

The logo for Qubit, featuring the word "Qubit." in a white, sans-serif font. The letter "Q" is stylized with a small tail that loops back. The text is set against a dark blue background with a lighter blue horizontal bar behind it. A thin white vertical line is positioned to the right of the text.

Qubit.

Petabytes to Personalization: Data Analytics with Qubit & Looker

Mark Rittman, Senior Product Manager for Analytics

Looker JOIN 2017, San Francisco [April 2017](#)

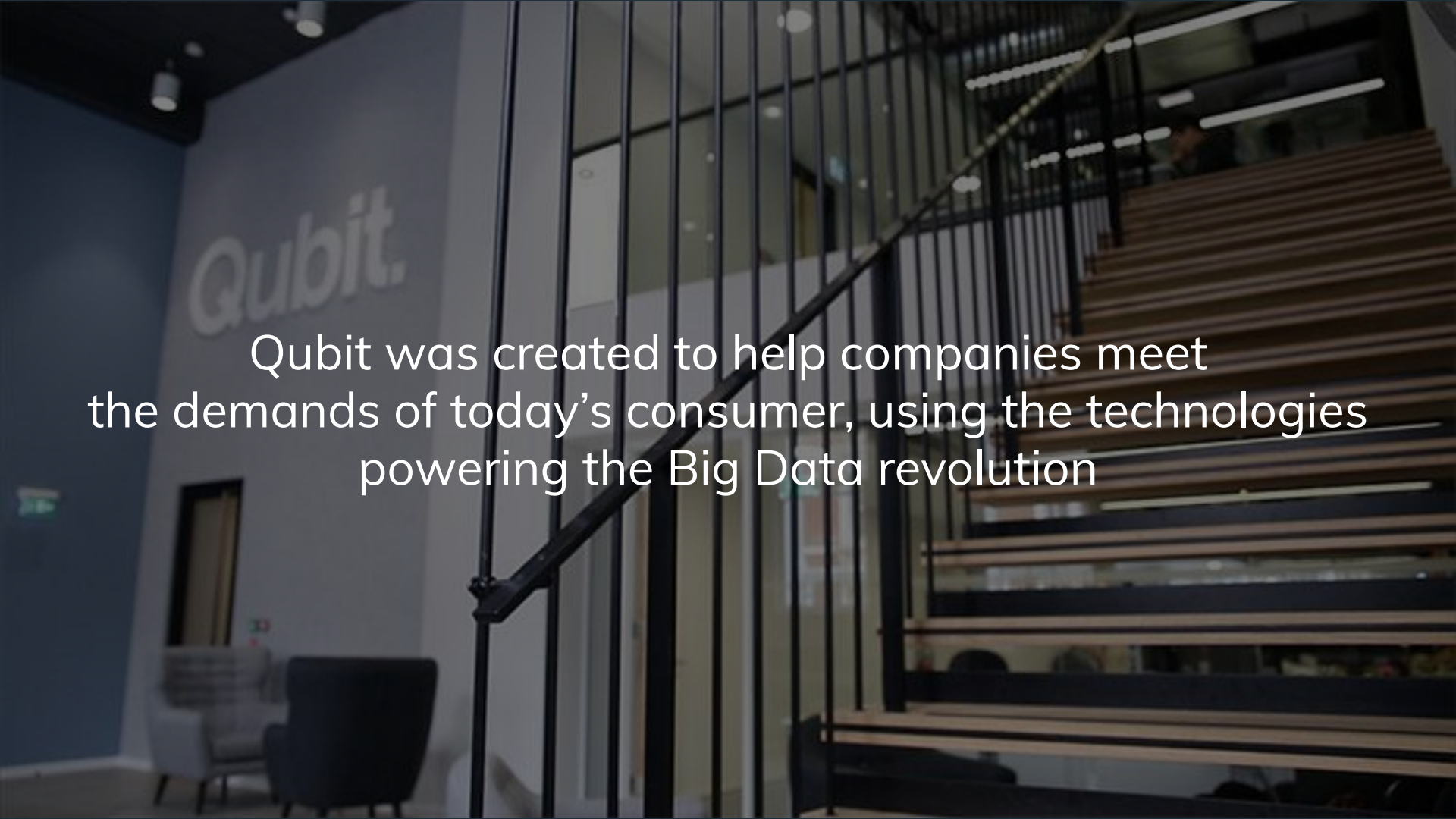
About the Speaker

- Mark Rittman, Senior Product Manager at Qubit
- 20+ years in the analytics, DW and big data industry
- Previously CTO and co-founder of analytics consultancy
- Responsible for analytics and reporting on Qubit platform
- Blogger at <https://medium.com/mark-rittman>
- Host of Drill to Detail podcast <https://www.drilltodetail.com/>
- Based in Brighton and London, UK



Mark Rittman
Senior Product Manager
for Analytics, Qubit

mark.rittman@qubit.com

A photograph of a modern office interior. In the foreground, a staircase with wooden steps and a black metal railing leads upwards. The background shows a white wall with the word "Qubit." in a large, light-colored font. To the left, there is a dark chair and a small table. The lighting is soft and modern, with recessed ceiling lights.

