Periscope Data

The Complete Overview
What We Believe

Periscope Data Transforms Businesses

End-to-End Data Features
  - Connect all your data
  - Analyze and explore
  - Tell compelling stories with dynamic data visualizations
  - Share insights across your business

Why Periscope Data?

Overcoming Common Concerns

What Periscope Data Customers Have to Say

Get More Information
For those who run queries.
And those who run businesses.

Periscope Data is an end-to-end BI and analytics solution for anyone looking to answer complex questions with data. Our platform provides the fastest time to insight, unmatched power for advanced analytics and the flexibility for every team in an organization to make data-driven decisions.

**Fast Time to Insight**
Get up and running in hours — not weeks. You’ll be answering tough business questions the same day. Data experts can easily explore data, quickly iterate on hypotheses and uncover new insights for the business. Sharing a unified, consistent and accurate view of companywide data accelerates cross-functional collaboration.

**Powerful Analysis**
We offer more than just pretty charts. Data analysts get the advanced features they need — support for SQL, Python and R, and integration with the most innovative tools and warehouses.

**Flexible for Every Team**
Empower everyone in your business to make data-driven decisions with easy-to-use BI features today and advanced features as you grow.
What We Believe

Data is for everyone. It’s for formal data professionals who type SQL for a living and will blaze trails for AI, machine learning and predictive analytics. It’s also for product managers, salespeople, marketers, customer success managers, operations specialists, receptionists, security, custodians and more. It’s for anyone who makes decisions as part of their job, and that’s everyone.

The best data tools give every user the right capabilities to make the decisions they need to make. For data experts, that means access to R and Python to dig deep and answer complicated questions. For analysts on other teams, that means fast access to sortable information that automatically updates at any cadence they need. It means universal access to create and share data visualizations, whether those charts are created with code or built through drag and drop.

Our BI platform is the best way to move a business forward because it lets every member of a team contribute their specific expertise to answer new questions with data.
Periscope Data Transforms Businesses

1000+ customers

6,700 charts created per day

99.5% customer retention

3,000 Python and R scripts run per day

Average user spends 20+ hours in product per week

4,500 connected databases

20M+ queries run per day

“Periscope Data has helped us understand what is most important and when, and bringing together our different teams on the same platform helps us to work better as a complete organization.”

Alexandra Mack
Head of Marketing, Crunchbase
“If you took Periscope Data out of my toolkit, I would be completely lost. I use it every single day — and multiple times throughout the day — to help me make decisions.”

Taylor Oliver
Director of Accounts, Flexport

“What we’ve seen is just a proliferation of people spinning up dashboards quickly to solve a problem they encounter in their day-to-day business... All of this core data analysis we’re doing as a company is injected into every part of our business and every decision we’re making.”

Eddie Segel
SVP of Business, Oscar Health

“Periscope Data allows us to go into the data, manipulate it, structure it very quickly and then display it out to our team within a matter of minutes. It’s much quicker than other platforms we’ve worked with — we could still communicate data with combinations of other tools, but it wouldn’t be as quick to deliver results as it is with Periscope Data.”

Rameen Mahdavi
Data Scientist, Tubi
Periscope Data is a powerful end-to-end analytics platform, packed with features to connect, analyze, visualize and share data. Since different employees interact with data in different ways at various parts of the workflow, there are plenty of opportunities for Periscope Data to improve your company’s overall analysis process. This section includes a summary of our most popular features.
Connect all your data

Get fast query performance at scale for any kind of workload — whether on Snowflake, Redshift or other infrastructure. When it comes to data, one size rarely fits all. Our Data Engine helps customers achieve faster query performance and data ingestion at scale for any kind of workload, regardless of concurrency, data volume or query complexity. Plus, with more than 100 partnerships and integrations, Periscope Data can seamlessly and securely connect and join data from any source, effectively creating a single source of truth for the organization.

Tailored for Every Workload
Have the flexibility to customize your data infrastructure for maximum efficiency regardless of concurrency, size or complexity.

