

Strategy[®]

Administración Inteligente. Hacia una AAPP Data& AI Driven con **Strategy ONE**

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Strategy[₿]

The largest independent publicly traded analytics and business intelligence company in the world.



Company overview

- Founded 1989
- NASDAQ: MSTR
- HQ: Tysons, VA
- Direct Operations in 27+ Countries

Corporate strategy

- Acquire and hold bitcoin long-term
- Largest publicly-traded corporate holder of bitcoin in the world

Global footprint

- ~4,000 Customers
- Millions of Users
- 300+ Embedded Partners

Hyper - Intelligence

Hyper-Intelligence

Ciudadano
 Servicios
 Solicitudes
 Municipios
 Empleados

...

Ashley
 Address: 22
 Customer I
 Birthday: 0
 Phone: 301
[Set Ap](#)

Value
 Customer
 Address:
 Main Con
[Assi](#)

Clai
 James
 904-5

Co
 Address

Glen Jacobs Parka
 Category: Down Jacket
 SKU: 115469
[Reorder](#) [Plan](#)

Customer Summary

Spending Tier
Last Purchase Date
Rewards

Purchasing Behavior

- 4 Average Basket Size
- 10% E-commerce Spending
- 3.20% Return Rate

Recommended Next Action
 Suggest this week's check trim polo p past purchases.

Account Summary

Owner
Category
Length of Relationship
Last Contact

Sales Performance

Sales L4Q
Forecasted Sales Dollars N4Q
Forecasted Sales Units N4Q

Vendor Performance YTD

72% Order Fill Rate

Recommended Next Action
 Assign account to a senior represen satisfaction scores.

Claim Status

Claim Stage
Age
Claim Manager
Claim Amount

Policy and Claim Detail

4385673 Policy #

\$1,683 Premium

Tesla-Model S Make/Model

Recommended Next Action
 Approve claim and issue paymen

Property Summary

Regional Manager	Lisa
Phone	786-
Email	ljohn
Total Room Keys	4,23

Performance KPIs

- 128.4 ADR - Actual
- 71% Occ % - Actual
- \$112.50 RevPAR - Actual

Recommended Next Action
 Request inspection based on up

Pricing and Promotion

List Price	\$300
Current Discount	25%
Next Promotion	November 15 th

Product Performance

- 89% Customer Rating
- 56% GM %

150 MTD Sales	12 MTD Stockouts	84% MTD % to Target
115 On-hand Inventory	36 On Order	58 Predicted Shortfall

Recommended Next Action
 Avoid projected inventory shortfall over the next 30 days by transferring inventory from store #452.

Hyper-Intelligence



Ejemplo HyperWeb: Enriquecer CRM

The screenshot displays the Salesforce CRM interface for an Opportunity record. The browser address bar shows the URL: <https://mstr--mirror.lightning.force.com/lightning/r/Opportunity/0060x000008VPujAAG/view>. The page title is "Sandbox: Mirror".

The main header includes the Salesforce logo, a search bar, and navigation tabs: Sales, Home, People, Red Reports, UC Code, Accounts, Leads, Contacts, Opportunities (selected), Quotes, Projects, Forecasts, and More.

The Opportunity record is titled "Opportunity SWT Automotive - Summer Restock". It includes a "Follow" button, "Edit", "New Quote", and "Delete" options. The record details are as follows:

Close Date	Pipe	Fcst	% Svc	SL Quality	# UC
5/31/2019	9,766	9,278	0%	10%	0

The opportunity is currently in the "S5 - Negotiate/Pu..." stage. The sales process flow is: S1 - Recognize Ne... → S2 - Define Requir... → S3 - Evaluate Opti... → S4 - Resolve Conc... → S5 - Negotiate/Pu... → S9 - Co-Termed → Closed. A "Mark Stage as Complete" button is available.

Below the sales process, there is a "Related List Quick Links" section with the following links and counts:

- Software (3)
- Services (0)
- Quotes (2)
- Contacts (1)
- Codes (0)
- Opportunity Team (3)
- Notes & Attachments (0)
- Projects (0)
- Opportunity Field History (10+)
- Proposals (0)
- Contracts (0)
- Notes (0)

