



ThoughtSpot

Reviews, tips, and advice from real users



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Product Recap



ThoughtSpot

ThoughtSpot Recap

ThoughtSpot is a powerful business intelligence tool that allows easy searching and drilling into data. Its ad hoc exploration and query-based search features are highly valued, and it is easy to set up, stable, and scalable.

The solution is used for reporting purposes, self-service BI, and embedding into other applications for customers to do self-service analytics. It helps businesses with metrics, KPIs, and important insights by sourcing data from various sources into one golden source and visualizing it in an easy way for the business to consume. The pricing model is ideal, charging for data rather than the number of users.

Valuable Features

Excerpts from real customer reviews on PeerSpot:



“The tool is user-friendly for the end users.”



Sushma Polavarapu

Sr Data Analytics Consultant at Capgemini



“The main core of ThoughtSpot is to create models, connect data pipelines, and create business models and dashboards on top of them.”



Dominique Rozenberg

Software Engineer (Data specialist) at Salesforce



“ThoughtSpot is much easier to work with and maintain than other BI solutions, and it significantly reduces costs related to manual labor.”



Verified user

Works

- ✓ “ThoughtSpot excels in being self-service oriented, allowing users who aren't developers to easily create their own reports and visualizations, making it very intuitive.”



Jason Berman

Business Intelligence & Reporting Manager at a tech vendor with 51-200 employees

- ✓ “ThoughtSpot saves a significant amount of time compared to other tools and is very user-friendly.”



Subhan Bhanu

Data Analyst at a tech vendor with 10,001+ employees

- ✓ “The initial setup was very straightforward.”



Anthony Fiorino

SVP, Head of Enterprise Data Mgmt & Data Intelligence at a financial services firm with 5,001-10,000 employees

- ✓ “I like ThoughtSpot's search capabilities. You can also create custom analytics even if you aren't an experienced data analyst. We have users with no data analytics experience making some of the dashboards we've created, copying components, and customizing them to their specific use cases.”



Kevin McAllister

Executive Manager at Hexagon AB

What users had to say about valuable features:

I very much like the UI and UX of ThoughtSpot. The visualization and user experience are very nice. They frequently add new features, and my favorite is the alerting system that allows you to set up alerts on the KPIs. This alerting feature is very beneficial for our company at the moment, and we use it extensively.

Additionally, ThoughtSpot is much easier to work with and maintain than other BI solutions, and it significantly reduces costs related to manual labor.

Verified user

Works

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“I think it is a game changer this year. They have implemented something called Spotter, which provides the end user with a Google-style analytics solution to deliver quick insights without extensive training or requiring an analyst for reports.

They work with Microsoft and AWS..”

Robert Thorpe

head of commercial at Assimil8 Ltd.

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ThoughtSpot's powerful AI-driven engine is very beneficial. When I upload a data dump, AI analytics suggest possible data visualizations and insights, which I can pin to dashboards or live boards for modification. Its ability to turn English queries into coding tasks enhances data exploration. Additionally, it integrates well with many databases and platforms like Teams, Slack, and Jira, simplifying user management and role-level security.

Subhan Bhanu

Data Analyst at a tech vendor with 10,001+ employees

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“The main core of ThoughtSpot is to create models, connect data pipelines, and create business models and dashboards on top of them. I often use connections to external systems like syncing information with Salesforce or exporting data to spreadsheets. I started to review the AI capabilities of ThoughtSpot but terminated my work with it due to our company's acquisition by Salesforce..”

Dominique Rozenberg

Software Engineer (Data specialist) at Salesforce

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“The features I find best about ThoughtSpot include the ability to explore and comprehend data through smart data discovery. When dealing with answers in ThoughtSpot, it provided a smart function to search, as well as accessing interactive data visualizations and developing bespoke data applications to address unique needs.

I also use the natural language processing feature in ThoughtSpot, which helps reduce bottlenecks, improves decision-making, and elevates different digital experiences. I have used NLP during data analysis in ThoughtSpot and when interacting with chatbots and virtual assistants.