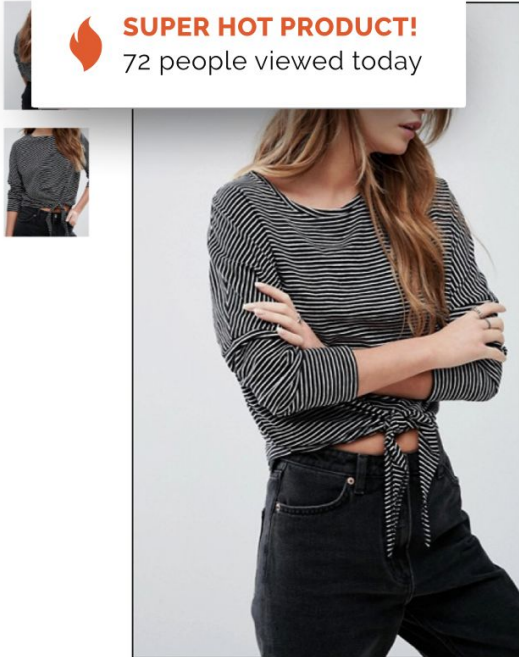
Qubit.

Qubit was created to help companies meet the demands of today's consumer, using the technologies powering the Big Data revolution



SUPER HOT PRODUCT!

72 people viewed today



CLICK IMAGE TO ZOOM

Striped crop tee

£24.99

New Arrival

Loose fitted striped crop tee.

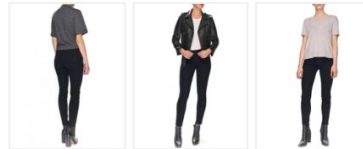
COLOUR: Black and white



SIZE: 10



Recommended for you:



