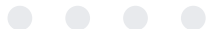


Google for your Business Data Data Analytics with AI



Danny Lange

VP of AI/BI

Imagine a world where...

Every customer interaction is **timely and magical**

Employee **productivity has tripled**

Accurate **decisions are made twice as fast**

Customers get **in line** for your latest product!

Data has become your biggest advantage



However... existing data platforms don't meet the needs of the AI era

85%

companies experimenting or in limited production with GenAI

5%

companies that have GenAI applications implemented at scale



Structured and unstructured data lives in **silos** across disparate systems. Data warehouses offer little support for **insights trapped in unstructured data**



Data access **isn't democratized** and teams struggle to make data-driven decisions. **Productivity** is a top concern for both business and IT users

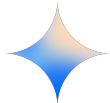


Using multiple systems requires moving data; driving **complexity, egress costs, security** concerns, and **compliance** risks

Why customers choose Google Cloud for their Data & AI workflows

Unified Data & AI

Vertical integration
drives democratization,
productivity,
collaboration,
governance, and scale



AI out of the box, brought to your data and workflows

**Access 130+ of the best
models** from Google & open
source from anywhere, no
need to
build or train yourself



**Simplify complex coding
tasks** with built-in
AI-powered code
generation tools



AI customized and augmented with your data

**Customize models with
your proprietary data** or
build your own models
from scratch

**Augment model
responses** with your
broader enterprise data,
systems, and
governance



Google's Data and AI Cloud

Simplifying data and AI experiences for all users with Gemini

Any user



Data engineers
Clean, useful data



ML engineers
Integrated intelligence



Data scientists
Models that work



Developers
Intelligent apps



Data analysts
Query and analyze



Business users
Insights Everywhere

Analytics Lakehouse



Multi-engine
(SQL, Spark, Python, Search, remote functions)

Multi-storage
(managed storage, GCS, BQ Omni cross-cloud)

Multi-format
(structured, semi-structured, unstructured)

Multi-capability
(governance, streaming, data pipelines)

GenAI & ML



Vertex AI

Business Insights



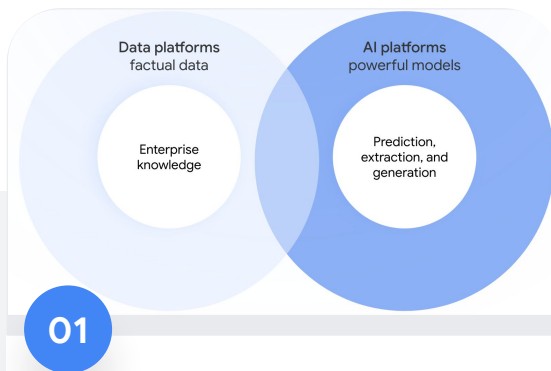
Looker

Foundation models (text, chat, docs, code, video, image, audio)



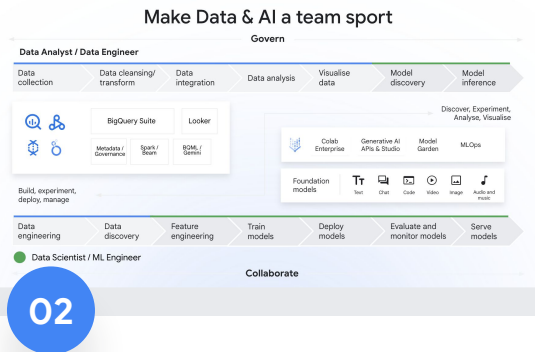
Google Cloud infrastructure: GPUs/TPUs

Benefits of Data & AI Ecosystem



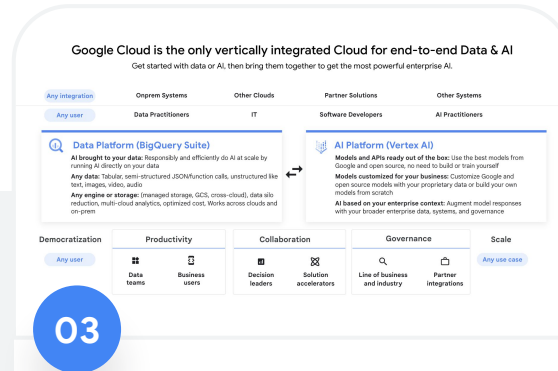
01

Unleash the Power of Your Data: Merge structured and unstructured data in your AI lakehouse with BigQuery and Vertex AI.



