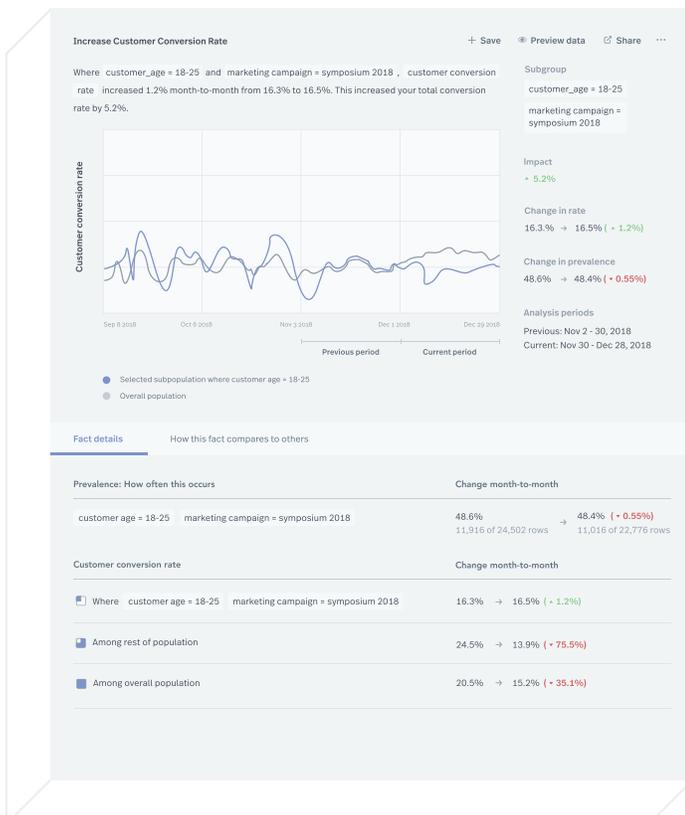# What's driving your business?

Stop waiting. Get the facts now.

We live in a golden age of data. So why is it still so hard to find out what's driving business key performance indicators (KPIs) like engagement, conversion rate, and sales? Companies today across all sectors face several challenges in unlocking the potential in their data:

- **Too much data to digest**

- **Too little time for manual analysis and dashboarding**

- **Too little trust in the resulting output**

Sisu is changing all this. Sisu's platform gives you the ability to answer the toughest question facing your business: "Why?" Unlike other data intelligence platforms that expect you do to all the detective work, Sisu quickly and automatically surfaces the facts driving your critical business metrics by testing and tuning tens of millions of hypotheses in a matter of seconds.

Delivering the fastest time to why

Stop playing detective with your data. Today's analysis tools – from spreadsheets to dashboards and fancy visualization platforms – are slow, error-prone, and rely on scarce technical talent to get the job done.

Sisu's dramatically different approach eliminates this wasteful guesswork. Sisu examines all your data, highlighting the factors with the highest impact on your key metrics. Our high performance dataflow processing and personalization engine scans hundreds of millions of factor combinations to deliver statistically significant, high impact results – in seconds.

Understandable and trusted by the entire business

Sisu makes your enterprise data understandable and actionable to everyone from data scientists to business operators. Sisu delivers facts that are meticulously optimized and tested, while providing the context you need to let the data speak. Unlike other tools, Sisu automatically examines every piece of data you have, so you don't have to worry that you're overlooking a high-impact factor.

Sisu then translates these complex statistics into natural language and easy-to-understand visualizations that anyone in the business can use. Sisu brings clarity to complexity, and makes it easy for anyone to digest, dig in, and collaborate to improve every critical metric you track.

5.2%
month-to-month

Where customer_age = 18-25 and marketing campaign = symposium 2018 , customer conversion rate increased 1.2% month-to-month from 16.3% to 16.5%. This increased your total conversion rate by 5.2%.

Instantly make use of all your data

Stop sampling, aggregating, or limiting access to data just to make the job more manageable. Sisu provides the world's fastest data diagnosis platform, spanning all your key data sources to identify and measure what's really driving your business. And getting started is simple - connect Sisu to your existing warehouses and SaaS applications, identify the KPIs you care about most, and let the facts start streaming in. Sisu's platform is powerful enough to digest tens of millions of observations in a matter of minutes (and often faster).

About Sisu

Created from years of machine learning research at Stanford University, Sisu helps businesses understand, in real time, what's driving changes in their business. Tuned at massive scale with customers including Microsoft, Facebook, and Infosys, Sisu empowers data scientists, analysts, and executives alike to understand why critical business metrics are changing and guide you towards fast, decisive action.

Founded by
Peter Bailis, CEO

Funded by
Ben Horowitz, a16z

Powering high-output data analysis at enterprise scale

5M
Facts found for customers in the past year

4M+
Rows analyzed per second

47B
Factor combinations and hypotheses tested (yes, billion)

Getting Started

Whether you're focused on increasing same-store sales, or decreasing the cost of goods in a complex supply chain, Sisu can help you unlock the facts buried deep in your enterprise data.

Get started today at www.sisu.ai, or send us a note at hello@sisu.ai.

Get in touch

✉ hello@sisu.ai
🌐 www.sisu.ai

in Sisu Data
🐦 @sisudata

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