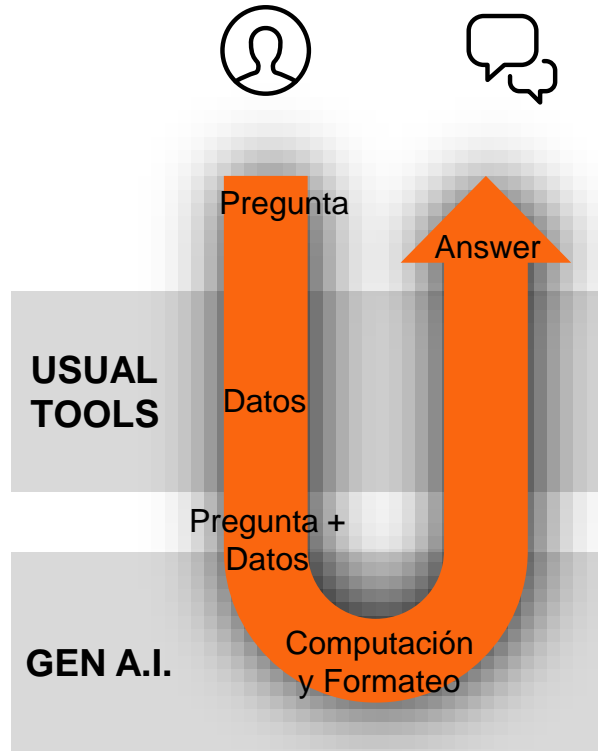
A "Show All (24)" link is provided to view all related records.

The "Details" tab is selected, showing "Opportunity Information". The Opportunity Owner is Tyler Convey (MKT). The BillTo Country ID is 1.

On the right side, there is a "Send with DocuSign" section with a "DSI" icon and a "CLICK NEW TO CREATE A DSI." button with a "New" button next to it.

AI

IA con **PRECISIÓN** y **CONFIANZA**



SIN CAPA SEMÁNTICA

Los Datos **NO** están disponibles para otros clientes

Los Datos **NO** están disponibles para OpenAI

Los Datos **NO** se usan para mejorar OpenAI, ni los modelos de Azure OpenAI

Los Datos **NO** se usan para mejorar cualquier product o servicio de Microsoft ni de ningún 3ro.



Permisos por usuarios o grupos de usuarios

Limitación del número de preguntas

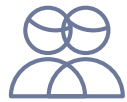
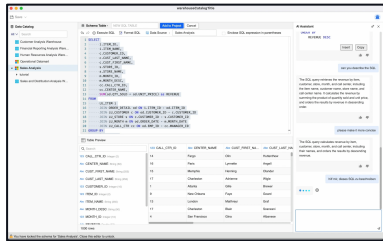
Permisos por aplicación

...

Casos de Uso de IA

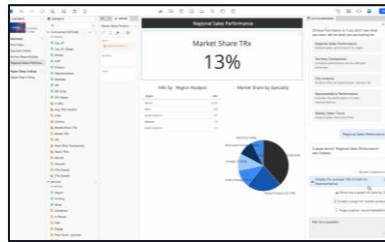
Casos de Uso para cada Tipo de Perfil

AUTO SQL



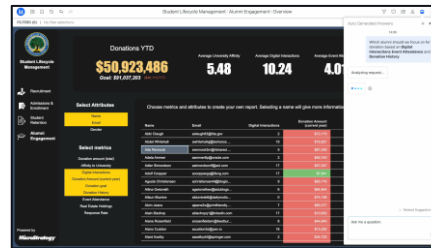
Arquitectos

AUTO DASHBOARD



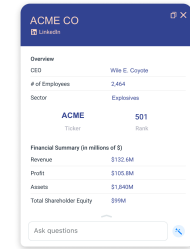
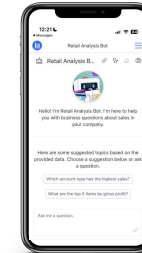
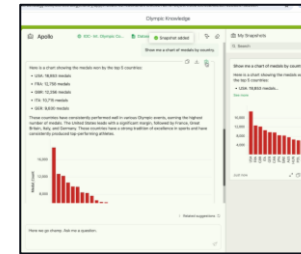
Desarrolladores de Contenido

