Google Cloud

Rapidly scale your data analysis capability to deliver new customer experiences

BigQuery + Connected Sheets empower teams across organizations to unlock actionable insights with ease

In an ever-increasing connected world, organizations are grappling with an explosion of fragmented data. This data can give you a competitive advantage by enabling you to deliver personalized customer experiences, reduce churn, optimize operations, and identify revenue leakage.
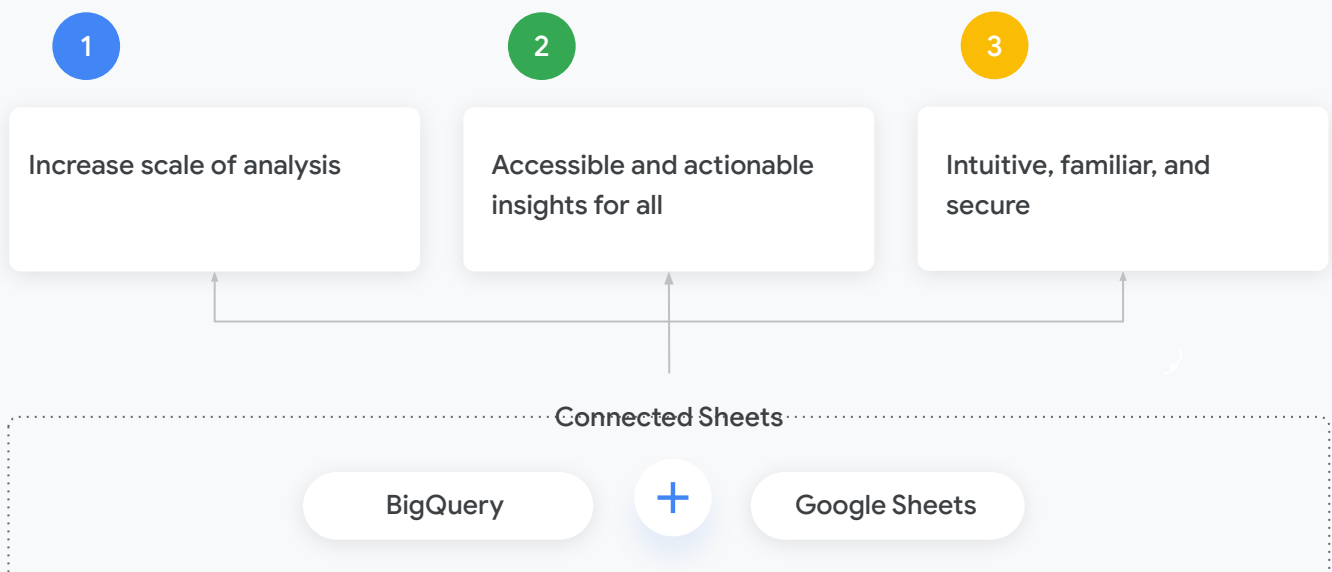
However, possessing a treasure trove of data is one thing; fully harnessing it is quite another. Many organizations are struggling to unlock valuable insights with overly complex legacy workflows and business intelligence solutions that aren't able to support today's today's data-intensive world of connected devices.

Connected Sheets brings the power of BigQuery and the familiarity of Google Sheets together to help teams analyze data at scale—no SQL skills required.

"Finance roles are evolving and the Finance function needs to take the steering wheel in driving businesses - particularly during crises such as coronavirus pandemic. I am a strong believer in digital transformation and in empowering the business by **moving from traditional spreadsheet and slide products to Connected Sheets and Data Studio dashboards**. Working with these tools and the Google Cloud team, we have built a solution that enables us to seamlessly complete actual-to-budget-to-forecast and vice versa reporting."

--Sereen Teoh, Chief Financial Officer, BIG Rewards (AirAsia rewards platform). See full case study here.