SIA TEE
£56.95

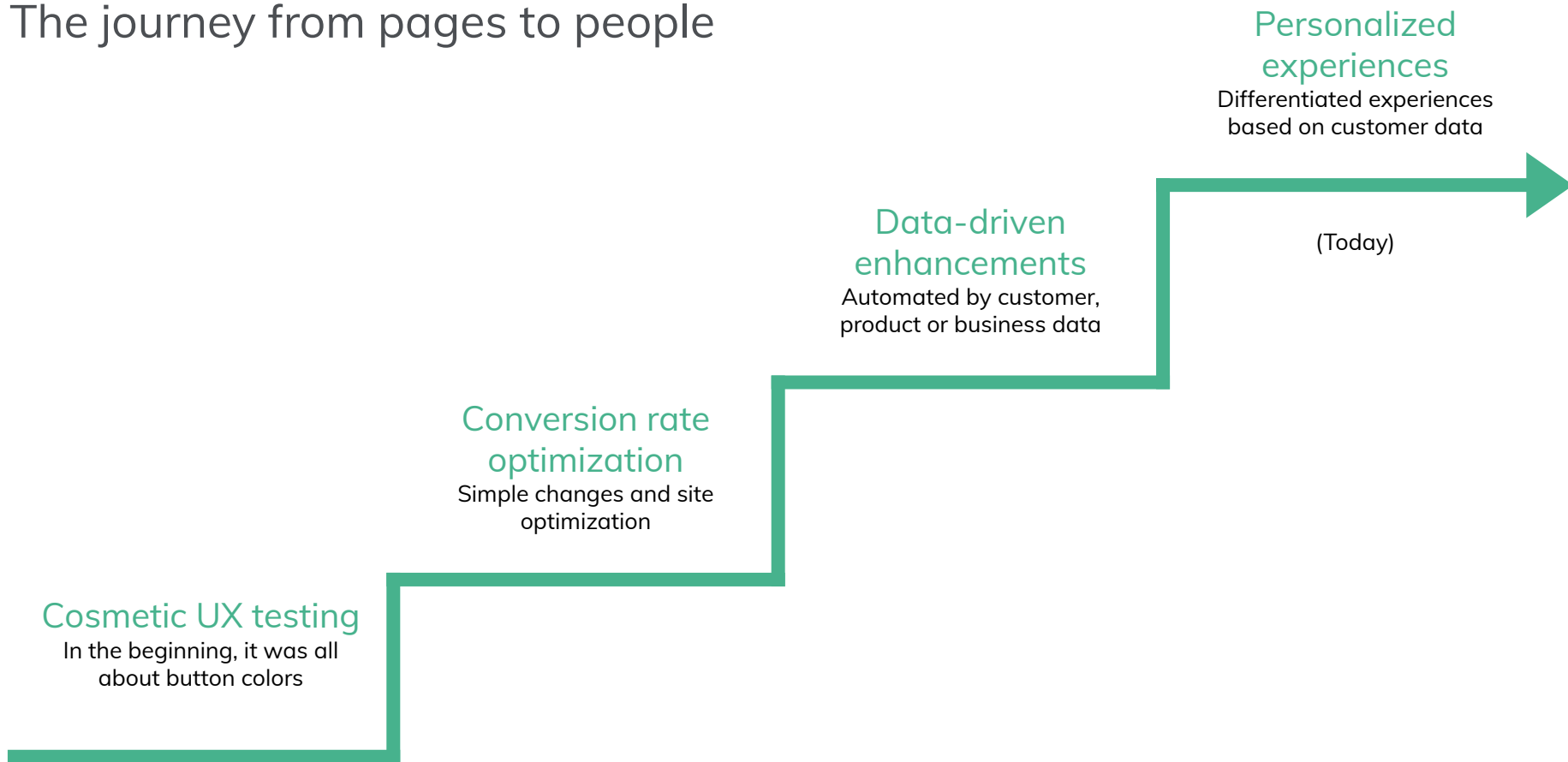
LEATHER JACKET
£599.95

FRENCHIE TEE
£49.95

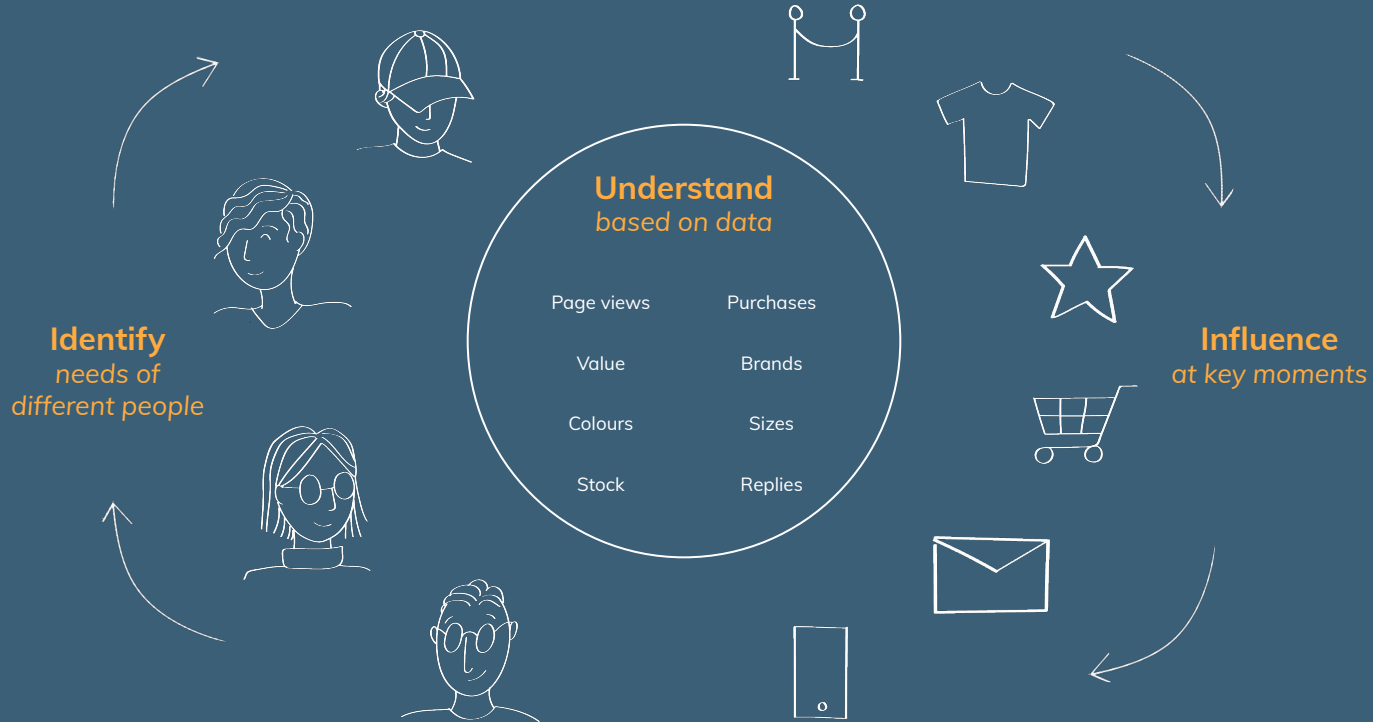
Next day delivery and standard delivery in 2-3 days.