The support team of ThoughtSpot is excellent. When I dealt with issues regarding the creation of answers in Liveboards, I used the ThoughtSpot chatbot, which provided solutions for additional calculations and TML for Liveboards..”

Nishant Chauhan

Senior data engineer at LTI - Larsen & Toubro Infotech

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“The best feature is usability from the customer and client perspective. Usually, we would need a dedicated developer for creating reports in Power BI. However, ThoughtSpot is really easy to work with. The connectivity is easy with other databases, and the amount of data it consumes and the generation power is impressive. In Power BI, refreshing the same amount of data takes almost half an hour, while in ThoughtSpot it takes approximately 10–15 seconds.

“Once all the datasets and configurations are set up, the usability in ThoughtSpot is excellent. Users can utilize NLQ and get quality results. The entire dashboard functionality is superior compared to Power BI's Q&A and recently introduced Co-pilot, as ThoughtSpot understands the data better.

“We have seen areas where improvements are needed for predictions with natural language search. While we can derive normal Gaussian curve predictions, there are additional aspects that could be enhanced..”

Sreetej Reddy

Senior Business Intelligence Architect at Mphasis

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Other Solutions Considered

We previously migrated from Qlik to ThoughtSpot because Qlik was very expensive. The management decided to switch, and I was not involved in the evaluation process.

Subhan Bhanu

Data Analyst at a tech vendor with 10,001+ employees

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In my personal experience, I have worked with Power BI from Microsoft and a custom solution called Qlik for reporting. There was also another custom solution called GetHandsome, which no longer exists.

Verified user

Works

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“The main difference is the heavy reliance on developers for visualization development and data modeling in other technologies compared to ThoughtSpot. Additionally, the in-memory computation power is significantly lower in competitor products. Oracle DV has recently gained attention due to its predictive model capability and flexible design options..”

Sreetej Reddy

Senior Business Intelligence Architect at Mphasis

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“If your work is senior management type and you need only matrices, then I would advise you to use ThoughtSpot. That said, if your work is a very creative thing, and you want to do analysis and show it in proper formatting or in a very themed presentation, then I would say Power BI is better..”

Vishnu Derkar

[Read full review](#) 

Sr. Big Data Consultant at a tech services company with 11-50 employees

“The initial setup of ThoughtSpot was straightforward. It would be beneficial if ThoughtSpot had an integration tool for migration purposes. For example, when moving from Oracle-based analytics to ThoughtSpot or from Power BI to ThoughtSpot, a tool that could pull in all connections, understand the design in Power BI, and replicate it in ThoughtSpot would be valuable. This would eliminate most migration challenges, make the process smoother, and require less manpower..”

Sreetej Reddy

[Read full review](#) 

Senior Business Intelligence Architect at Mphasis


ROI

Real user quotes about their ROI:

“Using ThoughtSpot has resulted in significant time savings and improved business sales by allowing us to identify sellers and buyers across regions, facilitating targeted marketing..”

Jason Berman

Business Intelligence & Reporting Manager at a tech vendor with 51-200 employees

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“The biggest return on investment would be the time saved by whoever is making the critical analysis or making the strategic decisions for the business team..”

Avirat Gaikwad

Senior Consultant at a consultancy with 10,001+ employees

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“Compared to Power BI, ThoughtSpot is more expensive. This is why we haven't implemented it for most projects currently. Based on our implementation in one project, we are trying to raise more funding to expand its use..”

Sreetej Reddy

Senior Business Intelligence Architect at Mphasis

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“ROI is a hard thing to quantify, particularly since the costs are born by one organization and the benefits are reaped by another. In general, we get a lot of value from this solution. .”

Verified user

Lead Analyst, Global Business Intelligence at a comms service provider with 5,001-10,000 employees

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Use Case

“I use ThoughtSpot for our BI internal use cases at Zoomin software. I mainly developed models for go-to-market, HR, product teams, and customer success..”

Dominique Rozenberg

Software Engineer (Data specialist) at Salesforce

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Currently, our company is using ThoughtSpot for marketing reporting. We build reports based on the tables in the cloud, utilizing the outlet views for ThoughtSpot, which then visualizes them. The system includes filters, aggregation levels, time periods, and a lot of marketing KPIs, such as coupon views and incentivized spend.

