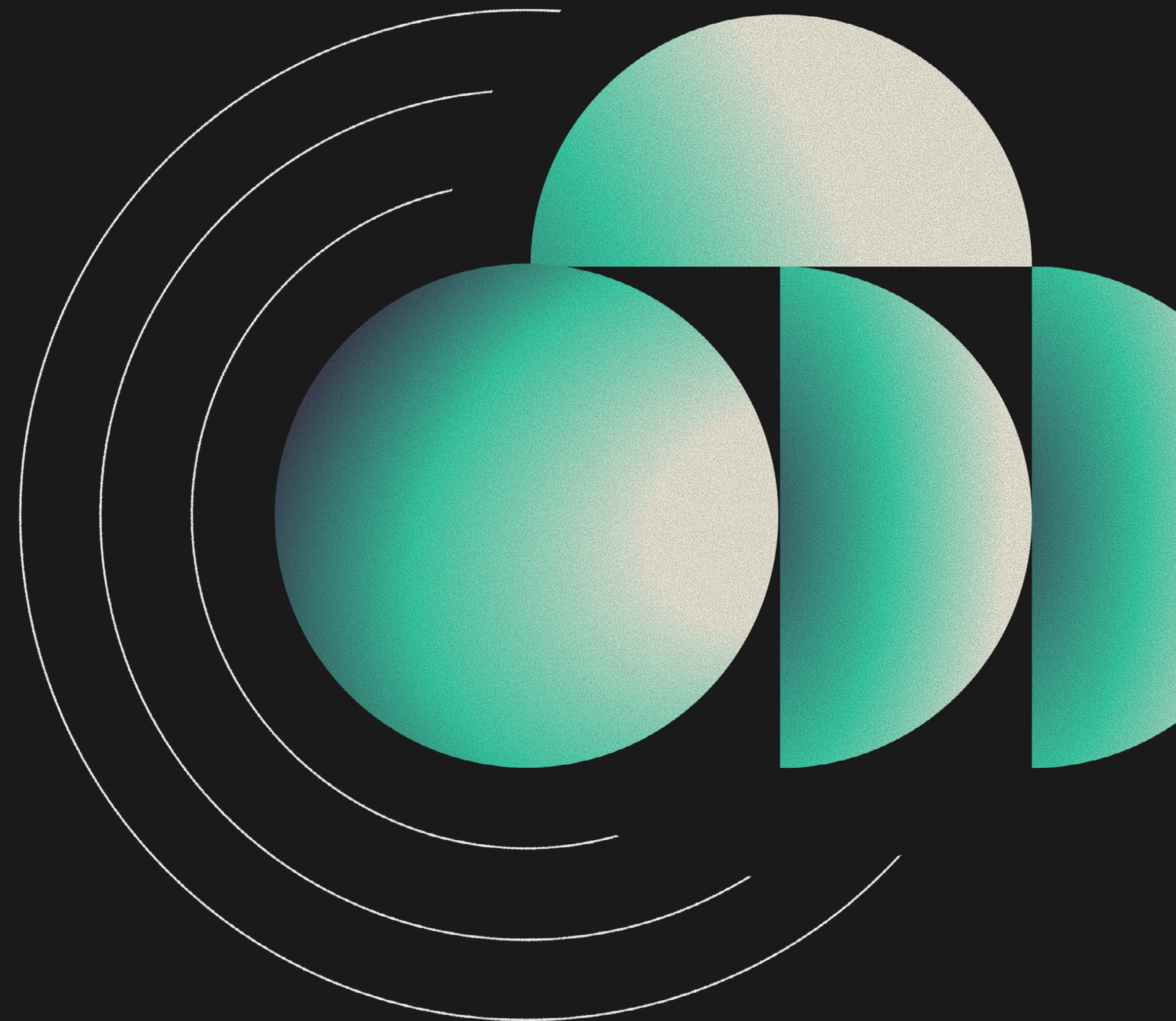


AI data cloud innovators: how leading organizations transform with Dataiku and Snowflake



The Duo Transforming Business Through Data and AI

LEARN HOW TOP ORGANIZATIONS LEVERAGE DATAIKU AND SNOWFLAKE TOGETHER TO ACHIEVE MEASURABLE RESULTS

Inside this flipbook, you'll discover how leading organizations are achieving remarkable results with the Dataiku and Snowflake partnership. Our combined solution empowers businesses to unlock the full potential of their data through faster insights, cost-efficient analytics, and secure access across teams.

