

CONVERSEDATAIQ · A XAQUA PRODUCT

# Just ask.

Plain English

Real-Time · Right from Source

Trusted · Insight + Recommendation

Talk to your data. Get the answer — **no ticket, no SQL, no waiting.**

**ConverseDataIQ** is the conversational front-door to your data — for everyone, not just analysts. Ask in plain English. Get an answer you can trust, with the chart, the table, the **insight**, the **recommendation**, and the data story behind it. Conversations stay anchored to the asset, save automatically, and pick up where you left off.

**Revenue Advisor**  
● Active · ConverseDataIQ

Q4 SALES · CSV

"Which region beat plan in Q4 — and by how much?"

① **EMEA** beat plan by **\$4.2M (+18%)** — the only region above target. **North America** finished **-6%** short despite a strong December.

Q4 REVENUE VS PLAN · 4 REGIONS

Region	Change vs Plan
NA	-6%
EMEA	+18%
APAC	-1%
LATAM	+4%

**INSIGHT**  
EMEA carrying the quarter — driven by enterprise expansion in DACH. NA shortfall = 3 deals slipped to Q1.

**RECOMMENDATION**  
Frame the FY26 plan around EMEA momentum. Don't reset NA — Q1 will recover the slipped pipeline.



THE TICKET TAX

# A simple question becomes a **three-week project**.

Most enterprises lock the answer behind a queue. The user files a ticket. The analyst writes SQL. The number arrives — stale, reconciled twice, and already off-question because the conversation moved on. Eighty percent of business users never get past step one. The data exists; the path to it doesn't.

**80%**

Of business users locked out of meaningful data access by SQL, tooling, and ticket queues.

**3 wks**

Median round-trip from question filed to answer delivered — by which time the question has changed.

**Zero**

Follow-ups in a typical static report. Every new angle restarts the queue from scratch.

THE PROMISE

# Ask. **Get the answer**. Trust it. Decide. Move on.

ConverseDataIQ collapses the queue into a conversation. The user asks. The system reads the live source. The answer comes back in seconds — with chart, table, insight, recommendation, and the data story.



### Just ask

Plain-English question, plain-English answer. Zero SQL, zero menu hunting. The semantic layer disambiguates entities so "customer" means what your team means.



### Trust the answer

Live from source — never cached, never stale. Lineage on every reply. RBAC honored row-by-row. Audit log per turn. The auditor and the analyst see the same picture.



### Conversation as workspace

Follow-ups carry context. Conversations save and reopen with full state. Share with a teammate — they see the same answers, traced to the same sources.

FOUR CONVERSATION MODES

# Explore · Analyze · Iterate · Reuse.

Every conversation is grounded in a real data asset — a dataset, a query, a blended source, or a published data product. The system reads it live, every time.



### 1 · Pick the asset

Pin the conversation to a dataset, query, blend, or data product.



### 2 · Start the conversation

Plain English. Suggested starter questions appear if you want a nudge.



### 3 · Auto-saved

Every turn preserved. Reopen tomorrow — full context intact. Share with a teammate.



## Explore

MODE 1 · DISCOVER WHAT'S THERE

"What can I analyze with this asset?" The system describes the data, suggests starter questions, and shows you what's possible — before you've typed your first real query.

→ "What data is available in this asset?"



## Analyze

MODE 2 · GET THE ANSWER

Ask the question. Get the answer with the right chart auto-chosen, the table behind it, an insight in plain English, and a recommendation. Not just a number — a story.

→ "Which region beat plan in Q4?"



## Iterate

MODE 3 · BUILD ON THE ANSWER

"Now break that down by product." Context carries forward. Follow-ups don't restart the conversation — they build on it. Suggested next questions appear under every answer.

→ "Now break this down by product category."



## Reuse

MODE 4 · PICK UP WHERE YOU LEFT OFF

Conversations save automatically. Re-open tomorrow and continue. Share with a teammate — they see the same answers, traced to the same sources.

→ Open "Q4 Revenue Review" · 12 turns saved

FROM QUESTION TO TRUSTED ANSWER · FIVE STEPS

## Seconds, not days. Every step grounded in your live source.

1



### User asks

Plain English. Anchored to a chosen asset.

2



### System interprets

Intent parsed against the semantic layer. Joins governed.

3



### Query runs live

Direct from source. No copy. No cache. Always current.

4



### Answer composed

Chart, table, insight, recommendation — one card.

5



### Context carries

Follow-ups keep the thread. Conversation saves.

USE CASES

# Six places where it earns its keep.

Same product, different audience. Self-service for business users, hypothesis-checking for analysts, board-prep for executives, cross-system answers for everyone.



### Self-service for business users

"Which region beat plan?" "Why did support tickets spike?" Business users get the answer in seconds — **no ticket, no SQL**.



### Faster exploration for analysts

Hypothesis check before the long-form notebook. Validate "is the pattern even there?" in three turns of conversation, not two hours of SQL.



### Executive decision support

Six executive questions across six domains in fifteen minutes. The whole pre-board prep — **answered in one sitting**.



### Cross-dataset analysis

"Compare CRM pipeline against billings against support CSAT." Three systems, one conversation. **No export-to-Excel reconciliation**.



### Compliance & audit insights

"Show failed login attempts last 90 days." Compliance teams investigate security and governance data **without an analyst translation step**.



### Iterative analysis

The first answer is rarely the final one. ConverseDataIQ keeps the thread — "now break this down by product," "exclude trial accounts." **Five turns to the right answer, not five tickets**.

CUSTOMER REFERENCE · GOVERNMENT



**A \$300B+ U.S. public pension fund uses xAQUA — including ConverseDataIQ — for benefit eligibility, compliance reporting, and data cataloging in a fully private deployment.**

Information retrieval that took the team **days** — searching across siloed systems, preparing extracts, manually joining files — now takes **seconds**. ConverseDataIQ runs entirely inside the customer's environment. No data leaves. The semantic layer enforces governance; conversations carry full lineage and audit trail.

SEE IT ON YOUR OWN DATA

## Get a 30-minute ConverseDataIQ demo.

We'll connect to your warehouse, lake, or published data products — and walk through three real questions live. Plain English in, trusted answer out. Private deployment available.

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