EINSTEIN DISCOVERY
Get the power of data science without being a data scientist.
Do you have a business metric that needs improvement?

What if you could uncover and answer every key question about your business metric – instantly – and empower your business users with these insights? Now you can.

Companies are using AI-powered Einstein Discovery to add intelligence to every business process, and deliver the power of data science into the hands of every business user.

Blaze your trail to amazing service with Trailhead.

Astro and friends will guide you through everything you need to know about Salesforce. With fun, easy-to-follow trails, you’ll be up and running in no time.

Find your path forward at salesforce.com/trailhead.
Analytics used to be seen as a tool for reflecting on the past, rather than as a tool to drive intelligence in everything we do. Today, the relentless growth in customer information, the rise of the information-savvy business user, and the availability of artificial intelligence (AI) are driving demand for analytics that can give us the key insights required to take action at every business touchpoint.

So why isn’t every business taking advantage of AI-powered analytics? Because it remains out of reach for most business users. While AI is good at analyzing data and generating insights, these insights are presented in a way that a business user would have a tough time understanding. It’s creating a comprehension gap. Hence the need for data science experts, consultants, analysts, and so forth. But these skilled resources are limited and aren’t readily available for every company. Companies and individuals can’t achieve their potential until we close the comprehension gap and empower every business user with AI-powered analytics that they can easily understand and act on.

Benefits of Einstein Discovery

- Automatically analyzes millions of data combinations in minutes
- Explains what happened, why it happened, what will happen, and what to do about it
- Generates natural-language stories exported to Salesforce Wave Analytics, Microsoft PowerPoint, or Word
- Encourages feedback to Einstein Discovery for continuous model refinement
- Connects to Salesforce or any structured data source
- Uses smart data prep to automatically improve your data
Einstein Discovery enables business users to automatically discover relevant patterns based on their data – without having to build sophisticated data models. It helps users find and explain insights from millions of data combinations in a matter of minutes. It’s like having a personal data scientist who is always available to quickly sift through huge amounts of data to find the important patterns and make accurate predictions. Once it’s done analyzing your data, Einstein Discovery generates natural-language answers, explanations, and recommendations in a way that is easy for business users to understand.

“Now, we’re able to use Einstein Discovery to centralize data analytics for our team and encourage other business units to not make decisions based on gut feel but to leverage the tool to find out what is statistically relevant or not.”

Josh Botnen
Director of Data Management & Analytics
First Interstate Bank

Figure 1: Understand Einstein Discovery stories with natural-language answers, explanations, and recommendations.
A Comprehensive Offering

You may already have a team of BI experts on staff to provide analyses and recommendations. But what happens when the amount of data you need to analyze is very large, and the time you have is limited?

Einstein Discovery can help you break through roadblocks and speed up your team’s work. It provides answers to key business questions:

- What happened?
- Why did it happen?
- What will happen?
- What should I do about it?

Most complex patterns have causes that weave through layers of interrelated variables, so you can’t just scratch the surface. You need to drill down. Einstein Discovery shows you where to drill and explains why. But even more, it guides you in asking the next questions, the ones you didn’t know you should have asked.
Analysis centers around uncovering the relationships between a business-relevant metric (outcome) and all the potential influences of that metric (explanatory variables). Einstein Discovery can surface key patterns, point your investigations in the right direction, and suggest answers. It acts as a complement to you and your team. The combination of the expert human mind with Einstein Discovery empowers amazing predictive insights that might never be found using manual analysis techniques.

Figure 3: Take action on Einstein Discovery insights and recommendations embedded where you work, in Salesforce.
Features

Automated Analytics: Analyze millions of data combinations in minutes and get answers to key business questions, including what happened, why it happened, what will happen, and what to do about it.

Narrative Explanations: Meet and exceed customer demands by understanding explanations behind the insights and taking action on recommendations. Get explanations of charts and insights in natural language. Individual business users are empowered, and data scientists no longer need to do the brunt work of interpretation.

Natural-Language Report Generation: Start collaborating and sharing insights seamlessly. Generate reports as natural-language stories that can be exported as Word documents or PowerPoint presentations, automatically embedded with speaker notes.

Data From Any Structured Source: Einstein Discovery works with the same data you do, whether it’s in Salesforce, a CSV file on your desktop, Hadoop, Heroku Postgres, SAP, or any number of structured databases. Einstein Discovery can even process data in place without making a second copy of it or moving it to the cloud. Once you import or point to the relevant data, Einstein Discovery does the rest.

User Feedback Loop: You know your business best. You can enhance the automatically learned model by simply providing thumbs up/down feedback based on your domain expertise to enable even more accurate analysis of your data.

Smart Data Prep: Receive automated data improvement recommendations to clean, shape, and enrich your data before creating your stories.

Salesforce Native: Go from getting insights from Einstein Discovery to taking action in Einstein Analytics without ever leaving Salesforce.

Figure 4: Leverage your domain expertise to provide feedback to Einstein Discovery to refine the model.
Summary

Intelligence should be applied at the speed of business, not after business has happened. Furthermore, business users don’t want to play data scientist; they want the power of data science. And that’s the mission of Einstein Discovery: to unlock productivity for the entire organization – giving you the insights that you need and the ability to take action where you work.

For more detailed information and a free demo, contact your sales rep. Or go to salesforce.com/analytics.

“This tool better informs our decision-making and supports our ability to deliver on our commitment. Human biases can limit our discovery of unknown opportunities. How can we ask about what we don’t know? Now, we are letting the data speak for itself, and it is telling us about new opportunities.”

Jeff Stafford  
CFO  
Kansas Community Plan  
United Healthcare