Each industry section showcases real customer success stories and highlights a next-generation use case that demonstrates the cutting edge of what's possible when Dataiku and Snowflake work together.

See how organizations like yours are turning data challenges into business advantages, creating powerful AI agents, enabling self-service analytics, and driving meaningful outcomes at scale.

WHAT YOU'LL EXPLORE:

FINANCIAL SERVICES



How Convex Group improves underwriting performance and risk assessment using actuarial analytics and data-driven decision making

TRAVEL & HOSPITALITY



How Air Canada automates marketing campaign analysis and customer targeting to enhance travel experiences

TELECOMMUNICATIONS



How Zayo delivers millions in cost savings through predictive churn modeling and revenue assurance initiatives

Convex: Rewriting the Rules of Specialty Insurance Reserving

Leveraging Dataiku + Snowflake to Transform Complex Assumptions Into Actionable Insights, With Fewer Resources

● WHY DATAIKU + SNOWFLAKE?

Convex transformed their actuarial reserving from a five-month spreadsheet marathon to a one-week data sprint. They selected Dataiku for its open-source flexibility with R and Python packages critical for actuarial science, plus its ability to bridge technical and non-technical teams.

Snowflake provided the "data universe" foundation to centralize, share, and rapidly acquire data without compromising flexibility — creating a unified solution that delivers policy-level projections in hours instead of days.

● USE CASE SPOTLIGHT: ReCon

Convex transformed complex actuarial assumptions into actionable insights with granular policy-level reporting. The Convex actuarial team leverages Dataiku + Snowflake to:

Apply complex assumptions to current data at the policy level.

Slice and dice information instantly for targeted analysis.

Scale reserving operations without growing headcount.

● HOW THEY BUILT IT:

OPEN SOURCE ADVANTAGE:

Leveraging R and Python packages within Dataiku for actuarial science work

CROSS-DISCIPLINARY COLLABORATION:

Actuaries express requirements, engineers build robust processes

PRODUCTION-READY AUTOMATION:

Built-in data checks catch issues immediately, allowing for quick refreshes

UNIFIED DATA FOUNDATION:

Comprehensive data ecosystem in Snowflake that curates, conforms, and produces data for all business functions. [\(Source\)](#)

PRO TIP

Use Dataiku's no-code interface for quick actuarial prototyping before solidifying with code components.