Optimize Performance
Easily perform cross-data-base joins and materialize views for better performance and create a single source of truth for your organization.

Scale Your Productivity
Spend time helping your business make better decisions instead of managing multiple tech stacks for different workloads.

“Our goal in unifying our warehouse and visualization platforms is to make sure that even as the company continues to scale 2x to 3x each year, we can still go back and answer questions and monitor performance reliably from a single source of data. Periscope Data makes it a lot easier by having a complete solution that addresses both aspects of that directly for us.”

James Kramer
VP of Risk & Data, Yoco

Case Studies

Crunchbase
Bloom and Wild
Yoco
Analyze and explore
Perform BI reporting and advanced analytics operations all from one integrated platform. Periscope Data is a fast and powerful platform for data experts, while maintaining a low barrier to entry for business professionals across your organization.

For data experts:
Get more value out of your data
By bringing SQL, Python and R together into one seamless workflow, Periscope Data enables data experts to do more powerful analyses in a fraction of the time to help businesses uncover new insights.

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<th>Predictive Analytics</th>
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<tr>
<td>A SQL editor with functionality like query revision history, autocomplete, formatting and universal syntax helpers will enable you to go from query to answer in seconds.</td>
<td>Go from reporting what happened to predicting what will happen to keep your company proactive and competitive.</td>
<td>Seamlessly query and analyze unstructured data, then iterate to identify trends and provide recommendations.</td>
<td>Take advantage of the integrated SQL, Python and R environments to make data cleaning simpler and faster.</td>
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Flexibility to answer any question quickly
Because Periscope Data is effective at exploring both modeled and raw data, data experts are able to easily answer complex and ambiguous business questions without having to rebuild any upfront models. This means more data-driven decisions, faster.

Case Studies

“"I'm just so much more efficient with the R integration -- I don't have to switch between platforms and syntaxes. This is just a very natural extension of the work I've been doing, it's built perfectly for my workflow.”

AJ Francia
Data Scientist, Pared
For business professionals:

Access Your Data, When You Need It
Waiting days to access data needed to make critical business decisions? Periscope Data allows business teams to access their data immediately to discover actionable insights.

Intuitive Drag-and-Drop Interface
Periscope Data offers Data Discovery for Business, an easy way to instantly explore data and build dashboards using our drag-and-drop interface. No coding required.

Ensure Control, Consistency and Trust
Enable visual exploration while maintaining the integrity of your data through datasets prepared by your data experts.

“A shocking amount of the questions we get are as simple as: ‘What has been the best-selling SKU among some subset of our customers in the last 60 days?’ And those are questions that our users can now easily answer visually in a drag-and-drop way in Periscope Data, without requiring any SQL knowledge. We’ve been introducing that more and more, and they love it.”

Michael Prentice
Principal Data Engineer, Lovepop

“Most of our end users, from our executives to our guest experience team, are non-technical. They are not expected to learn SQL to make sense of the data being generated by our systems, but they still use Periscope Data on a daily basis to gain insights.”

Hiram Vazquez
Product Manager, Oasis

Case Studies

Lovepop
Aircall
Oasis
Tell compelling stories with dynamic data visualizations

Communicate insights more effectively by selecting from Periscope Data’s wide range of visualization options or building your own. Analysts can easily explore and drill down to find their answers. Here’s an overview of some of the most popular charts:

- Text Overlays
- Gauge Chart
- Box Plot
- Cohort Grid
- Radar Chart
- Maps

Periscope Data’s charting library includes all of the visualizations you’re already analyzing — bar charts, pie charts, pivot tables, line charts, scatter charts and more.

“Periscope Data — a beautifully simple data visualization tool which takes queries and scripts in SQL, Python and R and converts them into dynamic charts and dashboards.”

__Gerry McHugh__

Operations Manager, Paddle

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**Case Studies**

- **Paddle**
- **Oscar Health**
Share insights across your business
Instantly share real-time insights via direct linking, email or Slack. Periscope Data's embedded analytics allow data teams to publish charts and dashboards into web pages and applications to deliver analytics to customers and partners within minutes.