AUTO ANSWERS



Consumidores

AUTO BOT: Web Mobile Tarjetas

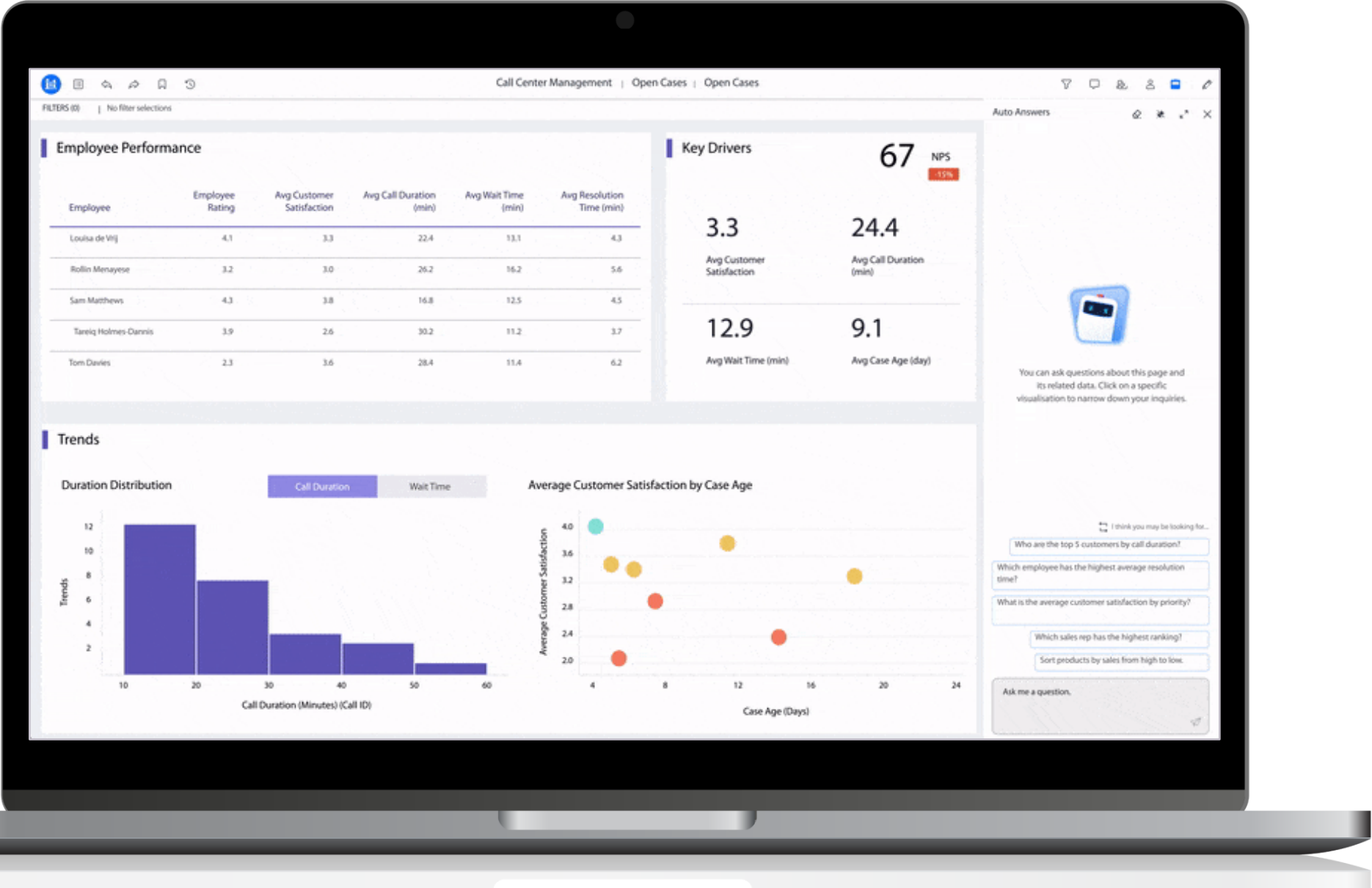


Resto Organización / Clientes / Ciudadanos

AUTO NARRATIVES

- Australia**
 - Makeup Brush: \$1,218.52
 - After Sun Lotion: \$1,066.31
 - Nail File: \$132.37
 - Cologne: \$93.28
- Brazil**
 - Nail Polish: \$891.15
 - SPF Lip Balm: \$856.03
 - Hand Cream: \$105.16
 - Mascara: \$22.84
- England**
 - Deodorant: \$1,031.21
 - SPF Lip Balm: \$984.57
 - Moisturizer: \$97.64
 - Hand Cream: \$93.54

AUTO DASHBOARD



Employee Performance

Employee	Employee Rating	Avg Customer Satisfaction	Avg Call Duration (min)	Avg Wait Time (min)	Avg Resolution Time (min)
Louisa de Vrij	4.1	3.3	22.4	13.1	4.3
Rollin Menayese	3.2	3.0	26.2	16.2	5.6
Sam Matthews	4.3	3.8	16.8	12.5	4.5
Tareiq Holmes-Dannis	3.9	2.6	30.2	11.2	3.7
Tom Davies	2.3	3.6	28.4	11.4	6.2

Key Drivers

67 NPS 15%

3.3

Avg Customer Satisfaction

24.4

Avg Call Duration (min)

12.9

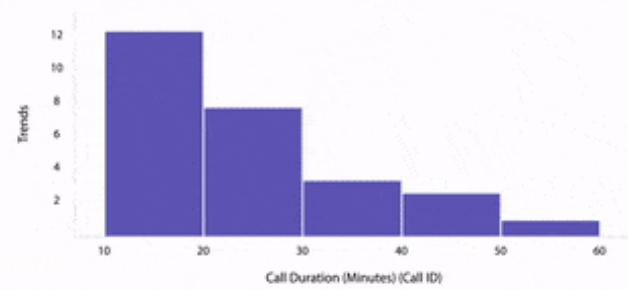
Avg Wait Time (min)