02

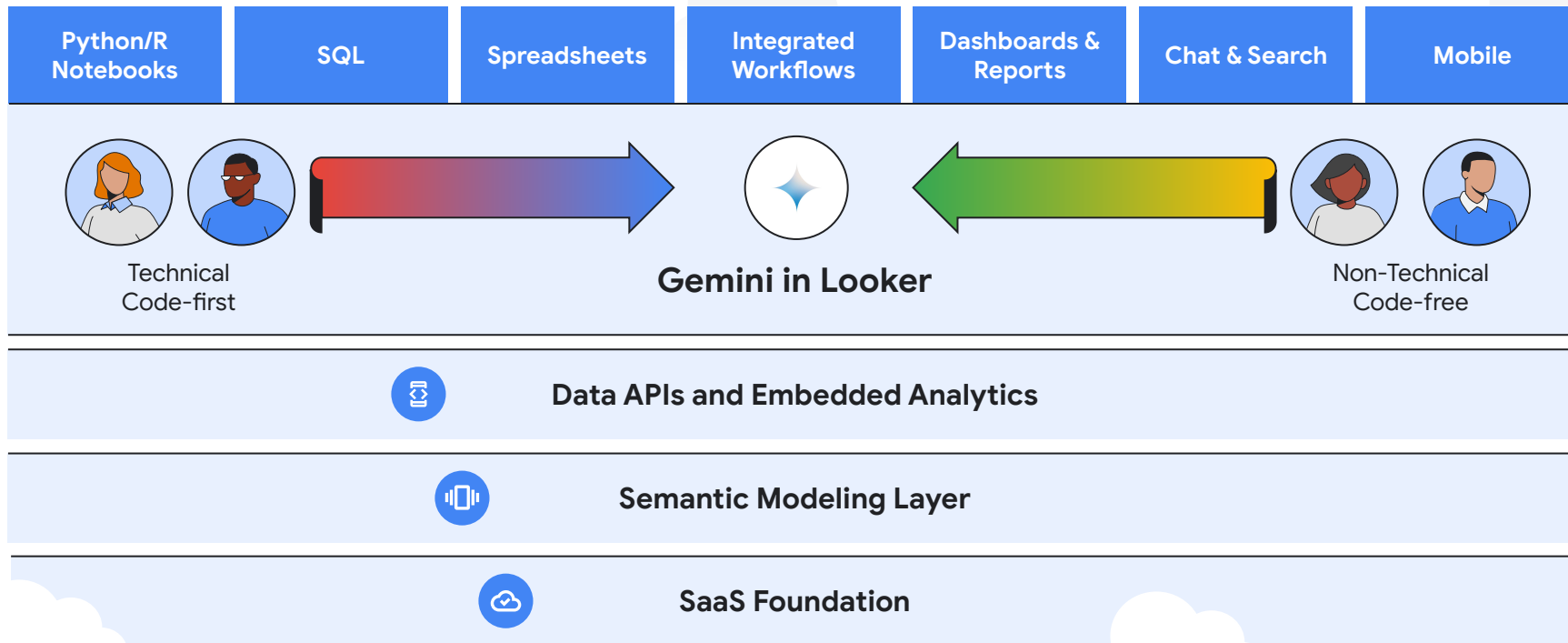
Make Data and AI a team sport: Break down silos and focus on bringing value in data using AI.