ADD TO SHOPPING BAG

The journey from pages to people



Winning and Retaining Your Best Customers through Personalization



Working with some of the largest eComm brands

COLOURPOP

PANDORA™

FARFETCH



YOOX
NET-A-PORTER
GROUP



SHISEIDO



Ladbrokes

Charlotte Tilbury

SHOP
DIRECT



TOPSHOP

Alice
and
Olivia

FRONTIER
AIRLINES

John Lewis



Emirates



halfords

sky BET

FRENCH
CONNECTION

♠
kate spade
NEW YORK



WOLF &
BADGER

AL
ADDISON LEE

MONSOON
Accessorize

EST. 1851
MOSS BROS.

DIANE VON
FURSTENBERG

CLINIQUE

Qubit by Numbers

120,000+

events/second

>2PB

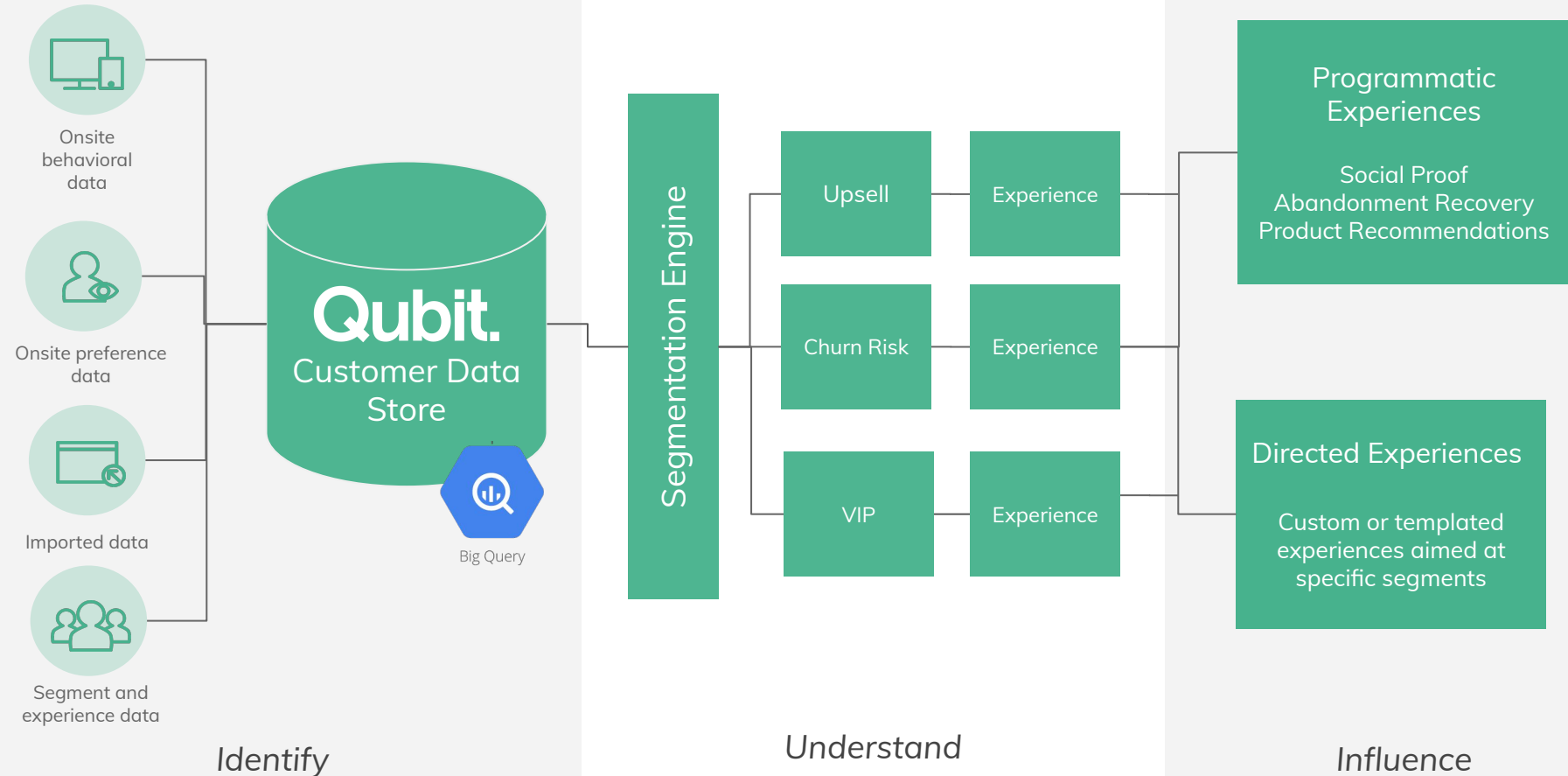
