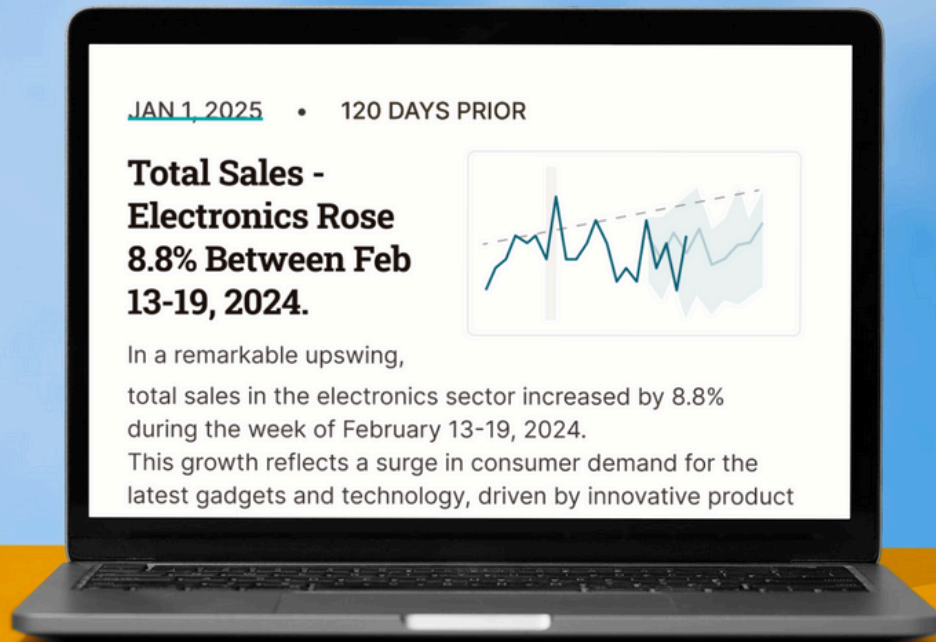


# Beyond Dashboards

## How Babbage Insight Can Turn Data Fatigue into Instant Insight



**BABBAGE  
INSIGHT**



## It is time to move beyond dashboards

**In a world that moves faster than data reports, waiting to “check the dashboard” means missing the window to act.**

**52%**

Senior leaders say they struggle to get insights and are buried in data.

The promise of “data-driven decision-making” has morphed into a daily ritual of dashboard fatigue. Executives are overwhelmed, not empowered. What if we flip the script?

Instead of dashboards, Babbage delivers a ranked, mobile-first feed of insights, tailored to each leader’s context, like a daily newspaper. It’s like having a personal analyst scanning your data 24/7 and only tapping you when something truly matters.

To make this powerful shift seamless, Babbage offers two AI-powered frameworks that cover the full spectrum of business needs:

- **Personal Data Analyst:** Automated insights, triggered by a curious AI analyst daily.
- **Repetitive Data Research:** One-off deep-dives or scheduled, recurring investigations with a contextual intelligent system .

Time-to-insight matters more than ever, and each of the above frameworks works under the hood to cut decision lag, reduce waste, and help companies put their insights to use.

**Imagine your ideal copilot; Now imagine never having to ask a question**

# Executives are drowning in data



“We have a 45-page report, and it’s not humanly possible to go through it in full detail every week. Inevitably things get missed....”

Executive at Top E-commerce Company in India

< 33%

of employees actively use BI tools

5 hrs

spent by an average executive weekly searching for the right data

“...majority of our weekly review meeting is spent just analyzing what happened and why. It leaves almost no time at all to agree on actions or make decisions.”

