





INTRO

Before [Sisu](#): CS faculty at Stanford, PhD Berkeley, BA Harvard

Co-founded Stanford DAWN project in 2016 to research and build systems for usable ML

Following research with, deployments at Facebook, Microsoft, Google, and others founded [Sisu](#) in 2018 to productize our experience and scale a world-class team and product



OPPORTUNITY

Business operators have more data than ever (e.g., Snowflake, Redshift, BigQuery) but their ability to act on this data is limited by manual analysis using technology (e.g., Tableau, Looker) originally designed for smaller, simpler data...



DEMO

OPPORTUNITY SIZE

Every business collecting data about its customers and business operations

VALUE PROPOSITION

A personal analyst team that never sleeps, complains, or blinks:

- Constantly watches every factor driving your key metrics
- Tells you when factors change, and why – comprehensively, using all your data
- Watches you and your team to improve relevance and learn over time



When your key metrics change, how you respond matters.

Speed

Do you get answers fast enough to make effective decisions?

Accuracy

How confident are you that the answers are correct?

Utility

Are the answers clear enough to drive action?



Application engagement rates

Readership duration

Content engagement rates

Subscription rates

Sisu helps you understand why **Conversion rates** are changing

Overall channel revenues

Daily traffic volumes

Audience expansion rates

Customer satisfaction scores

Viewer churn rates



The emerging analytics stack

Descriptive dashboards are too static and reactive to answer “why?”

“Why is it changing?”

“What changed?”

Descriptive Dashboards



Power BI



Diagnostic Analytics

Data analysts
Marketing ops
Revenue Ops
Operations

“What might change?”

Data Science/ML Tools



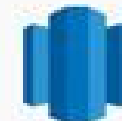
DataRobot



Data Sources



Pipelines



Data Warehouses

Sisu: Fast, Comprehensive, Continuous Diagnosis

Fast

Sisu delivers useful answers faster than any other tool (or team of analysts).

Comprehensive

Examines every possible factor in your data to explain why your metrics are changing.

Continuous

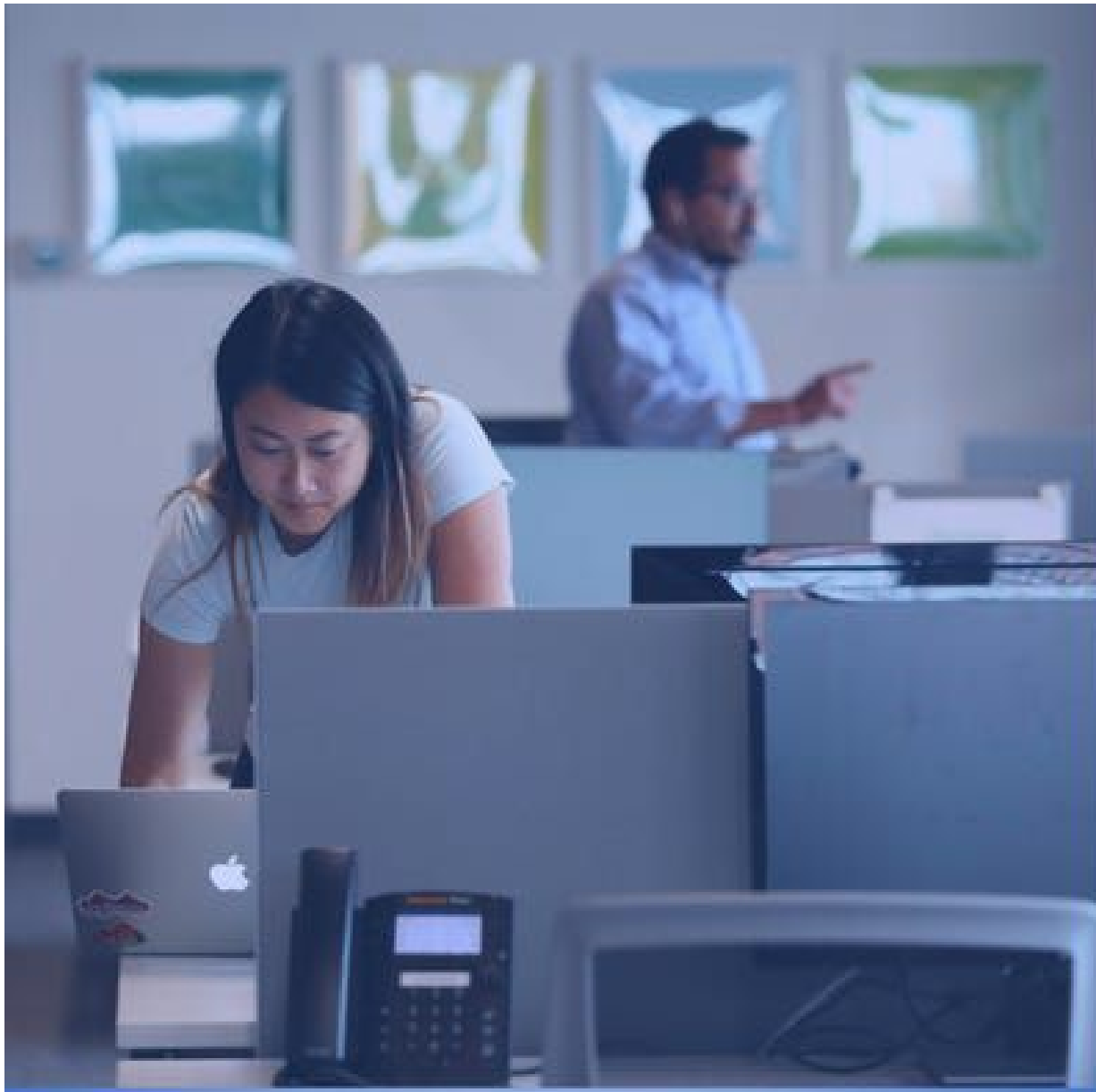
Sisu never stops asking why on your behalf, with proactive updates when new data arrives.





Sisu helped Samsung understand why Galaxy and Galaxy Note upgrades were slowing.





Upwork™

Sisu helped Upwork understand how to improve job post conversion rates



Use cases across industries: Revenue, Growth, COGS

Consumer tech

- Device upgrades
- Consumer segmentation
- Product costs
- Demand planning
- App performance

Retail

- Consumer segmentation
- Basket optimization
- Customer activation
- Loyalty program analysis
- Content engagement
- Revenue diagnosis
- Logistics and inventory

Restaurants

- Drive-through efficiency
- Labor costs
- Loyalty program analysis
- Order frequency
- Menu optimization
- Product launch analysis

Finance

- Consumer segmentation
- Card renewal rates
- Digital payment transactions
- Market segmentation
- Forecast accuracy
- Spending analysis
- Pricing and product optimization

Growth Tech

- Forecast variance
- Application engagement
- User activation
- App performance
- Pricing analysis
- Churn reduction

Media

- Content consumption
- Free trial activation
- Churn analysis
- Advertising optimization
- Segmentation



SISU OVERVIEW

- In modern data-driven businesses, **every business operator is becoming an analyst** with access to unprecedented amounts of structured data in the cloud
- We have a **fundamentally new approach** to structured data analysis that enables business operators **to understand every factor driving their key business metrics** – using all of their data, in real time
- We've brought together world-class UX, ML, and DB engineering in our founding team, with **rapid customer demand and validation** that's exceeded our expectations
- It's time to **launch and scale** to meet market demand