9.1

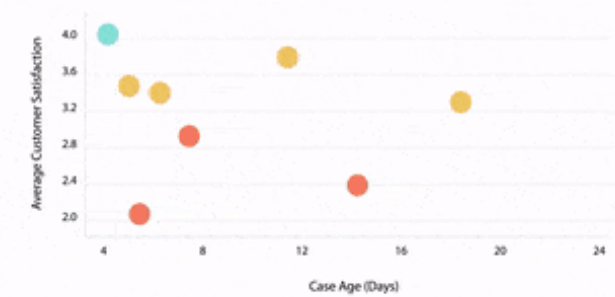
Avg Case Age (day)

Trends

Duration Distribution



Average Customer Satisfaction by Case Age



Auto Answers



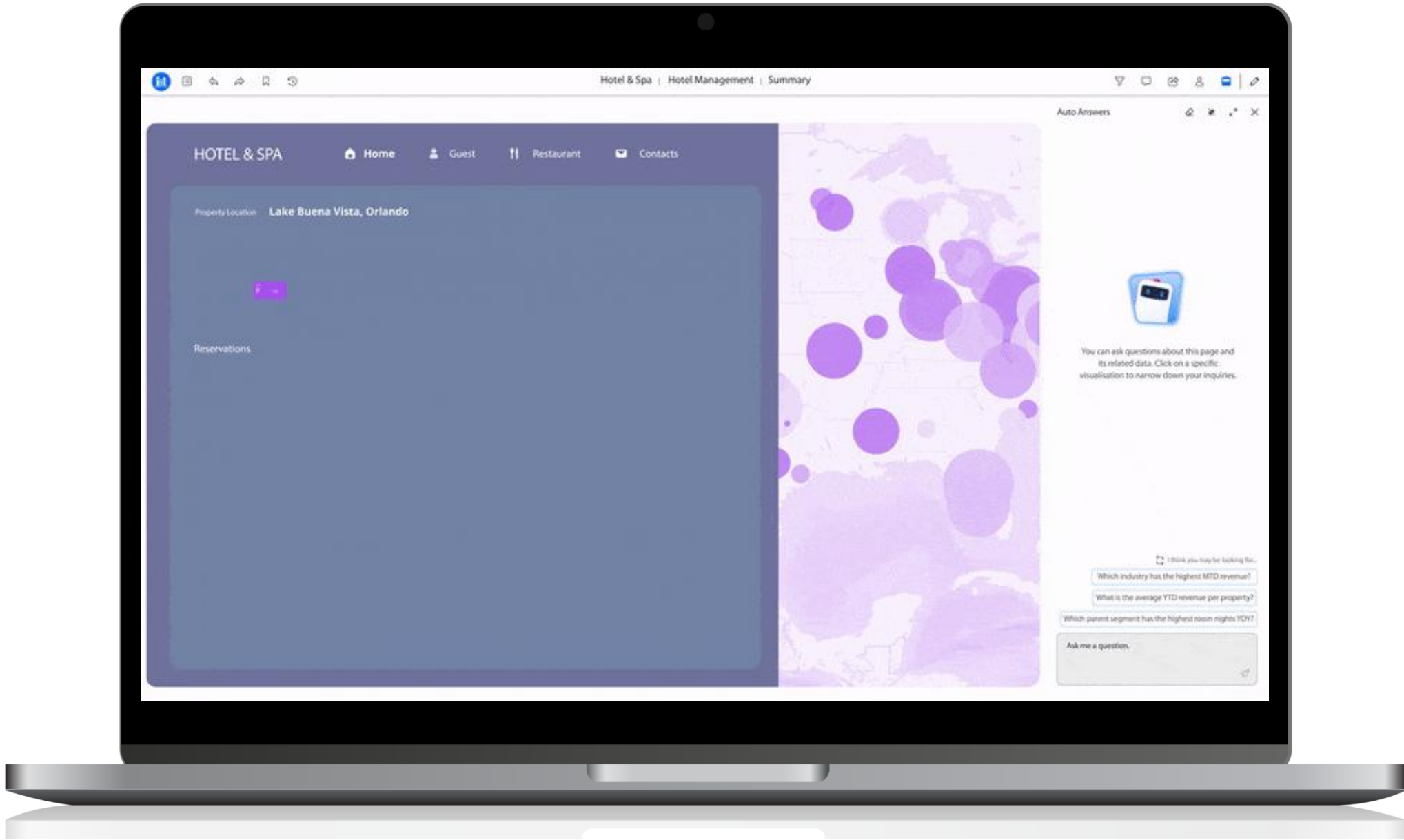
You can ask questions about this page and its related data. Click on a specific visualisation to narrow down your inquiries.

