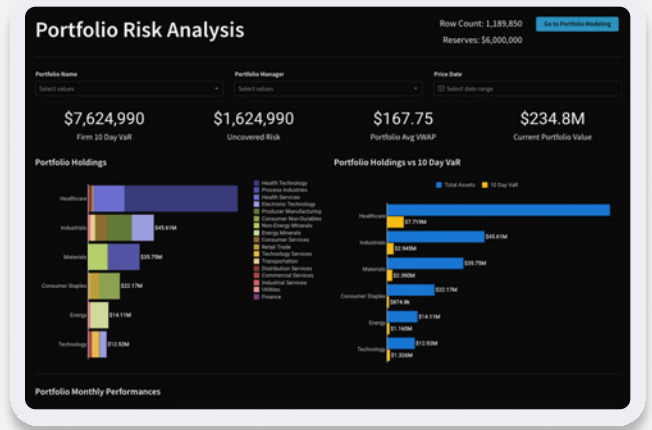


Sigma+Databricks for Financial Services

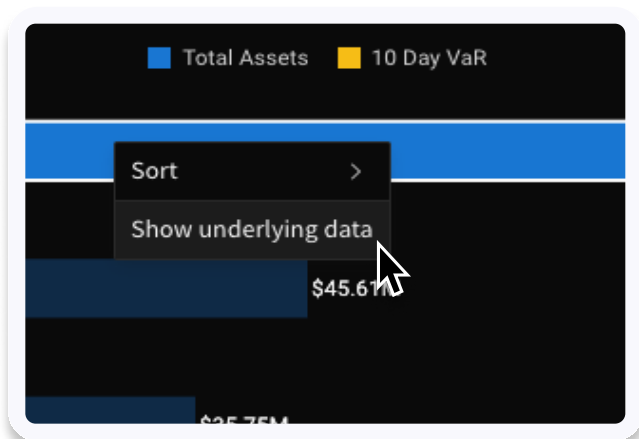
Embrace next-generation business intelligence with Sigma and Databricks. Leverage your data and ML models to unlock new financial services growth opportunities, optimize operations, and exceed customer expectations.



Key Features

Sigma and Databricks redefine business intelligence (BI) for the financial sector by merging Sigma's intuitive spreadsheet UI with Databricks' robust architecture, turning complex data into actionable insights. Go beyond traditional BI limits with cloud scalability and open standards, maintaining data compliance without sacrificing innovation.

- Live Connection**
 Handle any AI and BI workload with a direct connection from Sigma to Databricks Serverless SQL Warehouse.
- Spreadsheet Interface**
 Use familiar, powerful analysis tools like pivot tables, functions, actionable formatting, and group-by options for visualizations and reports.
- Language Inclusive**
 Whether you write Python or SQL or work in spreadsheets Sigma gives teams of all skill sets the autonomy to build together in real-time to deliver faster insights.
- Explore Anywhere**
 Deep dive into detailed data from high-level dashboards for further insights with Sigma's drill-anywhere capability.
- Scenario Modeling**
 Run and share data scenarios from the lakehouse, simplifying complex data analysis.
- Optimized Data Processing**
 Databricks' powerful processing capabilities handle large-scale data analytics and complex computations, ensuring fast insights without data extracts.



Today's Date: April 12 2024 | Current Quarter: FY23 Q4 | Upcoming Fiscal Year: FY24

Sales Performance Deep Dive

of Quarters to Use in Analysis: 3

Note: This toggle will determine the quarters shown in the pivot table to the right, and will impact the calculations on the Modeling tab.

Segment	Region	FY23 Q3		FY23 Q2	
		Rep Productivity	NDR	Rep Productivity	NDR
Commercial	Mid Atlantic	\$193,247	86%	\$193,071	\$193,071
	Midwest	\$135,006	100%	\$124,259	\$124,259
	New England	\$128,824	85%	\$188,201	\$188,201
	Pacific Northwest	\$162,571	100%	\$224,216	\$224,216
Enterprise	South	\$142,898	84%	\$208,471	\$208,471
	Southwest	\$363,449	235%	\$201,534	\$201,534
	TOLR	\$362,489	122%	\$88,643	\$88,643
	West	\$271,805	93%	\$204,411	\$204,411
Enterprise	Mid Atlantic	\$443,136	100%	\$610,311	\$610,311
	Midwest	\$796,312	100%	\$530,006	\$530,006
	New England	\$388,103	100%	\$548,006	\$548,006
	Pacific Northwest	\$1,191,664	114%	\$1,805,289	\$1,805,289
Enterprise	South	\$384,630	91%	\$227,849	\$227,849
	Southwest	\$568,047	79%	\$544,648	\$544,648
	TOLR	\$548,106	81%	\$445,006	\$445,006
	West	\$728,179	112%	\$831,006	\$831,006

Strategic Functionality

The screenshot shows a table with columns: DTI, Employment Years, Revolving Balance, Total Accounts, and Loan Amount. A dropdown menu is open for the 'Revolving Balance' column, showing values from 5000 to 75000. A mouse cursor is pointing at the 50000 option.

