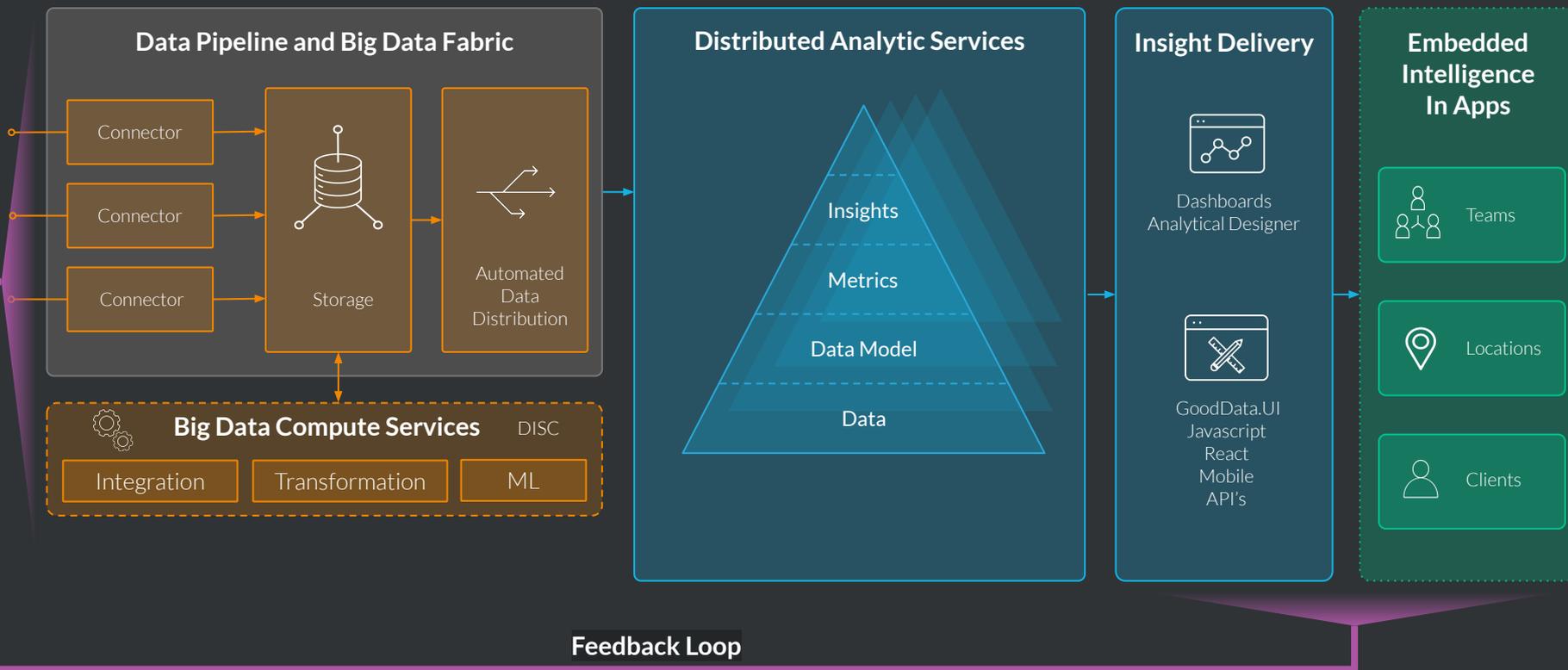
One analytics for all devices



Notifications & Alerts



Deliver Analytics to All Customers



Governance & Security

- Automated provisioning at scale
- Backup and Restore
- Agile Change Management
- SSO Capabilities
- User management and access control
- Single SLA
- Automated load balancing
- Usage tracking
- Enterprise Security