Fully Interactive
End users can explore data on their own using filters, pivot tables and drilldowns, reducing the need to rely on your data team to run new queries.

Easily Deployed at Scale
Embeds are developed easily and can be deployed in minutes. Create a single chart or dashboard that can be automatically tailored for each individual partner or customer. Embedded dashboards and charts automatically refresh, so you always have up-to-date information.

Interactive Dashboards Built into Your Product
Engage and empower your customers and partners with interactive dashboards and charts they can explore on their own.

Embed into Everyday Applications
Deliver actionable analytics into the everyday applications your stakeholders, partners and customers use.

Customized for Your Business
 Seamlessly integrate your dashboards and charts with white-labeling and custom color themes to create a look and feel that promotes your brand experience.

“Being able to share dashboards with our thousands of customers without devoting our resources to building them was crucial to our success.”
Ben Fisher
Co-founder & CTO, Carthook

Case Studies

Carthook
Lightning AI
BigCommerce

To see a full list of Periscope Data features and learn more about the specifics of each of our packages, visit the Which Periscope Package Is Right For You? page.
Why Periscope Data?

There are a lot of reasons to upgrade to a faster, more powerful data platform. For some companies, there’s already a workflow in place that Periscope Data can instantly improve by speeding up queries and improving companywide access to data. For others, a better data platform is the first step in developing a long-term strategy to collect and analyze data more strategically. Below are a few of the biggest benefits of our platform, along with some specific supporting details.

Data provides an opportunity you can’t miss

Today’s most successful companies (Uber, Netflix, Amazon, Facebook, etc.) all have one thing in common: they put their data team at the core of the decision-making processes for every part of their business.

Data isn’t going away — companies are never going to use less data. It’s proven to be the best way to make decisions.

In the age of large-scale data creation, collection and analysis, decisions are only as good as your data team.

Companies that decide to take data seriously and invest in their data team are setting themselves up for success; companies that miss the data opportunity are setting themselves up for failure.

Your data workflow shouldn’t have a bottleneck

Every part of your organization will move at the speed of the slowest step in the analysis process, so the data analysts need to move fast to avoid turning into a bottleneck for other teams with data questions.

With Periscope Data, analysts can query using a language they already know (SQL), which means they can find and share answers to important questions in minutes.

When source data changes, teams can’t wait weeks or months to build a brand new data model. They need a tool that can query that new data and share insights instantly.

Data Discovery for Business lets business professionals explore curated datasets in a drag-and-drop interface, giving them the access they need and allowing the data team to answer more complicated questions.
## Increase your organization’s data maturity

| Data analysts/scientists need to do more than just prepare data for line-of-business professionals; they need the tools to perform complex cross-team analysis on their own. | To stay competitive, many data-driven organizations have moved beyond standard historical reporting (basic BI) and use advanced data operations like machine learning, predictive analytics and natural language processing. | Periscope Data has a clear grasp on the steps to take to increase your organization's data maturity, with a roadmap to help you answer more and more complex questions. |

## Improve companywide data literacy

| Data isn't just for data experts; everyone who makes decisions at a company needs to know how to use data to answer their questions. | Data Discovery for Business gives decision makers all the information they need to explore data related to their lines of business, letting them add their experience and expertise to the analysis process. | Shared or embedded dashboards make data readily available and highly visible to the entire company. |

## How different teams are leveraging Periscope Data:

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<td>• Feature Engineering for ML Models</td>
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<td>• NPS Analysis</td>
<td>• Sentiment Analysis</td>
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Overcoming Common Concerns

Moving to a new BI platform is a big step that requires coordination among several different teams or functions at an organization. In our conversations with current customers and prospects, we’ve uncovered common sticking points that arise in that process. Below, we’ve listed a few of those concerns, along with a few points of response from our team.