Leader of \$100 M Business

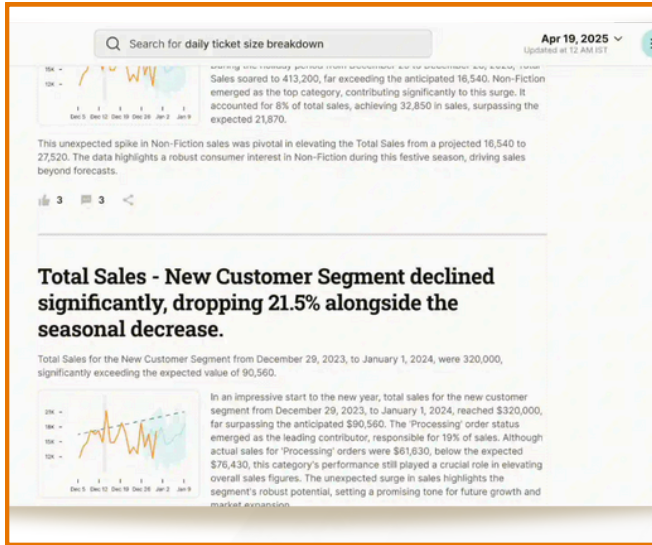
“At one point, we were getting almost 200 reports a day.”

COO at Top Telecommunications Company

“The top execs don’t have time to log in to tools. They’re on their phones. So you have to pull out whatever you want to tell them and send that through.”

Director, Analytics of a top startup.

# Your Instant Company Newspaper



Babbage Insight delivers the story to you: ranked, explained, and actionable.

Think of it as a personal newsfeed for your business, written by an AI that knows what to look for.

**No Dashboards. No Copilots. Just Clear Insights.**



## Observe

Babbage connects to your data sources (databases, files, marketing tools, AWS CURs, etc.) and constantly listens for signal: spikes, drops, correlations, outliers, and patterns.

## Rank

Scores every data event on Impact (How big is the change?), Information value (Is this a novel pattern or known noise?) and Relevance (Does this matter to you?). Only the highest-ranking insights make it into the feed.



## Explain

Each insight is summarized in plain English, visually supported by clean charts or cohort comparisons, and always contextualized





# Two Powerful Modes

**One platform.  
Two powerful ways to convert data into decisions.**



## Personal Data Analyst

You get your own custom report that highlights key insights and trends, tailored to your specific needs.

"Your conversion dropped by 0.5% due to increased share of first time customers. Do you want to dig in?"



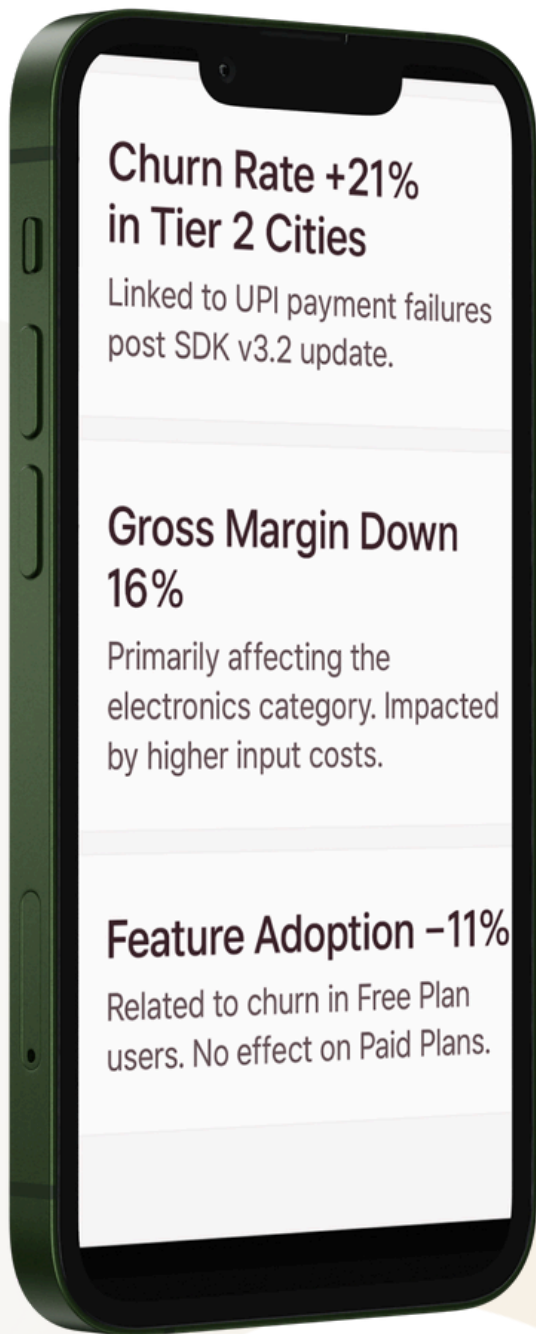
## Repetitive Data Research

Multiple one-off investigations of different data sets, to find something interesting each time.

