Sisu key driver API: Deliver insights wherever users ask “why?”

Simplify the operationalization of AI/ML powered insights

The Sisu Decision Intelligence Engine provides valuable, AI/ML powered insights to automatically track metric performance, reveal causes of metric change, and help companies act on data to drive greater business impact. Yet, at Sisu, we recognize insights are most valuable when they are operationalized—i.e. when they are made broadly available in workflows, systems, and other tools where businesses operate.

To simplify the use of insights, Sisu has developed an application programming interface (API) that allows programmatic access to the results of machine learning derived key driver analysis. Sisu’s key driver API is RESTful, and delivers key driver results in JSON format for use in the tools and workflows our customers rely upon. For more information and a technical deployment guide, please visit docs.sisu.com.

Common use cases for the Sisu key driver API include:

1. Operationalize results: The Sisu API makes connecting existing workflows, including common systems and tools, easy. Connecting to Sisu via the API enables organizations to leverage Sisu insights to quickly take action—right in their current workflows.

2. Leverage insights in any workflow: Enhance your existing data strategy by sending AI/ML generated insights to your cloud data warehouse through the API. Once in the warehouse, other tools, including existing BI tools, can be used to combine Sisu results with other data for analysis. Additionally, data engineering teams can provide more value to the teams they serve by providing insights into the most relevant parts of the datasets they curate—ranked in order of impact on any given metric.
3. Augment data science initiatives: Using the API, data scientists can leverage Sisu’s productionized algorithms to easily augment their existing ML efforts. Sisu key driver algorithms accelerate data science efforts by focusing efforts on the data that has the greatest relevance.

**Sisu’s API in action**

A real-world example of a company using the Sisu API is a hospitality company that is tracking customer conversion rates and retention metrics. Although the bulk of the business uses Looker dashboards connected to a Snowflake data warehouse for day-to-day metric monitoring and decision-making, they rely on Sisu key driver analysis to automatically identify trends in metric performance and diagnose why metrics change over time.

By using the Sisu API, the analyst team delivers Sisu key driver analysis results directly into their Snowflake data warehouse. Now the company includes Sisu results in the Looker-based data model, reflecting drivers of metric changes directly in their Looker dashboards. With Sisu insights delivered via API to the existing decision-making workflow, company executives use ranking, relevance, and impact to focus their decisions.

**About Sisu**

The **Sisu Decision Intelligence Engine** puts the power of artificial intelligence and machine learning in the hands of data analysts to provide fast, comprehensive, and actionable insights from cloud-scale data. The Sisu API augments existing operational, analytics, and business intelligence workflows to enable every business to quickly understand what is happening, why it is happening, and how to take action. Sisu is committed to building APIs that allow users to create, run, and consume results from any of Sisu’s AI/ML powered analyses.

**Data-forward organizations** like Gusto, Overstock, Ro, Samsung, Wayfair, Udacity, and Upwork rely on Sisu to make decisions to optimize their customer journeys, accelerate revenue growth, reduce incidents, and more.

Based on years of research at Stanford University, Sisu is the fastest diagnostic platform for structured data, using machine learning and powerful statistical analysis to help anyone get answers to their toughest business questions.

**Getting started**

If you’d like to see Sisu in action and explore how you can use the power of machine learning to power decision-making, we’d love to help you get started.