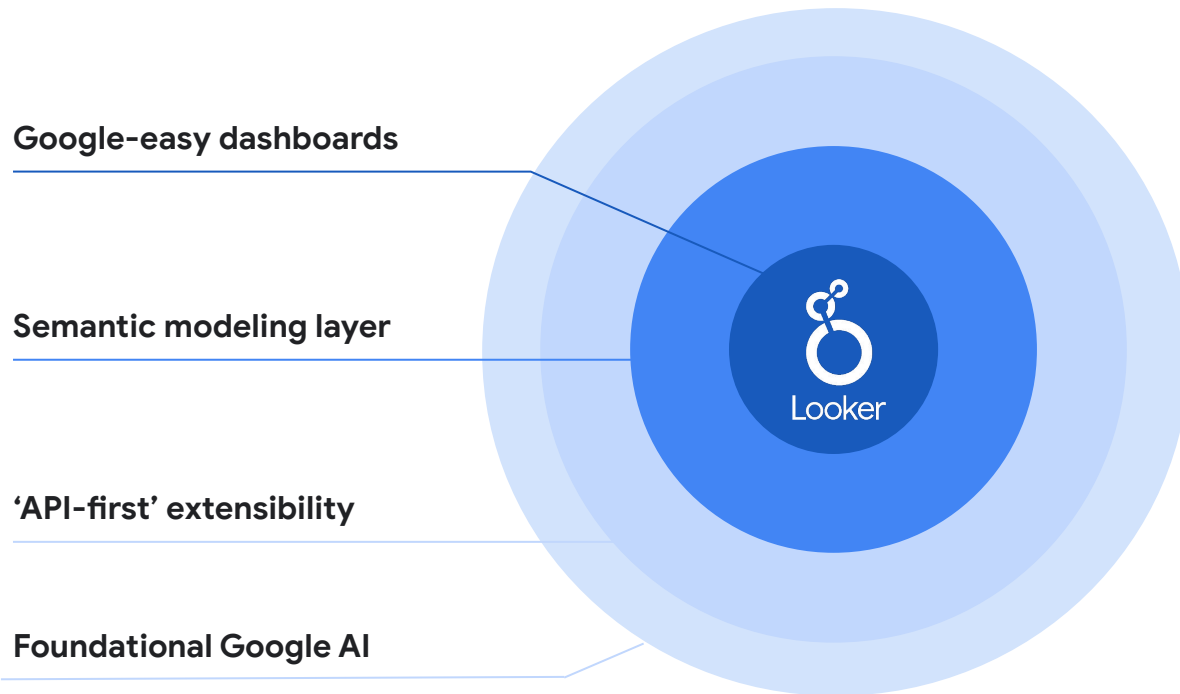
03

Set the right foundations from the beginning by leveraging powerful and integrated Data and AI ecosystem.

Fitting the many styles of BI with Gemini in Looker



Building Trustworthy Insights: Why Looker is Your Foundation for Unlocking Truth in the data and for Data-Driven AI success