What we do

GoodData

Business Intelligence

Developer Persona

Insights

PaaS

OpenSource

Real-time

Big Data Analysis

Analytics

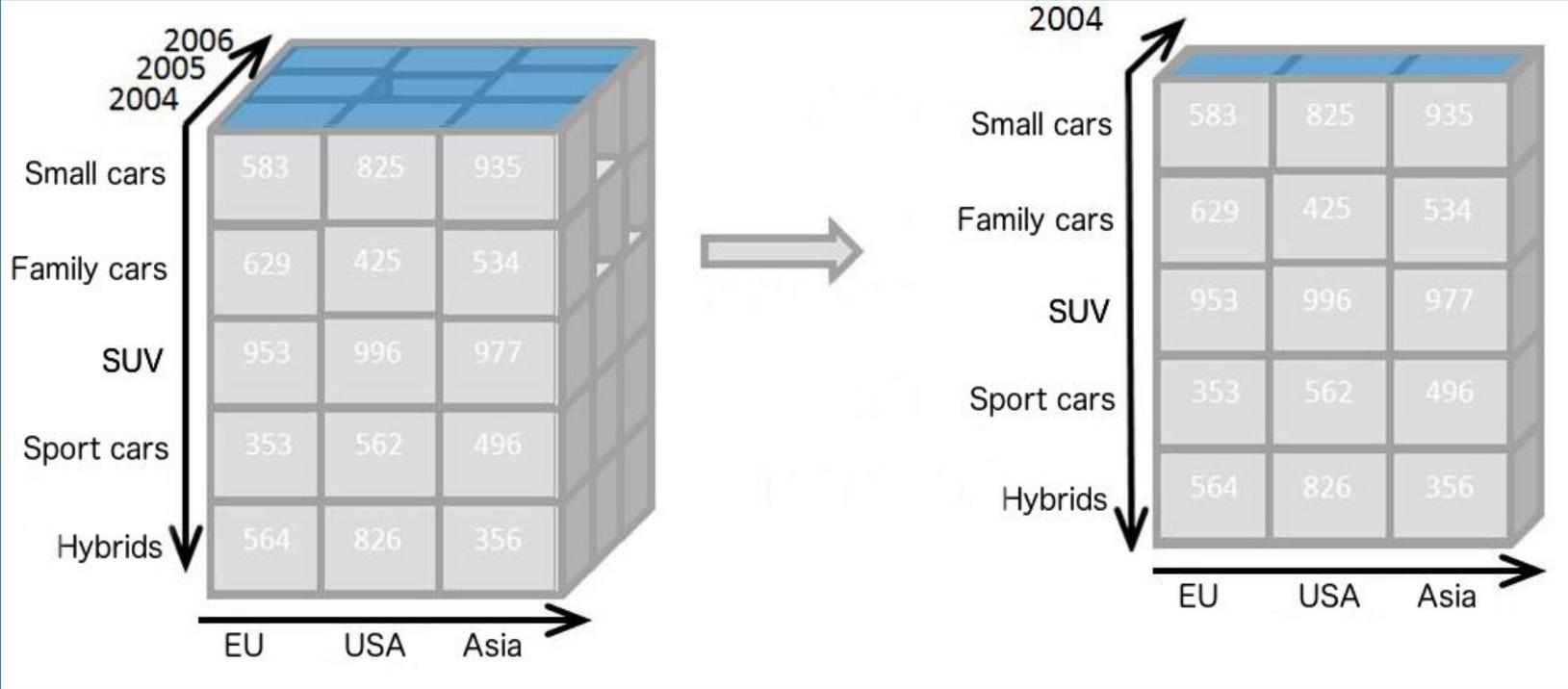
SDK

Cloud

Decision Making

What we do

OLAP cube





Production data

AD homepage

Search data...

all data measures attributes

Date

PROJECT DATA

- 123 Awareness
- 1 ABC Campaign Channel
- ABC Campaign Group
- ABC Campaign ID
- ABC Campaign Name
- 123 Cart Additions
- 123 Checkouts
- ABC City
- 123 Consideration
- 123 Conversion
- ABC Country
- ABC Device
- 123 Discovery
- 123 DoubleClick Ad Clicks
- 123 Email Click Rate
- 15 unrelated data items hidden

+ Add data

MEASURES

of Opportunities M1

DRAG 123 OR ABC HERE

VIEW BY

ABC Product

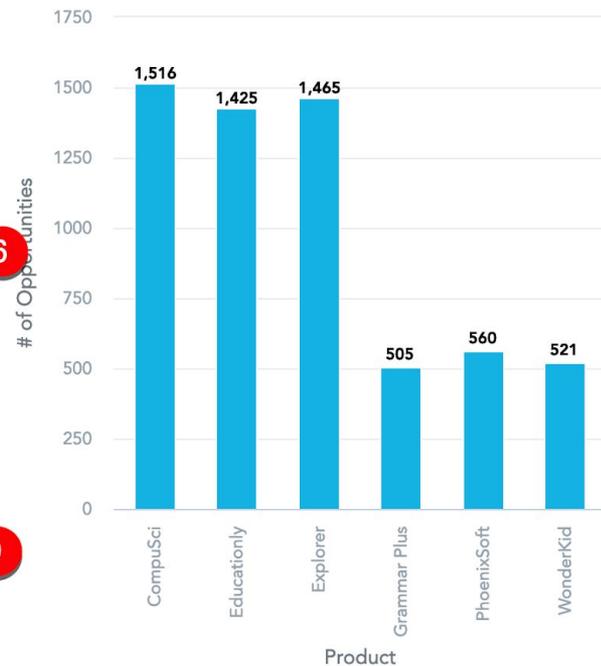
STACK BY

DRAG ABC HERE

CONFIGURATION

FILTERS ABC Product: All

DRAG ABC OR [icon] HERE



RECOMMENDED NEXT STEPS

0% 50%



See percents

contribution to the whole

Apply



Compare

This quarter to the same period in previous year

Apply

Navigation and Action Buttons: Back, Forward, Clear, Open, Save as, Save, ...

