

Data & Analytics Platform

The platform for powering data experiences.

From BI to Data Experiences

To unlock the full value of data, companies need solutions that transcend traditional business intelligence (BI) and infuse data into operational workflows. Create meaningful data experiences to accelerate digital transformation, drive growth with modern data products and amplify your workforce.

Modern BI and so much more

Companies are finding innovative ways to deliver experiences and derive value from data. Looker enables your organization to supply your employees, customers, operational workflows, products and services with timely and trusted data that powers experiences tailored for every part of your business.

Empower people with data experiences

Modern BI & analytics serve up real-time, relevant reports and dashboards that act as a starting point for more in-depth analysis.

Integrated insights infuse relevant information into the tools and products you already use, enhancing the experience of those tools and making you more effective.

Data-driven workflows super-charge operational workflows with complete, near real-time data.

Custom applications are purpose-built tools to deliver data in an experience tailored to the job.

Benefits

Digital transformation through data: A single access point to all of your company's data.

Drive growth with modern data products: Looker is the API for your data. Rapidly deliver custom experiences for all your data needs.

Amplify the workforce: Support employee's decision-making process with timely and trusted insights.

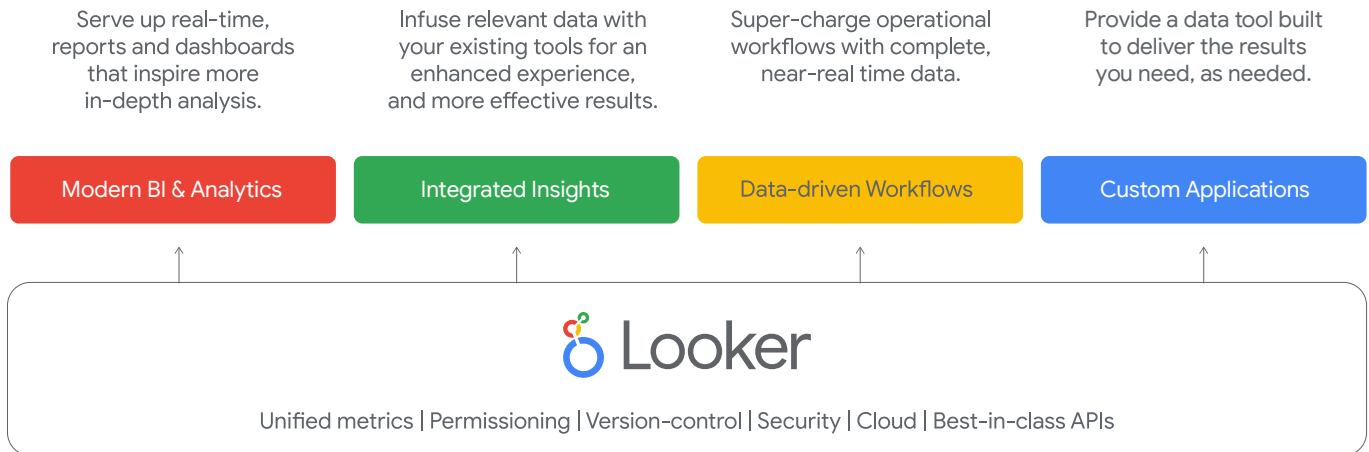
“Looker is being deployed in every part of the business by the individual teams, empowering them to experience data through their lens.”

Andrew Bieber, Head of Customer Experience, Car Next Door

New! Looker 7

Looker 7 delivers new enhancements in three key areas: a new development framework for building powerful data experiences within and outside of Looker; reimagined BI experiences that improve collaboration and data flow across common business tools; and enterprise-class security, hosting and management features to support the most demanding workloads. More at looker.com/product/looker-7.

Looker's platform powers different types of data experiences



Industry use cases

Retail

Monitor inventory levels and programmatically remove items from the site when they are out of stock.

Telecom, Media & Entertainment

Increase ROI on digital ad spend by optimizing bids in real-time with ML 'bid-bot', trained with governed data.

Financial Services

Processes loans faster by using machine learning to create more accurate predictions for loan paybacks.

Healthcare

Incentivize value-based care with a custom self-service analytics portal that lets physicians explore and drill into payer/provider costs.

Customer Spotlight

