



# What is Your Analytics Assessment Profile?



MAYBE YOU HAVE...

## LOCKED DOWN DASHBOARDS

With tightly controlled dashboards displaying KPIs or other metrics, your organization has a single source of truth so everyone can see what's happening.

You've got critical best practices in place with:

- Highly visible KPI dashboards
- Centralized data model and business logic
- Shared data dictionary and definitions

Your analytics team is likely seen as:

- Providing mission critical KPI tracking
- The single-source of truth for your business
- A strategic asset to the company



## but does this sound familiar?



Updating dashboards is tedious or impossible



You can see what is happening, but not why something happened

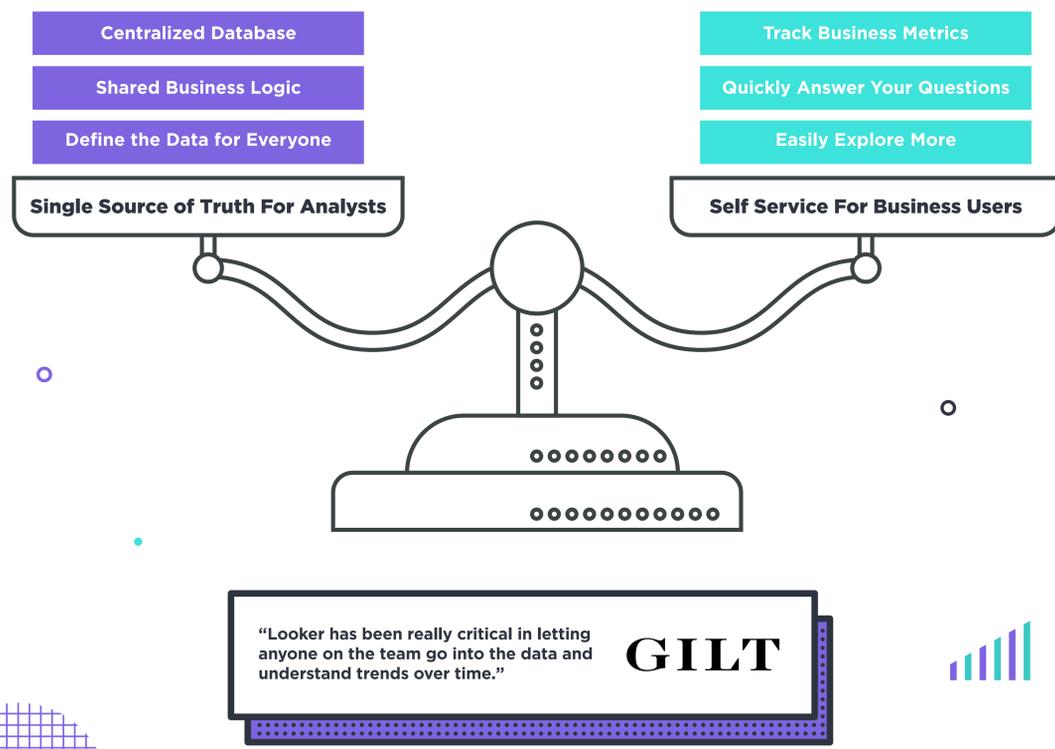


Business users are frustrated they can't explore the data themselves

"People had reports but they could never change them, and they never really understood what was behind them."

**GILT**

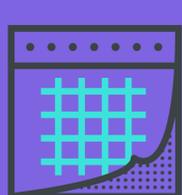
## What you really want is to Balance Self-Service with Governance



## Unlocking the Dashboards at Gilt

Before using Looker, Gilt used an enterprise business intelligence tool to develop reports and create dashboards. While the tool itself boasted a central location and a single source of truth, Gilt found it limiting because business users couldn't access the underlying data behind the dashboards. The team at Gilt wanted a tool that would not only provide business users access to the data, but also would allow them to explore and discover new relationships that they couldn't access before. After implementing Looker, everyone at Gilt, from the CTO, to an associate manager, can look at the data and discover relationships for themselves, without having to go through an analyst. Empowering the company to use data allowed Gilt to develop more robust relationships with its customers.

### Now at Gilt...



Over **250** monthly Looker users

**50,000** minutes per month in Looker



Over **2,000** data questions answered in Looker per month

When we first brought Looker to Gilt, everyone could create their own reports, and they understood what was behind the reports that they had. Now we don't even call them reports anymore. People just explore data and they get answers.

**GILT**