### Cost

**An improved data platform pays for itself by allowing data experts to find cross-team efficiencies.**

**Data Engine** enables data teams to use the right technology at the right time for their workload, allowing data analysts to focus on critical tasks instead of spending time managing several technology stacks for different workloads.

**Periscope is built by data experts, for data experts** which means your workflow is optimized from data to insights, resulting in getting more impactful work done in a fraction of the time.

**Periscope Data offers a free trial with no further obligation, so your team can discuss a test, try our data platform and see how you like it.**

### Set up time and implementation

**Periscope Data has 100+ integrations and partners,** making it as easy as a couple of clicks to connect data sources to the platform.

**Periscope Data doesn’t require data modeling for every analysis,** so data experts can quickly query and get answers to ad-hoc questions in just minutes.

**Periscope Data delivers the fastest time to insight,** meaning you can discover and share information to take action quickly.
### Onboarding time

For analysts and scientists, Periscope Data allows them to query and analyze data in languages they already know (SQL, Python, R), so it doesn’t take any new training to use.

Business professionals can utilize an intuitive drag-and-drop interface, filters and drill-downs to find their own insights.

Periscope Data’s technical support team has an average chat response time of five seconds, so if anything is confusing or unexpected, a knowledgeable data expert is readily available to help.

### We already use another data tool

Periscope Data has a number of customers who use our platform in conjunction with other data tools; it scales with your team so you can start small and expand usage where it makes sense for your company.

Periscope Data has more advanced analytics than traditional BI tools, enabling a range of advanced functionality such as machine learning, natural language processing and predictive analytics.

As your company's data maturity increases, you’re going to outgrow your current data stack, and will need something that can accommodate your data evolution at each step of the journey.
What Periscope Data Customers Have to Say

Don’t just take our word for it. Periscope Data helps more than 1000 customers make data-driven decisions, and they’re very willing to talk about the benefits they get from our BI platform. Take the advice of other companies like yours that use Periscope Data to uncover and share their data insights.

“Bringing in service experts from Periscope Data with such an intimate knowledge of the product has been the best decision for us because they got us up and running so quickly. Doing it this way really has saved us a lot of time, energy and money.”

Hiram Vazquez
Product Manager, Oasis

“Periscope Data has completely detached our engineering team from the issues of having to go and dig up data again and again for other teams. By re-investing these engineers to work on other projects, it’s really opened our eyes to some of the other problems and areas for improvement. We’ve been able to build campaigns and strategy around data that we never had thought possible before.”

John Doran
Director of Engineering, Phorest

Over 1000 Companies Rely on Us to Make Data-Driven Decisions
“The speed at which we could get up and running was what won out. With Periscope Data, each team can still slice and dice their own data, but everyone from our executive team down to our individual sales members are all looking at the same data sources, so whenever anyone talks, they are always talking in the same language and with the same scope.”

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Brian Allen
Product Manager, Tenor

“Periscope helps us surface data in wonderful and beautiful ways. Instead of us having to do tons of manual programming to join many different data sets together, it literally takes less than a minute in Periscope, and that’s incredible for us.”

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Colette Nataf
Founder & CEO, Lightning AI

“This data isn’t just for me and my team to understand. We need to share it with those outside our organization in a way that they can easily take action on. That all comes together nicely with visualizations from Periscope Data.”

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William Maio
Director of Software Engineering, TerrAvion
If you want to get more information about Periscope Data and how your company could benefit from an improved BI platform, simply request a contact from our team. One of our experts will be in touch with you soon.

Once your company is ready for a hands-on experience with Periscope Data, start a free trial and see what new insights you can uncover!

About Periscope Data

Periscope Data is an end-to-end BI and analytics platform for anyone looking to answer complex questions with data. Business professionals and data experts use Periscope Data every day to connect all of their data sources, then analyze, visualize and share insights. The platform offers the fastest time to insight, unmatched power and the flexibility to meet the demands of every part of the business. Periscope Data is trusted by more than 1,000 customers, including Adobe, Crunchbase, EY, Flexport and ZipRecruiter.