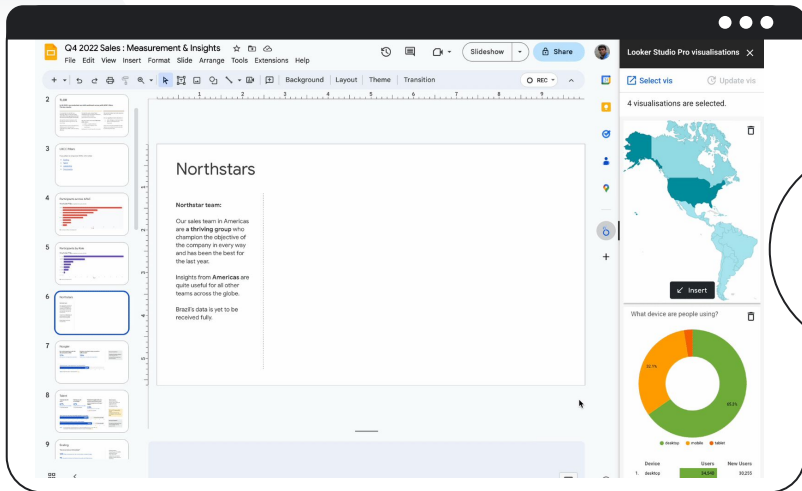


**Built on the
cloud strategy
of your choice**

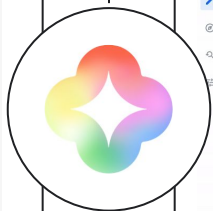


A Unified Looker Experience

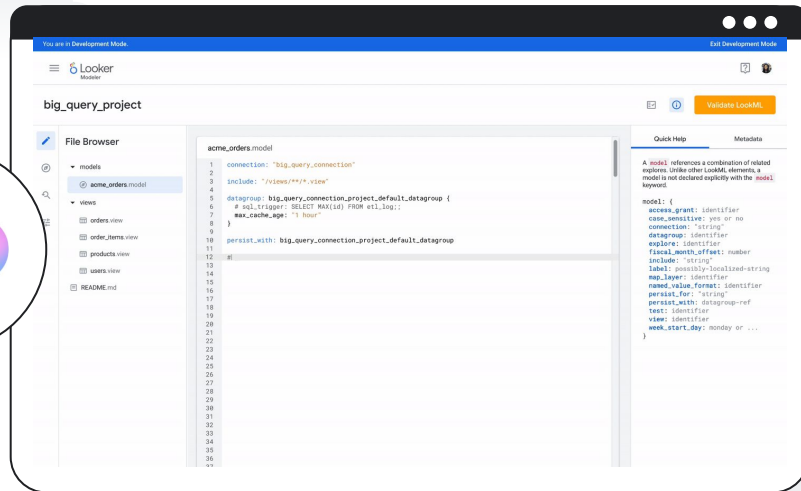
Unified Experience



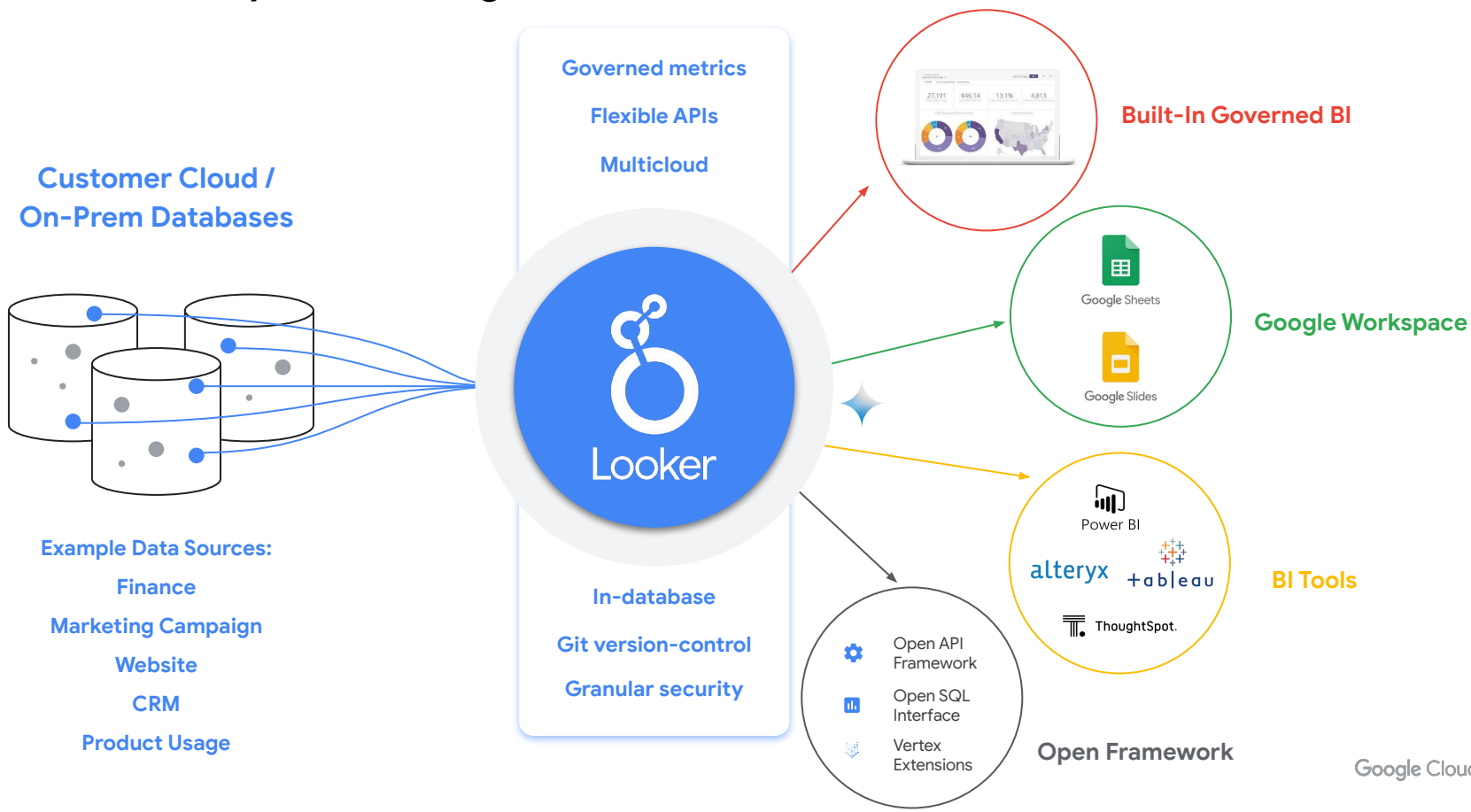
Unified Capabilities



Unified Purchasing



Looker's open and powerful semantic model: Your key to unlocking clarity, trust, and always-on intelligence

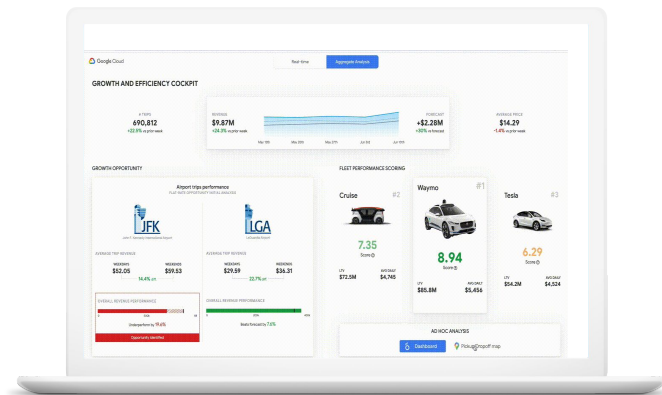


Start with **out-of-the-box analytics** to make informed decisions, expand with Looker's powerful data platform and **build data experiences**