With BigQuery and Google Sheets combined, you get a scalable, accessible, and intuitive way to tap into the full value of your data

1 Increase scale of analysis

2 Accessible and actionable insights for all

3 Intuitive, familiar, and secure

Connected Sheets

BigQuery + Google Sheets

With Connected Sheets, organizations can easily leverage big data to enhance each business area with continuous analytical agility

Customer experience
Enhance the customer experience to increase net promoter score (NPS) while reducing churn

Cost and operational efficiency
Get faster time to insight and reduce total cost of ownership (TCO) across the business

Logistics, Fulfillment & Delivery
Real-time inventory management and intelligent analytics tools

Sales and marketing analytics
Identify upsell and cross sell opportunities with centralized data to increase ARPU

Operations
Modernize your operations with analytics, across offline and online channels

Analyze billions of rows of BigQuery data in Google Sheets to quickly uncover insights. Use familiar tools like pivot tables, charts, and formulas to:

Understand how customers interact with your app or website
Analyze and visualize viewing history, searches, ratings, and device data to see how frequently customers engage with your content

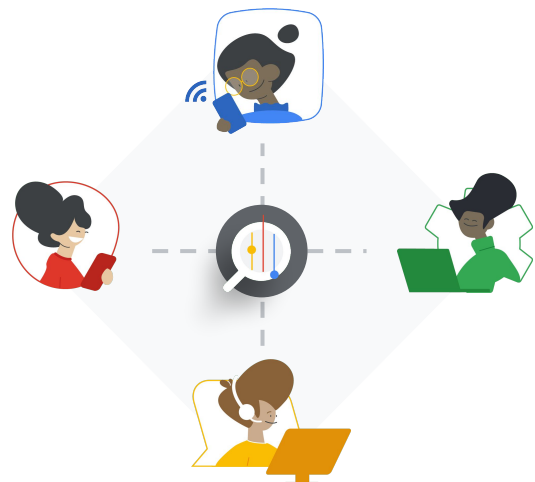### Optimize sales performance
Use predictive modeling to identify consumer trends and update prices based on supply and demand

Improve ad targeting
Analyze conversion data to uncover which demographics are responding well to a particular campaign; optimize accordingly using graphs and charts to help make sense of insights

Mitigate risk
Analyze multiple sources of data (including logs, events, packets, flow data, asset data, configuration data, etc.) in near real-time to identify areas of irregularity and quickly mitigate risk, detect incidents and respond to breaches

Automate daily performance reports
Pipe data into marketing dashboards that can be updated automatically with the freshest data every single day (or as often as you'd like)

Predict/prevent customer churn
Analyze complaint data to pinpoint problem areas and optimize the customer experience

Overcome the limitations of traditional spreadsheets and legacy BI solutions to meet the rising demands organizations face

Legacy solutions	Connected Sheets
Reliance on experts to query data creates **bottlenecks and time delays**, resulting in **slow decision making** and undermining your ability to provide exceptional customer experiences.	With **no SQL skills required,** Connected Sheets enables self-service analytics, **accelerating speed to insights** so you can **quickly respond to market opportunities.**
Traditional spreadsheets don't scale for big data—the higher the volume of data, the slower the spreadsheet processes, making it **impossible to tap into valuable insights** from large datasets.	Connected Sheets is built to handle big data—**glean actionable insights faster** with the ability to **access, analyze, and visualize billions of rows of BigQuery data in Google Sheets** with no performance issues.
Legacy workflows introduce the **risk of accidental data manipulation and stale data**, leading to **inaccurate forecasting** and impacting your ability to deliver personalized experiences and meet customer demands. **Manual tasks and report creation consume valuable time**, causing you to **miss out on opportunities** to turn data into dollars.	The live connection to BigQuery means **data is easy to refresh and always up-to-date**, so you can deliver on-the-mark **personalized customer experiences** and ensure **accurate predictions and demand forecasts.** **Spend more time on analysis and strategic planning** with scheduled refreshes that **improve workflows** and **streamline reporting and dashboard creation**.
The **inability to securely share and collaborate on insights hinders collective intelligence** that can power data-driven decision making.	Google Workspace's **enterprise-grade security makes sharing and collaborating on insights risk-free and easy**. Control permissions to limit who can view, edit, or share, and users can perform analysis in the sheet without fear of jeopardizing the integrity of the data in BigQuery.

Ready to start your journey?

Contact your Google Cloud partner