The Future of Insurance Analytics

FUTURE VISION

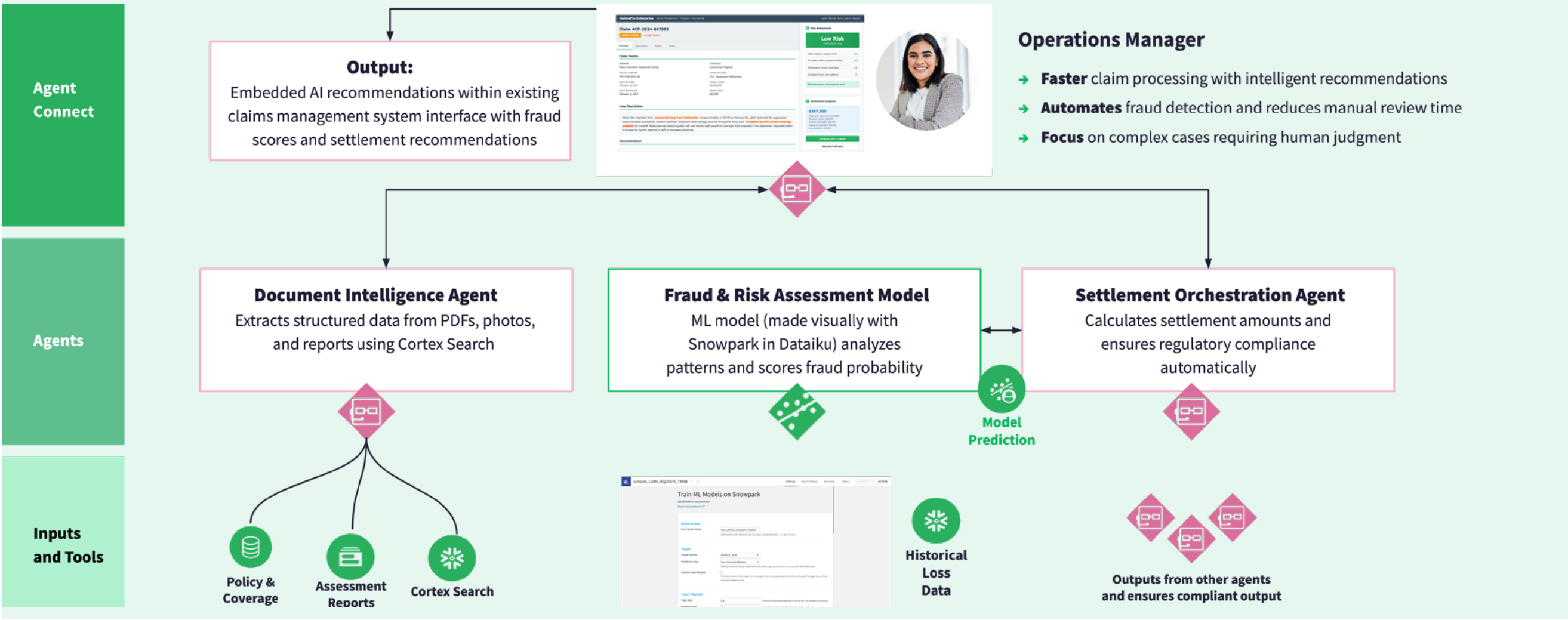
Imagine an insurance landscape where risk prediction achieves unprecedented precision while seamlessly maintaining regulatory compliance. The industry is evolving toward an environment where data scientists and actuaries collaborate to transform specialty insurance through experiments and hypotheses tested at scale, all with built-in governance and trust.

Expected industry-wide impacts include:

- Dramatic reduction in underwriting losses through intelligent, data-driven decisions
- Lightning-fast response to market volatility with automated, frequent reserving runs
- Revolutionary risk modeling powered by expanded data sources and real-time insights

NEXT-GEN USE CASE - INSURANCE CLAIMS INTELLIGENCE AGENT FLOW

Dataiku fosters innovation by empowering insurance teams to build AI agents that transform claims processing from reactive damage control into proactive risk intelligence. These agents automatically analyze claim patterns, detect fraud signals, and predict settlement outcomes, freeing adjusters to focus on complex cases that need human expertise.



NOTEWORTHY INNOVATIONS:

- 1. UNLOCKING UNSTRUCTURED DATA:** Converting PDFs and unstructured documents into structured insights using Dataiku's ML capabilities with Snowflake storage
- 2. INCIDENT MANAGEMENT INTELLIGENCE:** Proactive production monitoring through custom Python recipes, SQL code, and Dataiku Code Studios with real-time Snowflake data
- 3. DEMOCRATIZED DATA SCIENCE:** Enabling actuaries to run complex ML models without extensive coding knowledge

STEPS TO SUCCESS:

- 1. Start with a core business process** that relies on data and cross-functional collaboration.
- 2. Build a Center of Excellence** to establish governance and best practices.
- 3. Scale incrementally** by embedding data experts within business functions.

Air Canada: Marketing Analysis at Supersonic Speed

Leveraging Dataiku + Snowflake to Cut Analysis Time From 2 Weeks to 3.5 Hours

● WHY DATAIKU + SNOWFLAKE?

Air Canada transformed their marketing campaign analysis by centralizing data in Snowflake and building parameterized workflows in Dataiku.

This eliminated silos, standardized methodologies, and accelerated insight delivery, reducing analysis time from two weeks to just 3.5 hours.

● USE CASE SPOTLIGHT: POST MARKETING CAMPAIGN ANALYSIS

Process 12 campaign simultaneously through parameterized workflows.

Deliver insights in 3.5 hours instead of 2 weeks.

Ensure consistent methodology across all analyses.

