

INTERACTIVE QUERIES

Direct query access and data sharing of Acquia CDP for analytics, data science, and IT teams

Marketers are not the only stakeholders in a company's customer data. The Acquia Customer Data Platform (CDP) cleanses, dedupes, and stitches customer data into a single customer view, and applies analytics and machine learning to the processed data. While this helps marketers understand and message to their customers, other teams can also benefit. Acquia developed Interactive Queries (IQ) so that analytics, data science and IT teams can directly access, and use Acquia CDP data through SQL.

Unparalleled access to customer data

Acquia CDP is the only customer data platform that gives data science and analytics team full SQL access to its data through an easy-to-use, browser-based query editor. Acquia IQ requires zero setup and maintenance, and all data is automatically refreshed daily through an Acquia-managed ETL process. Besides access to various pre-calculated customer summaries, Acquia IQ also provides users access to atomic transaction lines and events for analytics purposes. Because IQ is using the same data source as Acquia CDP Metrics, users can easily toggle between both applications and copy/paste SQL generated by Metrics into IQ. This flexibility provides analysts and data scientists a head-start on complex queries without having to write each query from scratch.





"Our data science team uses
Acquia IQ to quickly get
answers for business users
across the organization.
They're able to dive deep into
the data very quickly and give
answers to questions that
solve critical business issues."

Deneke O'Reilly
VP Marketing Operations
Micro Center



Acquia IQ enables many different direct query use cases.

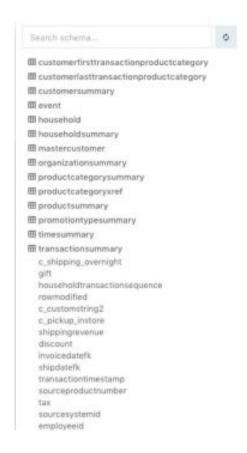
Here are some example analyses created by Acquia customers who are omni-channel B2C brands:

- Find trends on products bought in customers' first order vs. second order
- Calculate retention rate by sales channels, customer segments, and buying frequency
- Create customer segments based on acquisition channel and analyze when/why/how they become multi-channel customers
- Calculate and analyze customer segments based on buying behavior over a specific timeframe
- Perform market basket analysis to gain insights on what products are bought in the same transaction.

Connect External BI and Analytics platforms through Snowflake Data Sharing

Acquia IQ uses Snowflake for ultra-fast query performance and enables data sharing to truly unlock the potential of your data. Acquia CDP data is shared from Acquia CDP's Snowflake account (data-provider) into your Snowflake account (data-consumer). With secure data sharing, data doesn't move, eliminating the cost, headache, and delays associated with legacy data sharing methods that deliver only slices of stale data. Instead, data is immediately available for use in your Snowflake account - no transformation, data movement, loading, or reconstruction required. You could also bring external data into your Snowflake account to query against Acquia CDP's data. A common example of this use-case includes comparing actual financial performance data in Acquia CDP to financial forecasts that are not fed to Acquia CDP. As a result of this innovative architecture, all your data can be analyzed through a broad array of business intelligence tools, advanced analytics platforms, programmatic interfaces and SQL editors.

Through data sharing, you can build your own custom machine learning models on top of Acquia CDP's cleansed, deduped and processed data. Given the versatility of supported data science tools, Snowflake can easily become an integral part of your existing Machine Learning stack. Some example models created by Acquia CDP customers include predicted lifetime value (pLTV), and likelihood to buy (LTB) from certain product categories or during certain holidays. The results of these custom models can also be fed back to Acquia CDP for use in Actions campaigns, Metrics reports / dashboards and 360 profiles.



Brands Leveraging Acquia IQ















Example Systems That Can Leverage IQ Data Sharing