"Is our LTV increasing since the price changed, and if so, how has it shifted for different customer cohorts?"



# Personal Data Analyst







The Personal Data Analyst is your AI-powered version of that sharp analyst who always knows what matters and explains it clearly.

When something unexpected happens, Babbage:

1. Detects the anomaly across your metrics.
2. Dives into the data: slicing cohorts, scanning correlations, and checking before-and-after effects.
3. Surfaces the insight, explaining it in plain language with context and visual evidence.
4. Delivers it to your feed—ranked by impact, no digging required.

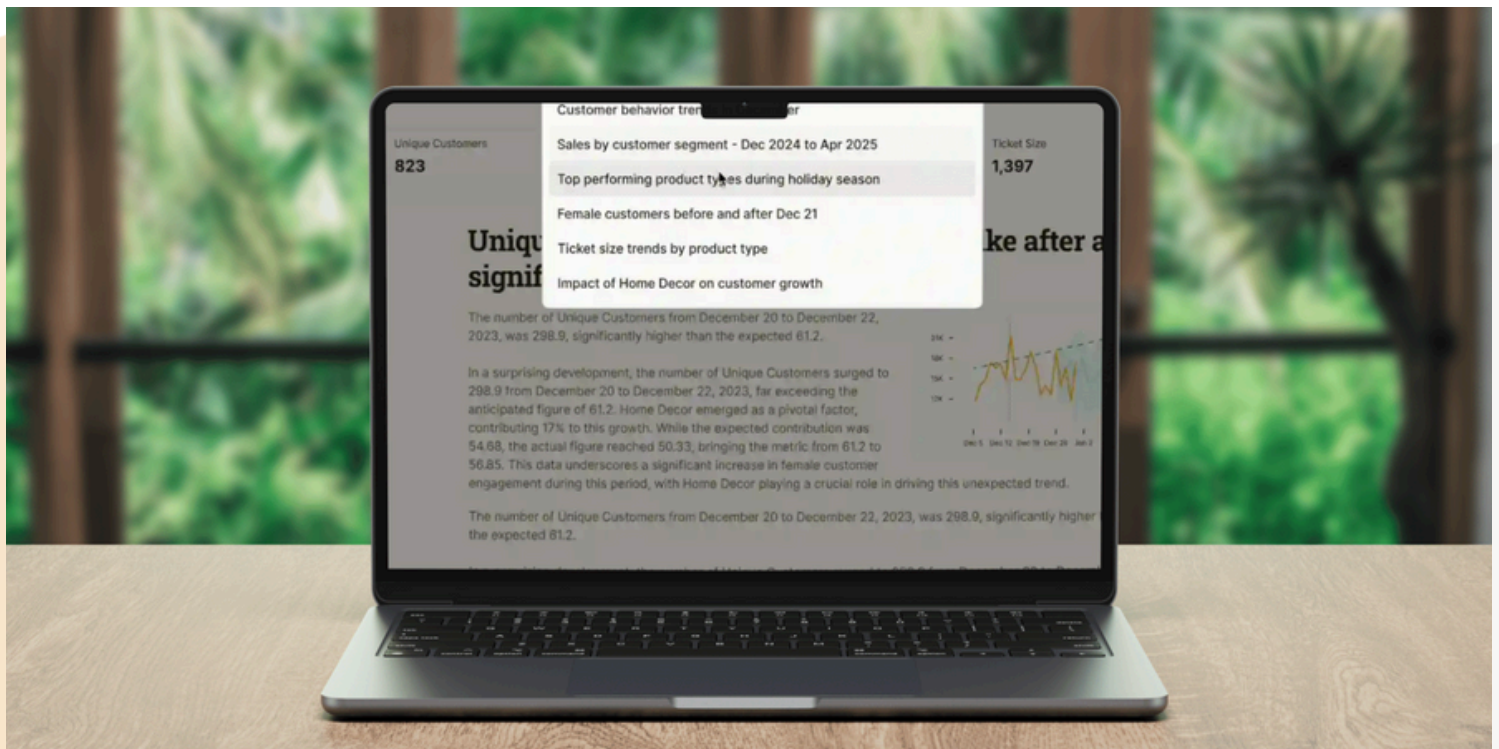
Think of it as a full-stack analyst... who works 24/7, never needs handholding, and doesn't bury you in charts.