Out-of-the-box visual, real-time, and self-service analytics

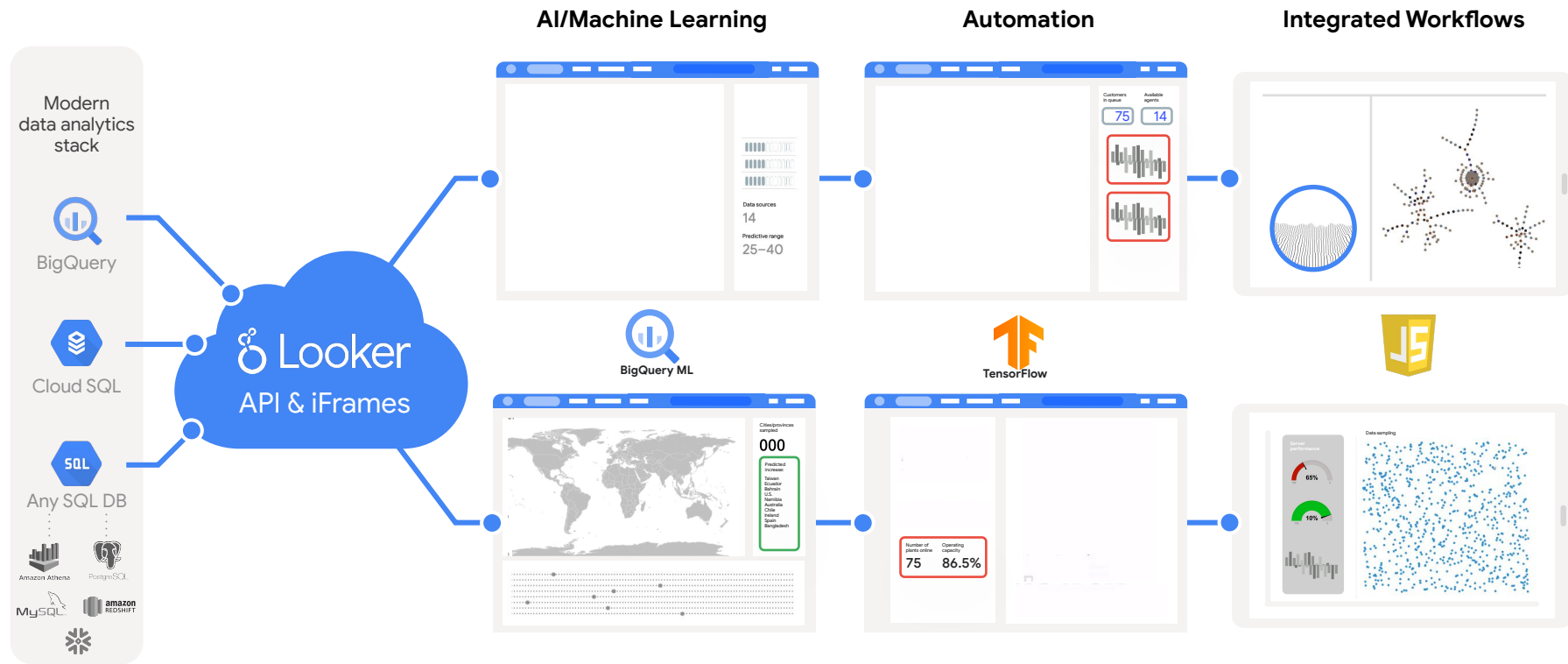
- Interactive and collaborative dashboards and reports
- Access to variety of data sources and connectors
- Pre-modelled LookML templates with Looker Blocks
- Securely send governed data to other systems with Looker Actions



Composable platform to build fully custom data experiences

- Interactive embedding
- Robust API coverage
- Tools for faster application development
- Monetized data apps

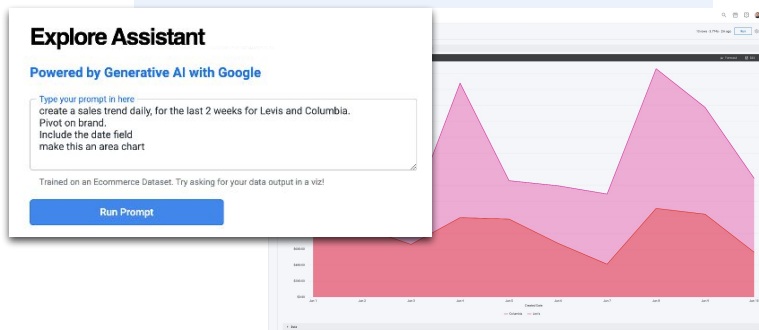
Embed actionable insights and always-on intelligence throughout your workflows