I think you may be looking for...

- Who are the top 5 customers by call duration?
- Which employee has the highest average resolution time?
- What is the average customer satisfaction by priority?
- Which sales rep has the highest ranking?
- Sort products by sales from high to low.

Ask me a question.

AUTO
ANSWER



AUTO
BOT



Store Traffic and Staf...



Hello! I am here to help analyze your store trends and help staff your store when your customers need the most help. Ask me questions about the Sales and Traffic over any given Time Interval

Here are some suggested topics based on the provided data. Choose a suggestion below or ask a question.

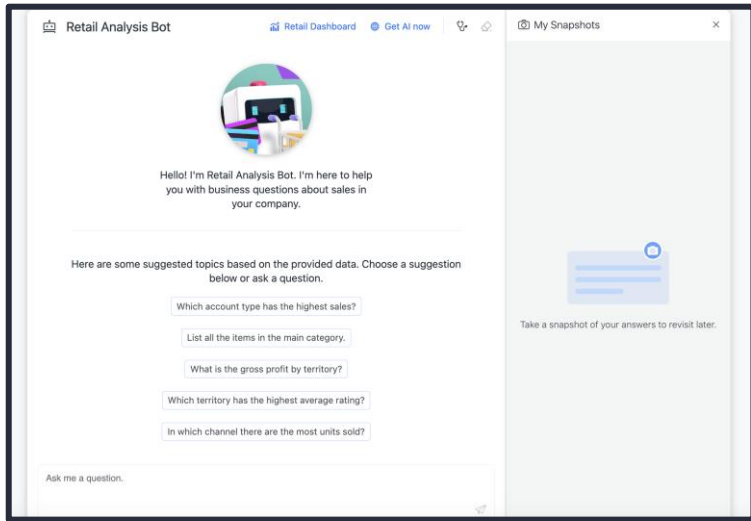
- What are the top 5 stores in terms of sales?
- Which day of the week has the highest sales conversion rate?
- Help me understand when I should add more associates based on Traffic

Ask me a question.

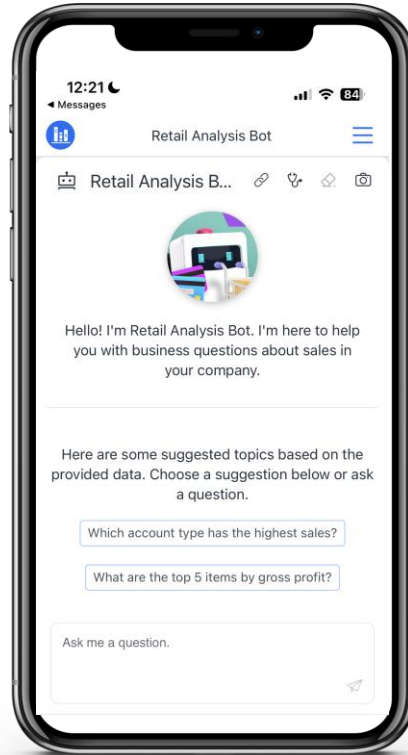
My Snapshots



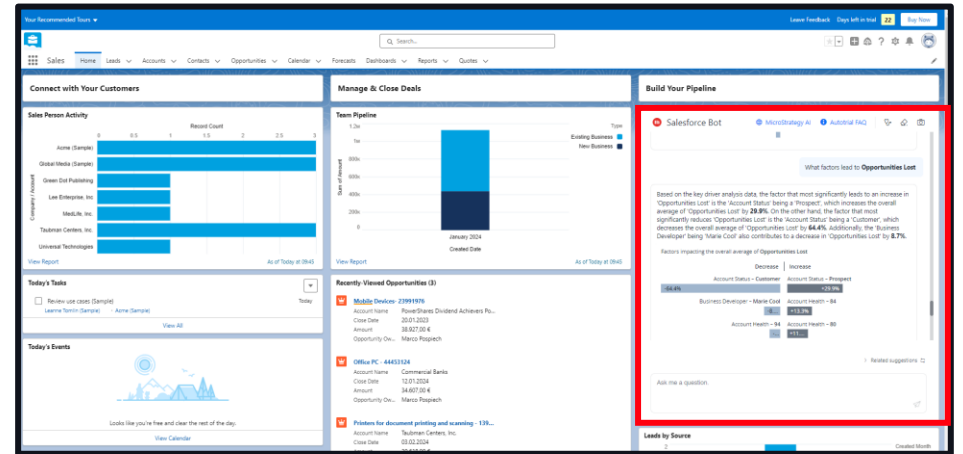
Take a snapshot of your answers to revisit later.