70,000 tables

stored in BigQuery

Over 1bn

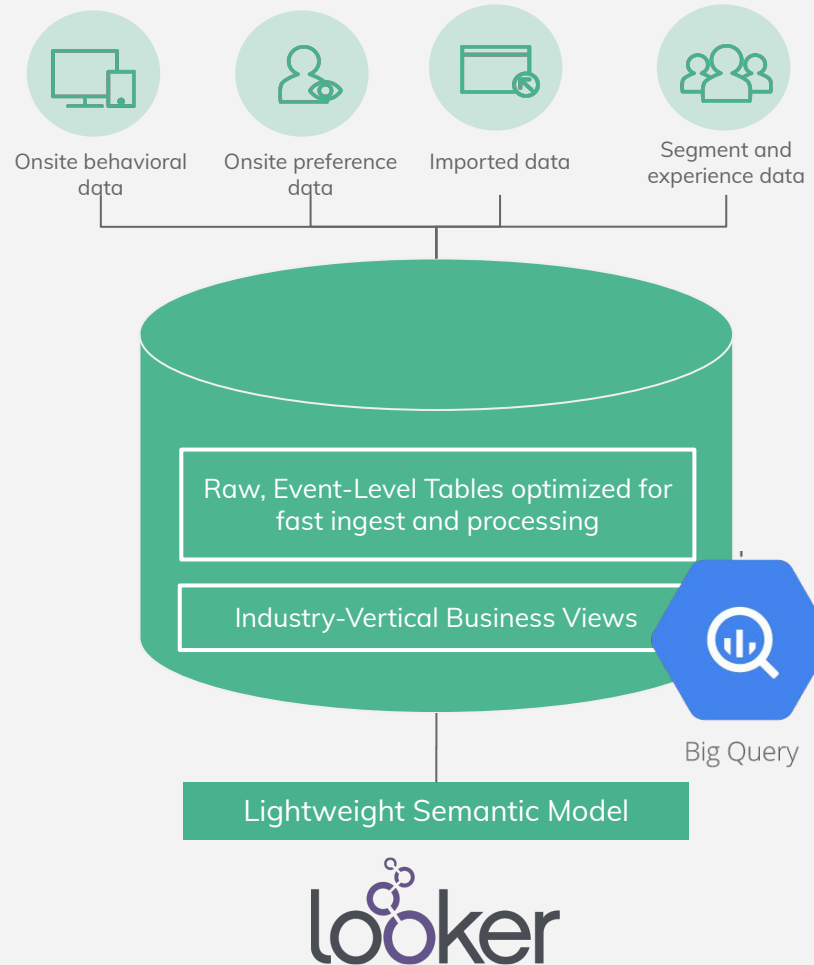
personalisations/day

Qubit Data Pipeline | Real-Time Data Ingestion and Processing of Raw Customer Events



Qubit Live Tap : Product Overview

- Fast, full width data access to query every data point for every event, in near real-time
- Powered by Google BigQuery and Google Cloud Platform
- Direct access to underlying QProtocol event views, or through industry-specific Business Views
- Integration with Looker with predefined Qubit Looker Blocks
- Supports ODBC access for other popular BI + ETL tools