Two ways to add Google AI to Looker



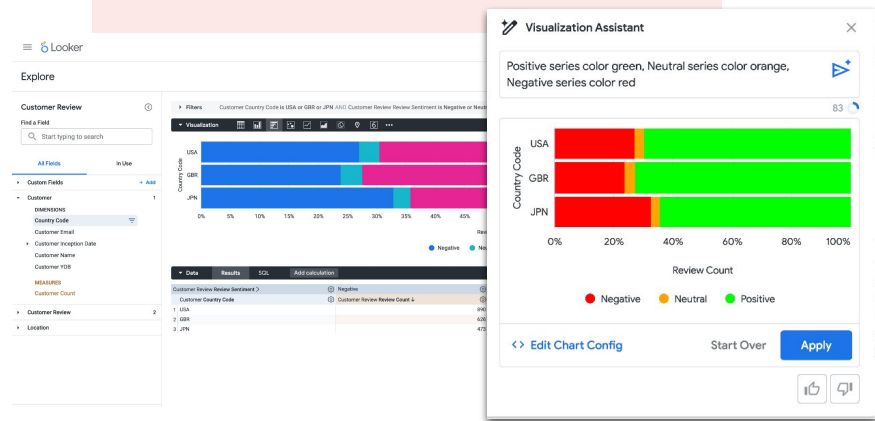
Vertex AI Extensions



Customizable AI Extensions for fine grained control to build AI data apps, conversational solutions, and more.



Gemini AI agents



Pre-built AI accelerators for data modeling, visualization configuration, creation, and more.

Looker

Explore Assistant Demo

Powered by Generative AI with Google

Type your prompt in here

Trained on an Ecommerce Dataset. Try asking for your data output in a viz!

Run Prompt

Example Prompts

History

Calculating


Count of Users by first purchase date

Analyzing

Users who have purchased more than 100 dollars worth of Calvin Klein products and have purchased in the last 30 days

Period Comparison

Total revenue by category this year compared to last year in a line chart with year pivoted



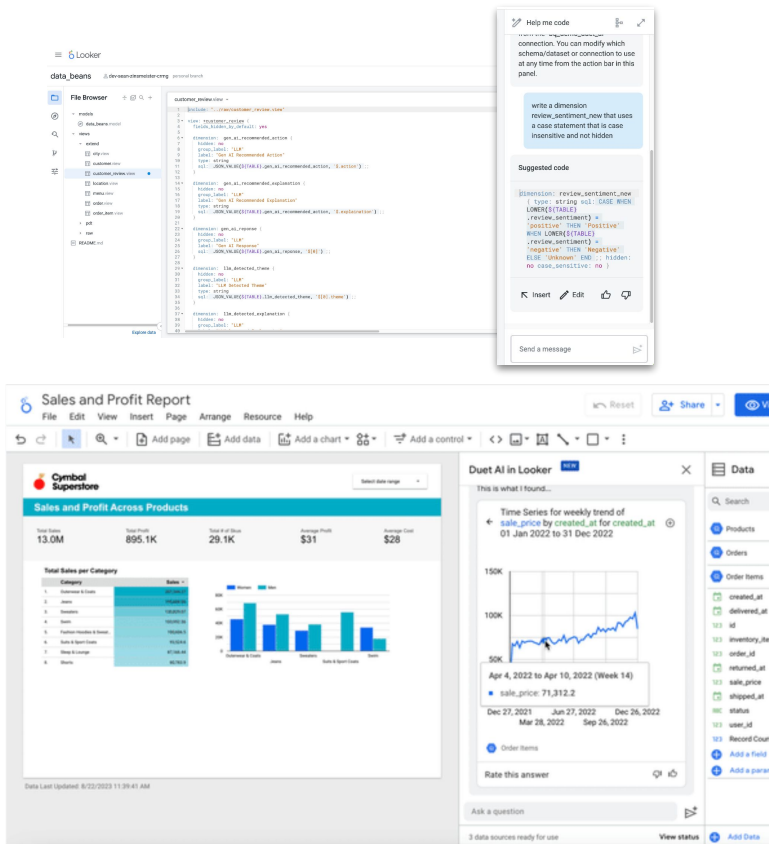
- [illegible]

Gemini in Looker Product Roadmap



Prebuilt AI agents to make analytics tasks and workflows easier

- LookML Assistant
- Visualization Assistant
- Formula Assistant
- Automatic Slide Generation
- Conversational BI
- Automated report builder



DEMO TIME