WEB



MÓVIL



EMBEBIDO

AUTO NARRATIVES

Authoring Mode Demo - Glowify Sales Dashboard | Luxe Beauty Sales Analysis | Sales Performance Overview (Editing)

LOWIFY SALES PERFORMANCE OVERVIEW

Revenue - Australia
\$486.26 +62.7%
Previous Date: \$298.83

Revenue - Brazil
\$604.64 +176...
Previous Date: \$218.98

Revenue - England
\$517.36 -23.6%
Previous Date: \$676.73

Revenue - Singapore
\$134.40 -5.5%
Previous Date: \$142.17

Revenue - Spain
\$608.58 +95.0%
Previous Date: \$312.17

Revenue - The Netherlan...
\$366.57 +229...
Previous Date: \$111.24

Revenue - UAE
\$167.10 +61.7%
Previous Date: \$103.31

Revenue - USA
\$514.81 +729...
Previous Date: \$62.07

Profit Amount - Australia
\$137.91 +10.6%
Previous Date: \$124.66

Profit Amount - Brazil
\$287.04 +177...
Previous Date: \$103.54

Profit Amount - England
\$146.64 -26.0%
Previous Date: \$198.16

Profit Amount - Singapore
\$27.67 -29.3%
Previous Date: \$39.14

Profit Amount - Spain
\$223.94 +81.8%
Previous Date: \$123.16

Profit Amount - The Neth...
\$137.84 +168...
Previous Date: \$51.38

Profit Amount - UAE
\$44.33 +108...
Previous Date: \$121.24

Profit Amount - USA
\$171.78 +446...
Previous Date: \$31.42

Country	Store ID	Product Category	Product	Units Sold	Revenue	Unit Price	Profit Amount
Australia	2000	Bath & Shower	Shampoo	3	\$121.16	\$82.84	\$55.36
			Mascara	1	\$103.37	\$103.37	\$58.63
			Shaving Cream	2	\$108.32	\$54.16	\$26.06
			Conditioner	3	\$152.10	\$50.70	\$28.97
			Hand Cream	1	\$115.90	\$115.90	\$15.72
			Cleanser	1	\$145.34	\$145.34	\$41.03
		Body Care	Makeup Brush	2	\$260.52	\$130.26	\$125.56
			Beard Oil	1	\$78.38	\$78.38	\$32.11
			After Sun Lotion	1	\$77.68	\$77.68	\$40.17
			Eau de Toilette	3	\$271.83	\$90.61	\$150.80
			Cuticle Oil	3	\$262.38	\$191.41	\$49.73
			Foot Cream	2	\$58.92	\$29.46	\$11.39
			Blush	1	\$25.13	\$25.13	\$2.62
Body Care	Shampoo	2	\$101.98	\$50.99	\$54.61		
	Conditioner	3	\$79.76	\$51.95	\$24.03		
	Cleanser	1	\$75.04	\$75.04	\$18.83		
	Beard Oil	1	\$35.49	\$35.49	\$20.14		
	After Sun Lotion	2	\$167.71	\$167.71	\$50.69		
	Sunscreen	7	\$822.24	\$471.11	\$250.22		
	Cuticle Oil	1	\$60.82	\$60.82	\$29.59		
Body Care	SPF Lip Balm	1	\$92.65	\$92.65	\$36.11		
	Foot Cream	1	\$58.35	\$58.35	\$20.73		

AUTO
SQL

warehouseCatalogTitle
Save

Data Catalog

All

- Customer Analysis Warehouse
- Financial Reporting Analysis Ware...
- Human Resources Analysis Ware...
- Operational Datamart
- Sales Analysis
 - tutorial
 - Sales and Distribution Analysis W...

Schema Table - NEW SQL TABLE Add to Project Cancel

Execute SQL Format SQL Data Source : Sales Analysis Enclose SQL expression in parentheses

```

1 SELECT
2 .....i.ITEM_ID,
3 .....i.ITEM_NAME,
4 .....c.CUSTOMER_ID,
5 .....c.CUST_LAST_NAME,
6 .....c.CUST_FIRST_NAME,
7 .....s.STORE_ID,
8 .....s.STORE_NAME,
9 .....m.MONTH_ID,
10 .....m.MONTH_DESC,
11 .....cc.CALL_CTR_ID,
12 .....cc.CENTER_NAME,
13 .....SUM(od.QTY_SOLD * od.UNIT_PRICE) as REVENUE
14 FROM
15 .....LU_ITEM i
16 .....JOIN ORDER_DETAIL od ON i.ITEM_ID = od.ITEM_ID
17 .....JOIN LU_CUSTOMER c ON od.CUSTOMER_ID = c.CUSTOMER_ID
18 .....JOIN LU_STORE s ON c.CUSTOMER_ID = s.CUSTOMER_ID
19 .....JOIN LU_MONTH m ON od.ORDER_DATE = m.MONTH_DATE
20 .....JOIN LU_CALL_CTR cc ON od.EMP_ID = cc.MANAGER_ID
21 GROUP BY
            
```