Qubit Live Tap and Looker : Customer Use-Cases



Cohort Identification using individual consumer event-level activity



Pre and Post-Test Analysis within Qubit Workflow



Post-test analysis using experience results and segment entry/exit data

Qubit & Looker

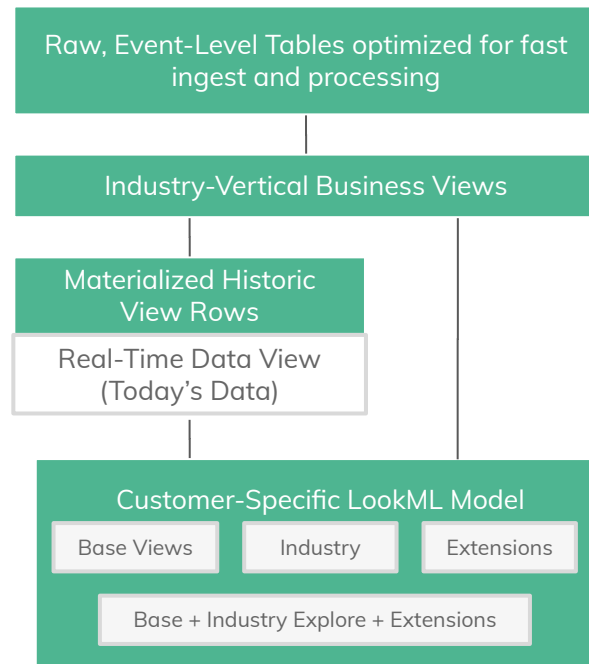
- Point and click analysis
- Seamless access to all your Qubit data with dimensions and key metrics
- Browser-based charting, reporting and analysis
- Host it yourself or Qubit hosted
- Getting started reports and dashboards

The screenshot shows the Looker interface for a dashboard titled "Live Tap Retail Demo". At the top, there are navigation links for "Browse", "Explore", and "Develop". The main header is "Explore". Below this, there is a search bar and three tabs: "All Fields", "Dimensions", and "Measures". A list of categories is shown with expandable arrows: Entrances, Experience Delivery, Experiences Seen, Product Interaction and Sales, and Segment Membership. Under "Segment Membership", there are sections for "DIMENSIONS" (Segment ID, Segment Name) and "MEASURES" (Distinct Segments, Revenue per Visitor, Segment Converters, Segment Views, Segment Visitors, Transaction Total, Transactions, Visitor Conversion Rate). To the right, there is a "FILTERS" section and a "VISUALIZATION" toolbar with icons for various chart types. Below the toolbar is a world map with the United States highlighted in dark blue. At the bottom, there is a "DATA" tab selected, showing a table with columns "Sessions Country Code" and "Sessions Session Vis".

	Sessions Country Code	Sessions Session Vis
1	US	
2	GB	
3	CA	
4	CN	
5	HK	
6	IE	
7	IN	
8	AU	
9	JP	

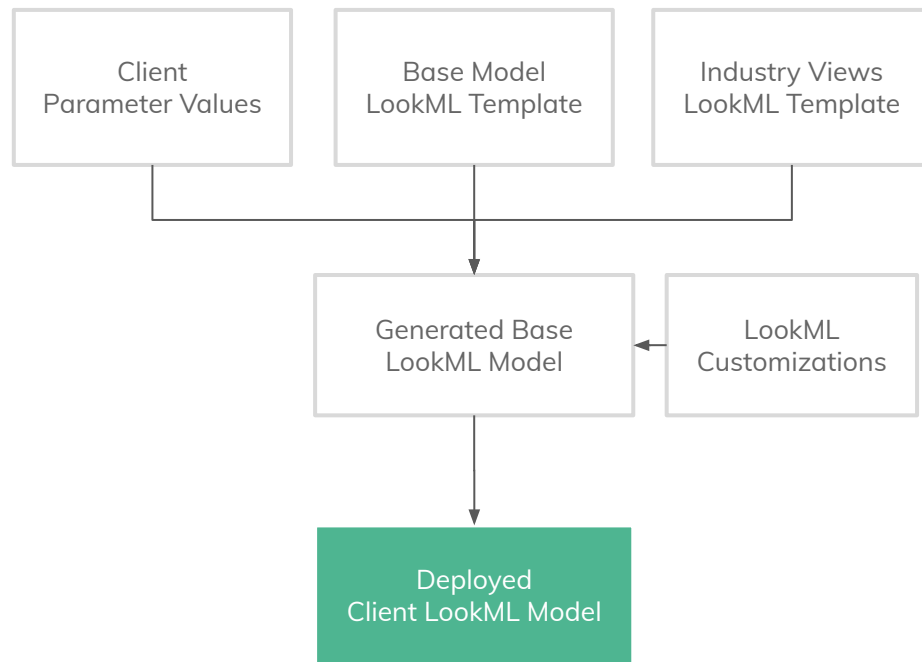
Qubit and Looker Architecture | Enabling Petabyte-Scale Analytics for Personalization