Verified user

Works

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I am working for a telecommunication company where we use ThoughtSpot to create monthly, weekly, and daily ad hoc reports for business needs. We work for both B2B and B2C, creating various KPIs on sales performance. We generate data dumps for backend data models, enabling users to create their own reports, which helps steer business initiatives, plan marketing campaigns, and manage incentives for teams.

Subhan Bhanu

Data Analyst at a tech vendor with 10,001+ employees

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“Clients use ThoughtSpot because of its search facility. It is easy for searching and does not require analysts to provide reports. There is no drill-down path on the data, so users can drill data anywhere and get answers. It has agentic AI built in with natural language processing.

It is very self-service and includes natural language search capability..”

Robert Thorpe

head of commercial at Assimil8 Ltd.

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“I am currently simultaneously working with Power BI, ThoughtSpot, Snowflake, and Postgres as the products and solutions. ThoughtSpot is deployed on AWS.

“It was implemented as a POC model because we previously used Oracle-based business intelligence, such as OAC. Due to cost considerations, we moved to Power BI, which is working fine currently. Because of recent advancements, ThoughtSpot is excellent at processing huge amounts of data. Where Power BI lacks processing compute power, we conducted a POC to check the accuracy and design capabilities of the dashboards. We worked on ThoughtSpot, tried to replicate existing reports, reconcile them, and then implemented it for one project..”

Sreetej Reddy

Senior Business Intelligence Architect at Mphasis

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“ThoughtSpot is an AI-powered analytics platform that enables users to search, analyze, and visualize data easily. Here are some primary use cases for ThoughtSpot:

Primary Use Cases

1. ***Self-Service Analytics***: ThoughtSpot allows business users to ask questions and get answers from data without relying on IT or data scientists.
2. ***Ad-hoc Analysis***: Users can perform ad-hoc analysis on data to answer specific business questions.
3. ***Data Exploration***: ThoughtSpot enables users to explore data, identify trends, and gain insights.
4. ***Data Visualization***: Users can create interactive dashboards and reports to visualize data and share insights with others.

Environment

ThoughtSpot is typically used in environments where data-driven decision-making is critical, such as:

1. ***Business Intelligence***: ThoughtSpot is used in business intelligence to provide users with easy access to data insights.
2. ***Data Analytics***: ThoughtSpot is used in data analytics to enable users to analyze and visualize data.
3. ***Enterprise Data Warehousing***: ThoughtSpot can be integrated with enterprise data warehouses to provide users with access to large datasets.

Overall, ThoughtSpot is a powerful analytics platform that enables users to gain insights from data and make informed decisions..”

Nishant Chauhan

Senior data engineer at LTI - Larsen & Toubro Infotech

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Setup

The setup process involves configuring and preparing the product or service for use, which may include tasks such as installation, account creation, initial configuration, and troubleshooting any issues that may arise. Below you can find real user quotes about the setup process.

“I was not part of the initial setup. My first time working with ThoughtSpot was complicated due to the TML feature and security rules, which were not intuitive..”

Dominique Rozenberg

Software Engineer (Data specialist) at Salesforce

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“The initial setup is easy. It supports compatibility with most databases, making it easy to bring data from any database, create joins, and develop worksheets..”

Sushma Polavarapu

Sr Data Analytics Consultant at Capgemini

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“The initial setup is medium in complexity. As an implementer of ThoughtSpot, modeling capabilities are required to get ThoughtSpot operational. We build some live boards for the customer so they can get started with it. Then we hand it over to the customer to continue and administer the platform as they see fit..”

Robert Thorpe


head of commercial at Assimil8 Ltd.

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“The initial setup was super easy. It was straightforward to align connectors with other tools, such as Snowflake and DBT. It also works with other databases like Fivetran..”

Jason Berman

Business Intelligence & Reporting Manager at a tech vendor with 51-200 employees

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“Setting up ThoughtSpot was straightforward. Their customer success team was a huge help. They were engaged with us in the initial setup and held our hands through that process.