Table Preview

CALL_CTR_ID	CENTER_NAME	CUST_FIRST_NAME	CUST_LAST_NAME
14	Fargo	Olin	Huttenthow
16	Paris	Lynnette	Angell
15	Memphis	Henning	Olander
17	Charleston	Adrienne	Wigle
1	Atlanta	Gille	Brewer
9	New Orleans	Faye	Goard
13	London	Maithreyi	Graf
17	Charleston	Blain	Scanzani
4	San Francisco	Gina	Albanese

123 CALL_CTR_ID: Integer (2)
 Abc CENTER_NAME: String (50)
 Abc CUST_FIRST_NAME: String (255)
 Abc CUST_LAST_NAME: String (255)
 123 CUSTOMER_ID: Integer (10)
 123 ITEM_ID: Integer (2)
 Abc ITEM_NAME: String (255)
 Abc MONTH_DESC: String (50)
 123 MONTH_ID: Integer (10)
 Abc REVENUE: Double (16)
 1000 rows

AI Assistant

ORDER BY
REVENUE DESC

Insert Copy

can you describe the SQL

The SQL query retrieves the revenue by item, customer, store, month, and call center, including the item name, customer name, store name, and call center name. It calculates the revenue by summing the product of quantity sold and unit price, and orders the results by revenue in descending order.

please make it more concise

The SQL query calculates revenue by item, customer, store, month, and call center, including their names, and orders the results by descending revenue.

hilf mir, dieses SQL zu beschreiben

You have locked the schema for 'Sales Analysis'. Close this editor to unlock.

Hyper + AI

Hyper + Bot



ACME CO
LinkedIn

Overview

CEO	Wile E. Coyote
# of Employees	2,464
Sector	Explosives

ACME	501
Ticker	Rank

Financial Summary (in millions of \$)