- Data hosted in Google BigQuery, with Looker BI tool for point-and-click analysis and reporting
- Raw event-level data stored in 8,000+ raw event-level tables
- Easy-access Live Tap Business Views provide simple data model for BI tools
- Each Qubit customer has own GCP project with full data isolation
- High-volume customer projects have views materialized as BQ tables
- Industry-specific LookML model for each Qubit customer



Looker Devops and Automation | Productionizing Looker for Customer Project Hosting

- Qubit partner with Looker to offer customers hosted Looker access
- Automated model deployment creates customer-specific LookML model that Qubit then manages
- Supports model extension and extension by Qubit PS and partners
- Model upgrades preserve customer extensions
- Limited to Qubit Customer Data Store data only





Explore

10 rows · 3.1s · just now

Run



Live Tap 1.1 Retail Demo



Search

All Fields

Dimensions

Measures

- ▶ Attribution
- ▶ Custom Geo Data - upload through BigQuery
- ▶ Entrances
- ▶ Experiences
- ▶ Goal Achieved
- ▼ Product Interaction and Sales

DIMENSIONS

- ▶ Product
- ▼ Time Data Points ⓘ
 - Time Data Points Date FILTER
 - Time Data Points Day of Week
 - Time Data Points Hour of Day
 - Time Data Points Month
 - Time Data Points Month Name

▼ FILTERS

Custom Filter



Product Interaction and Sales **Time Data Points Date**

is before

(absolute)

2016-11-19



▶ VISUALIZATION

▼ DATA

RESULTS

SQL

Calculations

Row Limit 500

Totals

	Product Interaction and Sales Category	Product Interaction and Sales Product Views ▾
1	Bracelets	29,463
2	Necklaces	18,696
3	Other	18,490
4	Earrings	17,765
5	Charms	15,713
6	Pendants	8,269
7	Bangles	6,240
8	Woven Cuffs	4,130
9	Gifts	2,315
10	Watches	1,710