We had a team of about three or four people handling the deployment. However, we're a massive organization with hundreds of users. A small business could probably do it with one person. .”

Kevin McAllister

Executive Manager at Hexagon AB

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“It's usually the system integrators that carry out the deployment, so ThoughtSpot partners with companies like ours to provide that kind of support. Our team generally comprises two to three people, five at most. It's usually two or three data engineers, a project team lead, a Scrum master and then a couple of people from the client side, usually in the IT space where they can help with server setups, encryption and logging in, the single sign-on setup. Based on projects we've done, it usually takes around two months for some of the use cases that we were handling. The maintenance aspect is usually handled by the client team. .”

Avirat Gaikwad

Senior Consultant at a consultancy with 10,001+ employees

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Customer Service and Support

I have escalated several questions to ThoughtSpot's technical support, which has helped resolve connection glitches and other issues. I would rate the technical support eight out of ten. When issues occur, they assist effectively.

Subhan Bhanu

Data Analyst at a tech vendor with 10,001+ employees

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I find ThoughtSpot's technical support to be quick with responses, but they are not always helpful. We have dedicated support contacts for our company, but pushing through features we need requires long processes and upvotes on their website despite the support. Overall, I would rate the technical support as six out of ten.

Verified user

Works

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“Technical support of ThoughtSpot rates at an eight. Because we manage our customers, we solve any problems that come to us in the first instance, and then we triage the calls. If anything needs to go to ThoughtSpot, then it goes over to them..”

Robert Thorpe

head of commercial at Assimil8 Ltd.

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“The customer service and support are not good. I stopped opening tickets due to insufficient and untimely responses. The questions asked were often unrelated to the problem and not helpful..”

Dominique Rozenberg


Software Engineer (Data specialist) at Salesforce

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“ThoughtSpot provides a dedicated customer success person and the ability to submit tickets online, with a response time of no more than a day. I would rate their support an eight out of ten, with room for improvement..”

Jason Berman

Business Intelligence & Reporting Manager at a tech vendor with 51-200 employees

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“I work closely with technical support right now. If I have questions or need to figure out how to do something, they always help me out. And we have a good support system within the bank to actually get people using the platform as soon as possible as well in terms of onboarding..”

Verified user

Associate Managing Director at a financial services firm with 10,001+ employees

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Other Advice

The recommendation to potential users is to consider the size and specific requirements before choosing ThoughtSpot. I rate ThoughtSpot nine out of ten.

Subhan Bhanu

Data Analyst at a tech vendor with 10,001+ employees

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Overall, I rate ThoughtSpot as an eight out of ten. I recommend it because it is easy, clean, and nice to work with, despite some rules to consider. It is easier to work with compared to Power BI and does not require a complex skill set to create visualizations. Based on my experience, I would rate the product an overall eight out of ten.

Verified user

Works

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“I have not personally encountered any issues as I do not perform the implementations, but there could be some. I speak from a customer and sales perspective.

On a scale of 1-10, this solution rates a 10..”

Robert Thorpe

head of commercial at Assimil8 Ltd.

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“I would recommend ThoughtSpot to anyone who wants to have self-service capabilities for their customers, whether internal or external.

Overall, I would rate ThoughtSpot as a nine out of ten..”

Jason Berman

Business Intelligence & Reporting Manager at a tech vendor with 51-200 employees

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“I am a user of ThoughtSpot and I'm using ThoughtSpot in my current project.

After using ThoughtSpot, I find it very good compared to [Tableau](#). I rate ThoughtSpot nine out of ten.

I would definitely recommend ThoughtSpot to others if there's a requirement for using this tool..”

Nishant Chauhan

Senior data engineer at LTI - Larsen & Toubro Infotech

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“ThoughtSpot is quite intuitive. We haven't used it for workflows yet as most workflows and pipelines are developed in [Snowflake](#) using Snowpipe and PL/SQLs. The main benefit is the reduced dependency for generating reports.

“Two major benefits are the reduced reliance on developers to get accurate data and the impressive data processing capabilities.

