Using Sisu and Google Cloud

Closing the gap between business intelligence and decision intelligence

To unlock the value of data and drive better business outcomes, companies need analytics solutions that can address data that is increasingly complex, massive, and variable. By leveraging Google Cloud’s data cloud products, including Looker and BigQuery, leading organizations are increasingly able to provide employees, customers, operational workflows, products, and services with timely and trusted data to power every part of the business.

Seamless integration of the Sisu Decision Intelligence Engine with Google Cloud’s modern enterprise platform for business intelligence and analytics, Looker, is a powerful way to get the most value from important data and power data-driven transformation.

Sisu augments analytics in Looker with AI/ML-powered automation—delivering fast, comprehensive, and actionable insights with only a few clicks. In seconds, Sisu can leverage governed data and metrics in Looker to test millions of hypotheses and identify and rank the key factors driving metric performance. Analysts using Sisu perform common tasks up to 80% faster without the need to learn new, complex data science skills.
Google Cloud and Sisu have announced a long-term strategic partnership to bring the Google Cloud business intelligence platform Looker and Sisu’s decision intelligence capabilities closer together, augmenting analytics workflows with simple, native integrations to help teams:

- **Accelerate answers:** Leverage governed data and metrics in Looker’s semantic layer, LookML, to run ML-powered analyses with Sisu. Drive value from pre-existing data models and metrics and avoid costly time-consuming rework. Perform faster, more efficient queries automatically with Sisu and the Google Cloud platform data cloud suite.

- **Democratize machine learning:** With one click, Google Cloud users can access AI/ML-powered automated capabilities in Sisu without the need for specialized data science expertise. Looker analysts can run advanced analytics and cut through the noise of growing data volume, avoiding manual machine learning workflows. Analysts can test millions of hypotheses in seconds, saving time and focusing efforts on driving greater impact.

- **Adapt and act:** Analysts can quickly iterate on questions via the familiar Looker interface while running diagnostic analyses via Sisu’s machine learning powered algorithms. Key factors driving metrics can be quickly and automatically identified, helping data teams focus analytics efforts where they have the most significant impact. Automated results let data teams perform rote tasks quickly, staying ahead of data as it changes and grows.

“At Overstock, we trust Google Cloud and Sisu to help us champion a data culture and make the best decisions. The expanding partnership between Google Cloud and Sisu will make it even easier for us to drive strategic decisions with data and deliver the best customer experience.”

— Dave Nielsen, President at Overstock
“Sisu’s mission to operationalize the world’s data is a bold goal, and we’re excited about the impact this deep integration with Google Cloud will have for customers. Google Cloud is a clear leader in cloud analytics and data infrastructure, and we are excited to power ML-driven insights across their customer base.”

— Peter Bailis, Founder and CEO of Sisu
To see how customers are already using Sisu and Looker together, watch the webinar: How Landing built a winning data strategy & workflow to learn how their data team delivers faster actionable insights using Sisu and Looker for their Weekly Business Review.

**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 Google Cloud workflows, particularly with Looker and BigQuery, to enable every business to quickly understand what is happening, why it is happening, and how to take action.

Data-forward organizations like Overstock, Wayfair, and Landing rely on Sisu and Google Cloud to make decisions to optimize their customer journeys, accelerate revenue growth, reduce incidents, and more. Future integrations between Google Cloud and Sisu will make this easier and simpler, resulting in faster, more impactful insights from key business data.

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](#).

**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.

Learn more at [www.sisudata.com](http://www.sisudata.com)

Get started at [www.sisudata.com/get-started](http://www.sisudata.com/get-started)