.Live Tap Demo ▾

Merchandising Dashboard ♥

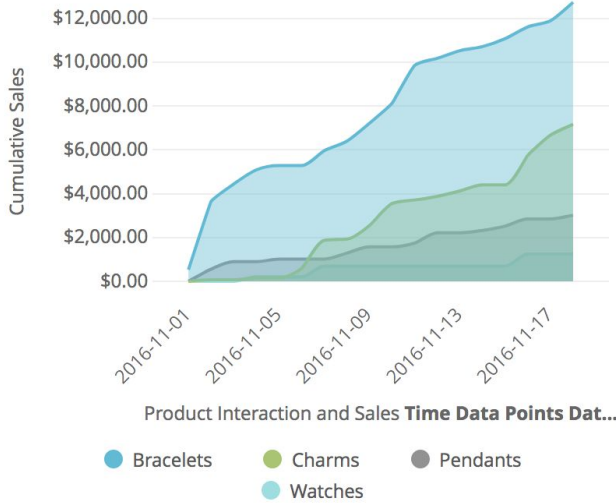
Run

Edit

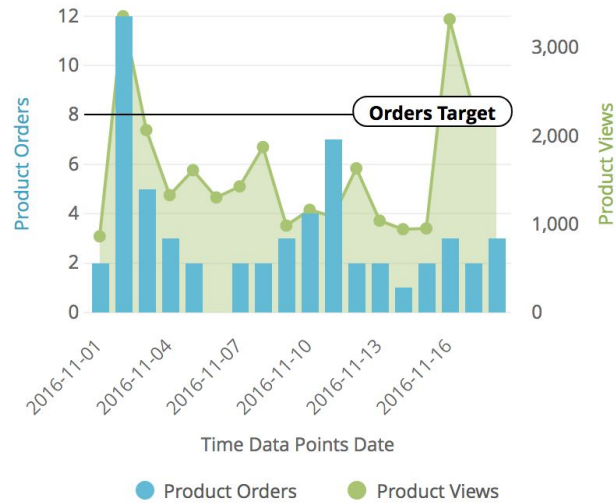


FILTERS Reporting Date (To) is before 2016/11/19

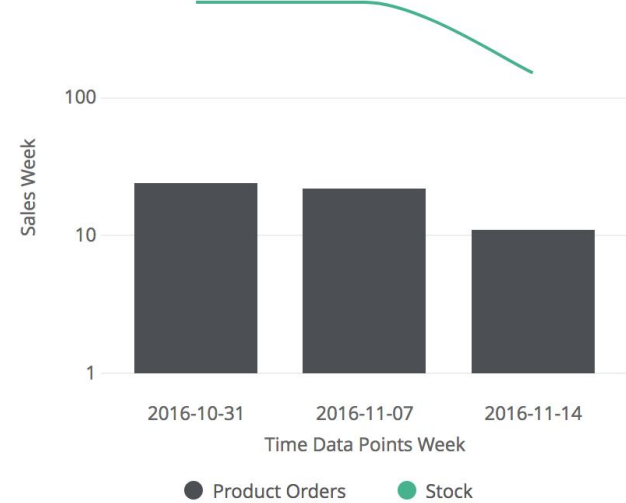
Cumulative Category Sales



Category Orders and Views against Target



Product Sales vs Stock



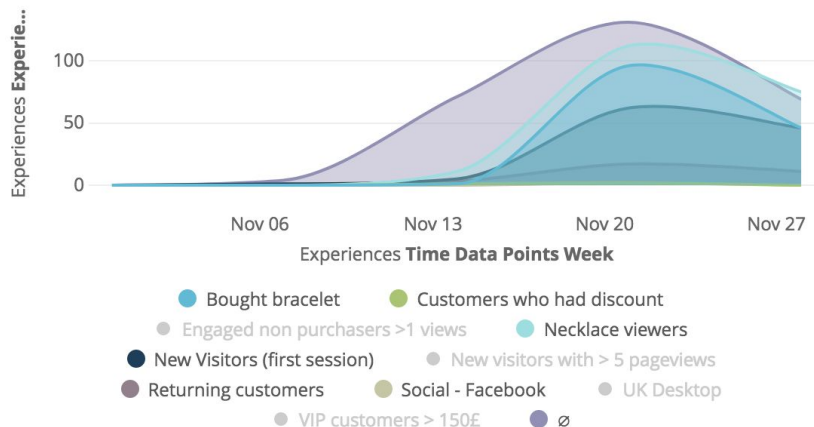
▶ **FILTERS** Experience Name is "Bracelet Sizing Guide" Date Range is from 2016/11/01 until 2016/11/30 New vs. Returning Customer Status is "new" or "returning"

581
Converters

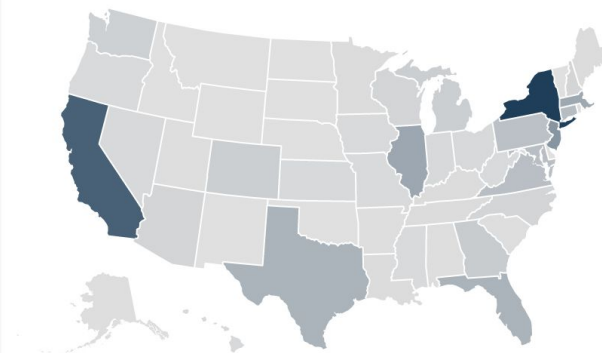
\$116,673.00
Cumulative Sales

\$5.42
RPV

Conversions by Segment



Sales by Region



Experience Results



Category Preference

Category	Orders ▾	PDP Views
Bracelets	258	36,015
Charms	187	14,698
Gifts	108	1,779



Explore

Live Tap 1.0 Retail De

Search

All Fields

Dimensi

- ▶ Entrances
- ▶ Experience Delivery
- ▶ Experiences Seen
- ▼ Product Interaction and Sa

DIMENSIONS

- ▼ Product
 - Category
 - Colour
 - Currency
 - ID
 - Interaction Type
 - Interaction Type - Order
 - Manufacturer
 - Name
 - Original Price
 - Price
 - Rating

Schedule Segmentation demo #2b

Create New Schedule

New customers interested ...

Title

6:00 AM Daily, JSON file via Qubit

Filters Product Interaction and Sales Category is "Bracelets" Product Interaction and Sales Interaction Type - Order...

Trigger Schedule Datagroup

Delivery

Repeat **At** :

Timezone

Destination

3	Sweetie XS Bracelet	146
4	Sweetie XS Heart Bracelet	52
5	Black Mini Friendship Bracelet	49

Looker Integration with Qubit Segments coming soon in Fall 2017 (planned)

Qubit is the leader in highly persuasive personalization at scale.

Looker is a modern data platform that makes data more accessible and sharable.

Together, **Qubit** and **Looker** become a powerful team.

Qubit.

looker

The logo for Qubit, featuring the word "Qubit." in a white, sans-serif font. The letter "Q" is stylized with a small tail that loops back. The text is set against a dark blue background with a lighter blue horizontal bar behind it. A vertical white line is positioned to the right of the text.

Qubit.

Petabytes to Personalization: Data Analytics with Qubit & Looker

Mark Rittman, Senior Product Manager for Analytics

Looker JOIN 2017, San Francisco [April 2017](#)