“The organization-level setup is straightforward, and the integration with AD server is seamless. The [SSO](#) configurations work smoothly.

“It would be beneficial to have more variety of visuals included in ThoughtSpot, though the current offerings perform adequately.

“The in-memory computing and NLQ capabilities are significant advantages compared to other technologies in the market.

“On a scale of 1-10, I rate ThoughtSpot an 8..”

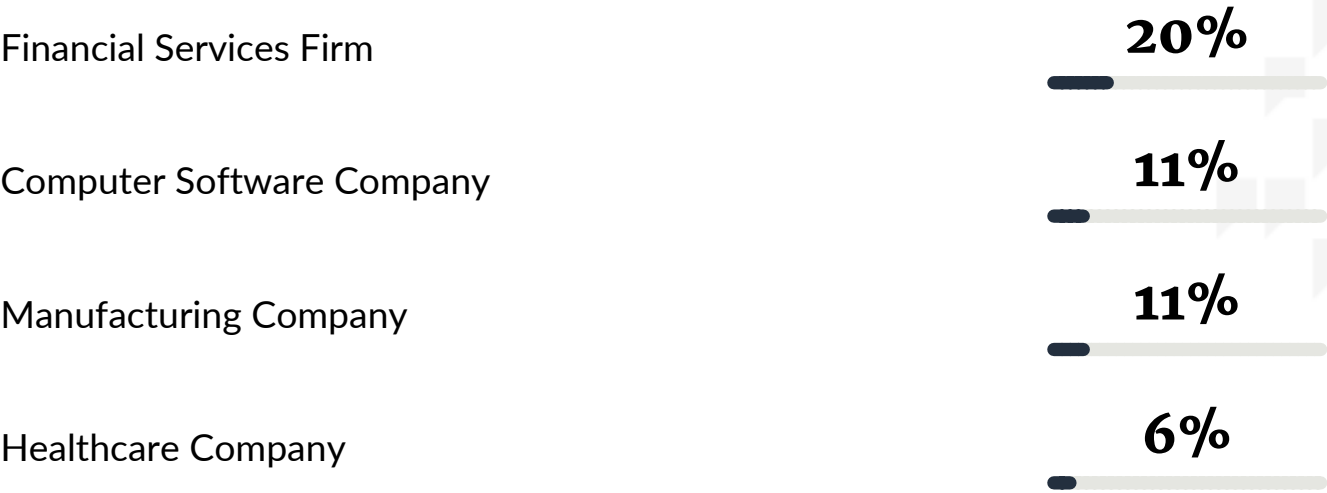
Sreetej Reddy

Senior Business Intelligence Architect at Mphasis

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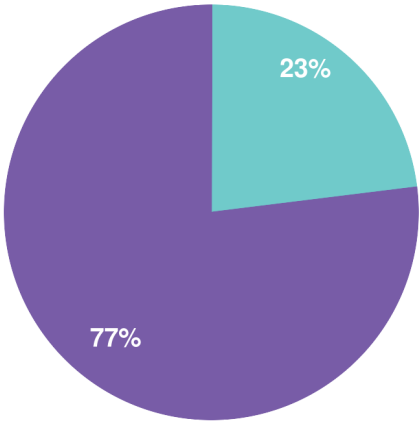
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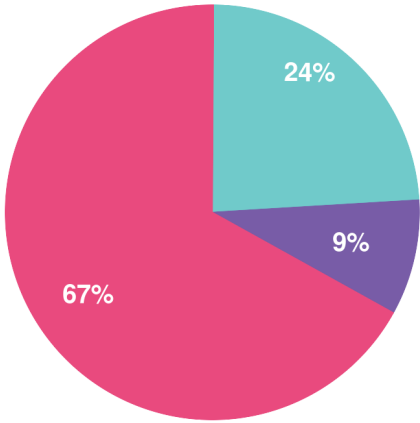


Company Size

by reviewers



by visitors reading reviews



Large Enterprise Midsize Enterprise Small Business

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244 5th Avenue, Suite R-230 • New York, NY 10001

reports@peerspot.com

+1 646.328.1944