Revenue	\$132.6M
Profit	\$105.8M
Assets	\$1,840M
Total Shareholder Equity	\$99M

Ask questions

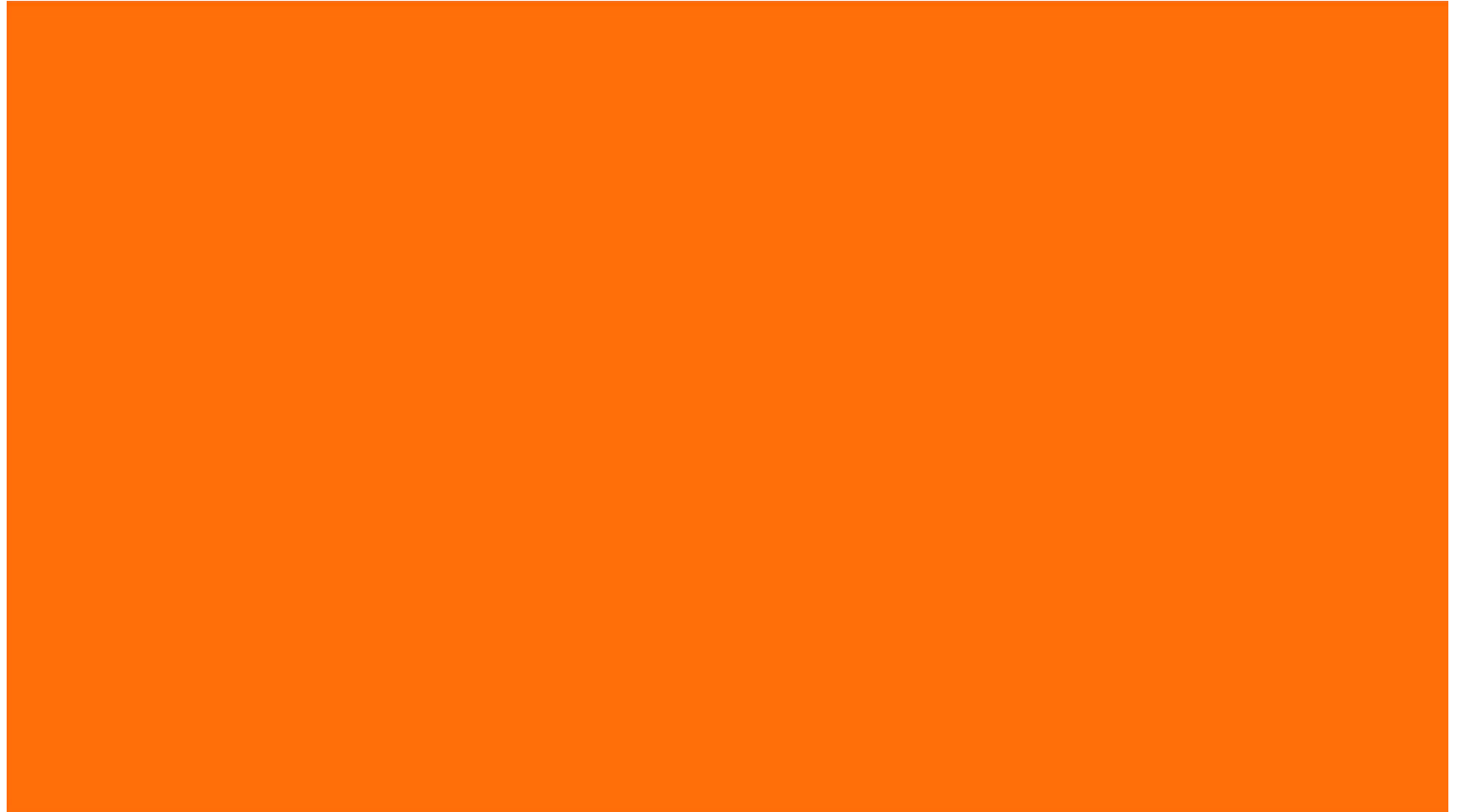
a. Sales Assistant

What's the total sales of Tops last month?

The total sales of the Tops category in March is **\$64,355.85**.

Ask a question

Lo que diferencia a Strategy del Resto



IA Siguiente Generación

Autonomous Analytics

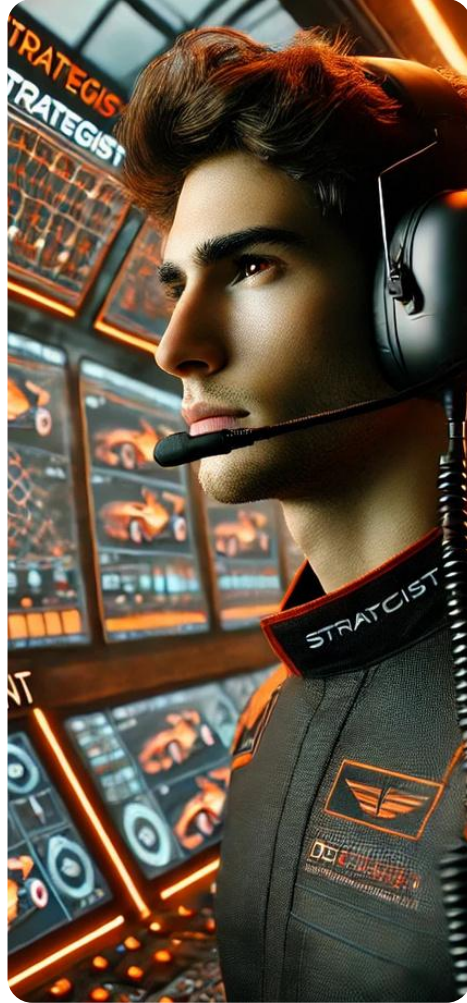


Autonomous Analytics

Automating the entire lifecycle of analytics



Driver Agent



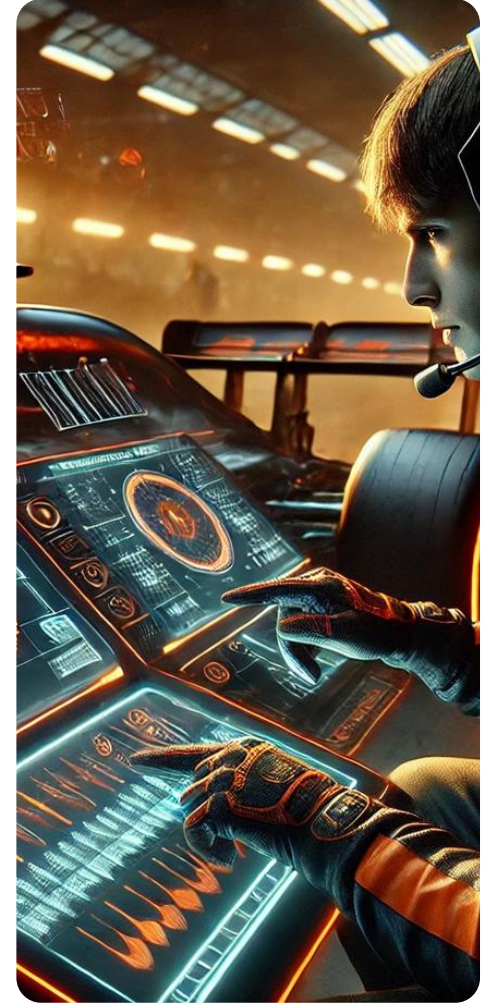
Strategist Agent



Pit Crew Agents



Data Agent



Engineering Agent

Strategy[₿]



Muchas Gracias!!