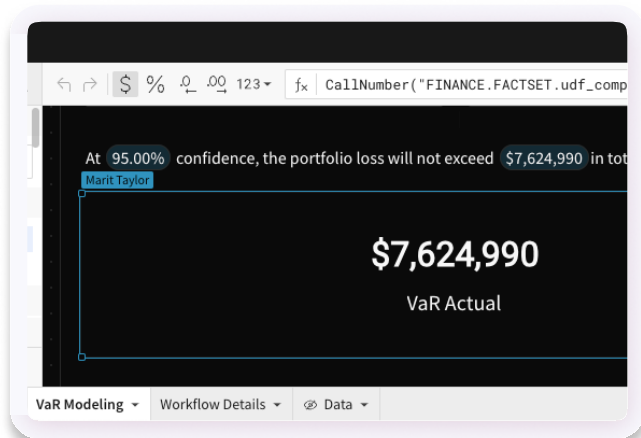
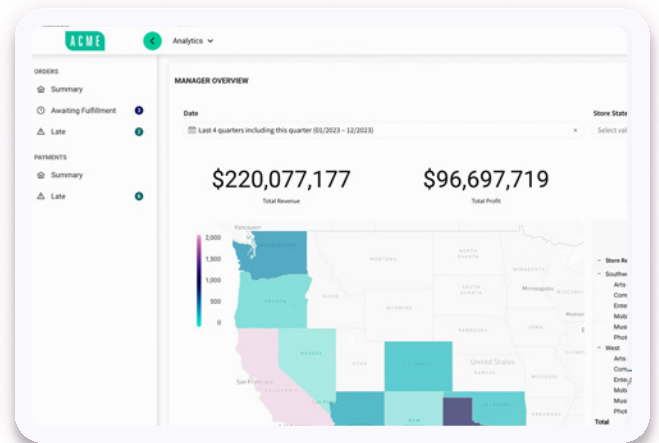
DTI	Employment Years	Revolving Balance	Total Accounts	Loan Amount
28.00%	2	\$25,000.00	23	\$40,000.00
21.00%	8	\$15,000.00	15	\$25,000.00
15.00%	2	5000	25	\$15,000.00

Data Writebacks for Dynamic Data Interactions

Sigma introduces the industry-first Input Table feature, allowing users to add data to a governed section of the warehouse, providing extra context or updates for tasks such as forecasting and reconciliations.

Tailored User Experiences with Embedded Analytics

Sigma enables customizable embedded analytics for internal or external data consumers. This increases engagement in a branded, flexible, self-serve analytics environment. No-code UI customization and simple iFrame embedding eliminate the need for custom SDKs or developer resources.

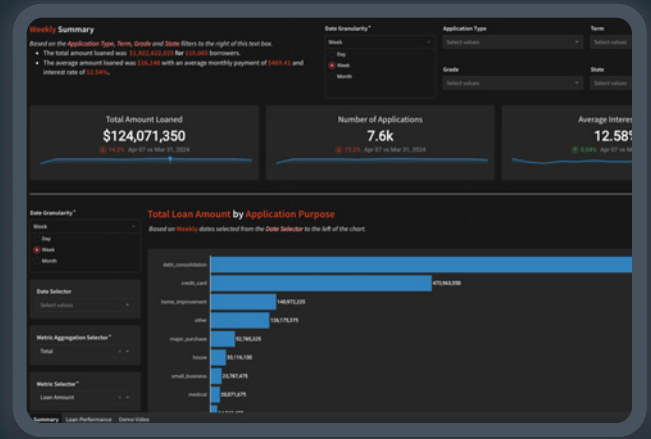


Call ML Models with User Defined Functions

Make AI accessible to everyone for faster, more accurate, and data-driven decisions. Easily access user defined functions from Databricks using Sigma's call functions.

Drive Forward with Data

Sigma and Databricks transform data into differentiation for financial services organizations. One platform elevates your internal operations, data products, risk management, and product development through the key opportunities outlined below.



Key Use Cases



Next Generation Business Intelligence

Reduce ad hoc requests for analytics teams by empowering business users with intuitive data exploration tools that allow them to drill-down into granular data behind the dashboard.



Integrated Analytics Offerings

Create and monetize customer-facing data solutions. Integrate analytics into existing platforms, providing an on-brand experience that drives user engagement, self-service and satisfaction.



Market Insights and Trends

Utilize Sigma's integration with Large Language Models to interpret and report on vast data sets, uncovering market trends, identifying investment opportunities, and informing product development.



Portfolio and Risk Management

Monitor portfolio performance and use predictive analytics for enhancing investment strategies, risk assessment, mitigation strategies, and compliance.



Customer Personalization

Utilize AI and ML to offer hyper-personalized experiences that grow your business - from product recommendations to tailored financial advice.



Regulatory Compliance

Ensure data privacy and compliance with financial regulations via Sigma and Databricks robust data governance protocols.

“Sigma and Databricks have helped us meaningfully reduce the barriers between our portfolio managers and the data they need to make insightful investment decisions. These platforms are enhancing our ability to incubate successful new investment teams.”

Nan Xiao

Chief Technology Officer at Greenland Capital Management

Trusted for complex ML and BI use cases

Join the leading financial services institutions transforming their future with Sigma and Databricks.

Want to Learn More?

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