-  Instant answers to queries you didn't think of!
-  Saves dozens of hours/week for executive teams searching for answers.
-  Reduces time-to-insight from days to minutes
-  Boosts agility in fast-changing conditions (e.g., pricing, churn, bugs)

**Babbage users save up to**

**20,000 hours annually**

**across analyst and exec workflows**



# Q Repetitive Data Research

Repetitive Data Research handles recurring investigations, metrics you always want to keep an eye on, but with a twist: it brings context, change detection, and drill-downs automatically, every single time.

Here's what it replaces:

- Weekly metric updates are prepared manually in slides or dashboards
- Recurring analysis of retention curves, CAC trends, product funnels, margins

Instead of repeating effort, this framework:

- Monitors defined metrics over time
- Applies intelligent comparisons (e.g. vs. last period, rolling averages, segment baselines)
- Flags material changes or patterns

You set the rhythm.  
Babbage brings the insight.

- 🔄 Replaces recurring analyst work with automated and easy drill downs
- 🔍 Surfaces underlying drivers of trends across cohorts or segments
- 📊 Catches slow drifts that dashboards miss (e.g., gradual margin erosion)
- 💡 Creates instant ability to query and mine new insights

**Time to insight reduces from**  
**days to minutes**



# Run Your Business With Babbage Insight

## Sample real world use-case



**The CXO of a subscription D2C brand...**  
gets a morning update in the insights feed.

**Churn +21% w-o-w.**

**The increase in churn is higher than the seasonal average. The increase in churn is coming from Tier-2 cities. Would you like to dig in more?**

The CXO would have normally learnt about this only during the weekly review scheduled later this week. Curious, she digs in further without having to call a data team or wait for Friday's dashboard review; she types:

**Why is churn higher in Tier-2 cities this week?**

In response, she learns that Prepaid UPI failures had increased in the same region. She checks in with the team who have access to a similar feed, and they inform her that they've flagged an upstream bug in the payment gateway SDK update from a few days prior. It gets escalated and fixed, and thousands of additional cancellations get prevented.





# Connect Once. Insights Forever

You don't need a six-month rollout plan to start making better decisions. Babbage is built to deploy fast, integrate smoothly, and start surfacing insights within days, not quarters.

## Choose where to deploy

Babbage deploys within your cloud, right by your data warehouse. (Or on Babbage's cloud, if you prefer that instead.)

## Connect once to your data warehouse

Babbage connects directly to your Databricks instance, or even Google Sheets.

This is the only time your tech team is involved.

- **No data migration**
- **No schema rewrites**
- **No new pipelines**

Just a secure connection so Babbage can start observing and exploring.

## Set up your critical metrics once

You define the critical metrics whether its revenue, gross margin, CAC, LTV, retention. Babbage handles the rest.

Insights delivered directly to your feed.



## ONLY A FEW STEPS AWAY

1. Choose to deploy in your cloud or Babbage's cloud
2. Connect your data warehouse (once)
3. Set up your critical metrics (once)
4. Access your instant insights!

# BI About Babbage Insight

**Babbage Insight is your instant company newspaper. Think of it as your personal Chief Analytics Officer that can help surface insights without asking a single question but also allow you to investigate your structured data instantly.**



Want to know more?

Meet the Babbage Insight founding team [here](#).



**BABBAGE  
INSIGHT**