Open as Report

EXPORT TO

- XLSX
- CSV

4

3

10

11

7

12

13

1

5

6

2

5

5

8

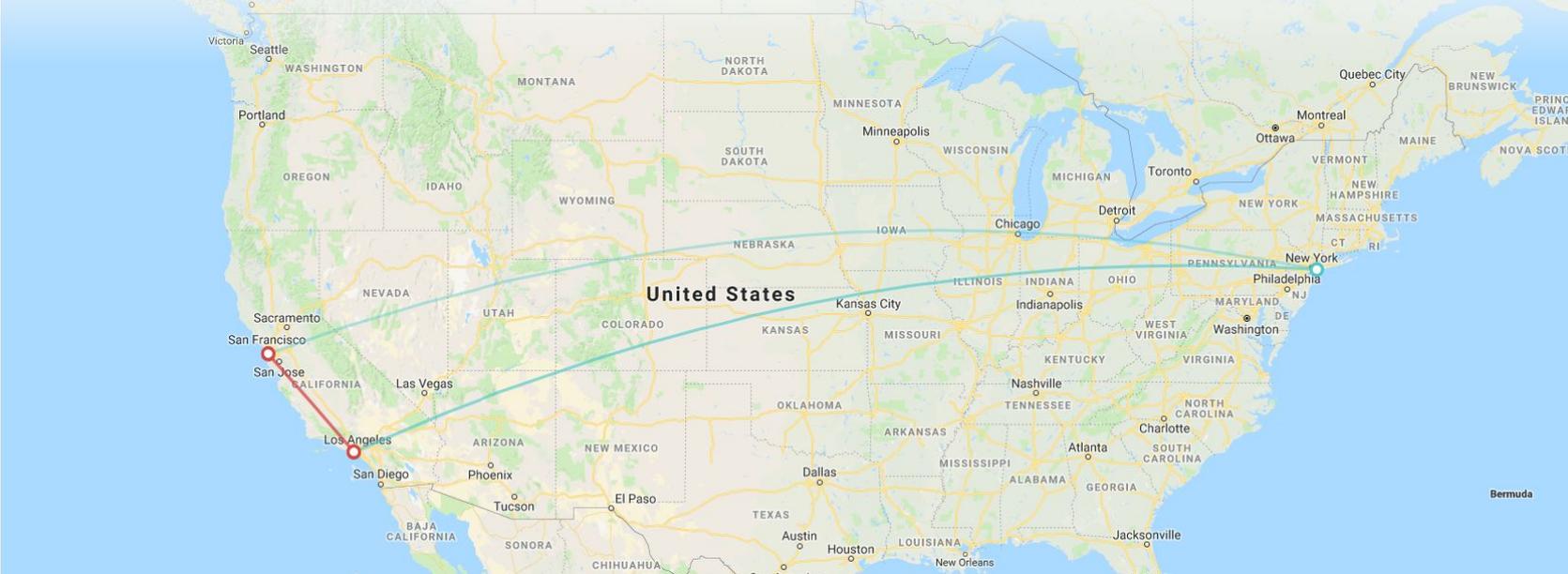
9

Global Business Inc.
 San Francisco, CA
 (415) 200-0186

- Flight Notifications**
- SFO - LAX
A new flight SKW4309 was added.
 - LAX - JFK
Flight DAL1123 has an increased delay since the last week.
 - LAX - SFO
Flight SWA1986 has an increased delay since the last week.
 - JFK - SFO
A new flight DAL427 was added.

Total travel expenses
\$37,852 This month
 + \$5,677 (15%) compared to previous month
 + \$1,514 (4%) compared to companies with similar size

Costs due to travel problems
\$4,239 This month
 + \$509 (12%) compared to previous month
 + \$42 (1%) compared to companies with similar size



Suggested for Favorite				
Flight #	Carrier	Avg. Delay	% Delayed	Trips
DAL427	Delta Air Lines Inc.	14 m	0 %	18
AAL2680	American Airlines Inc.	0 m	14 %	42
DAL1436	Delta Air Lines Inc.	14 m	6 %	31
DAL426	Delta Air Lines Inc.	14 m	16 %	12
DAL1065	Delta Air Lines Inc.	14 m	0 %	11

Poorly Performing Favorites				
Flight #	Carrier	Avg. Delay	% Delayed	Trips
VRD1029	Virgin America	55 m	66 %	48
VRD22	Virgin America	50 m	49 %	432
AAL34	American Airlines Inc.	49 m	46 %	471
DAL324	Delta Air Lines Inc.	30 m	53 %	13
SWA2752	Southwest Airlines Co.	21 m	39 %	91

Navigation controls: +, -, and a chatbot icon.

What we offer

GoodCulture

- ▶ Knowledge sharing
- ▶ Freedom of solution choice
- ▶ Communication in English
- ▶ Modern technology
- ▶ Developers oriented
- ▶ OpenSource

GoodChallenges

- ▶ 120 TiB/day
- ▶ 1.8PB of data
- ▶ 4DCs
- ▶ Integration with 3rd party tools

GoodTechnologies

- ▶ Java
- ▶ Perl
- ▶ Javascript/TypeScript - React/Redux
- ▶ Erlang
- ▶ Python
- ▶ Linux
- ▶ Kubernetes & Docker
- ▶ Kotlin



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