● HOW THEY BUILT IT:

PARAMETERIZED WORKFLOWS:

Flexible templates that adapt to different campaign types

VISUAL RECIPES WITH AUTO-GENERATED SQL:

Complex queries executed directly in Snowflake

IN-DATABASE PROCESSING:

Computation pushed to Snowflake for maximum performance

DATA COLLABORATION:

Integrating datasets from the Snowflake Data Exchange for quick analysis ([Source](#))

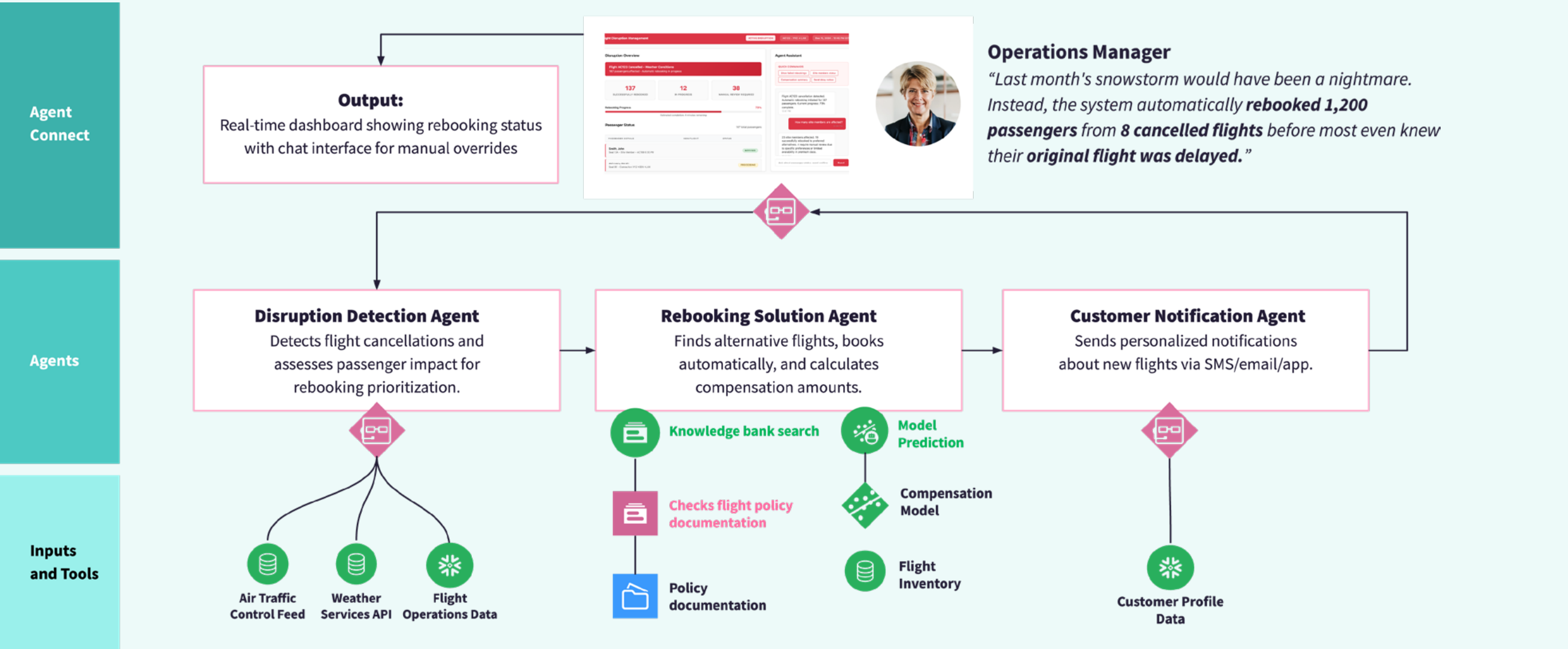
Elevating Customer Intelligence With AI

FUTURE VISION

The travel industry is transforming into an integrated customer intelligence ecosystem where advanced AI creates hyper-personalized experiences at every touchpoint. By leveraging next-generation analytics platforms on secure cloud foundations, forward-thinking travel companies are building unified environments that turn data into exceptional customer moments at massive scale.

NEXT-GEN USE CASE - GENERATIVE AI FOR TRAVEL EXPERIENCE

Dataiku empowers travel companies to build AI concierges that transform how travelers plan, book, and experience their journeys. These intelligent agents create personalized itineraries in seconds, adjust pricing dynamically based on demand patterns, and provide natural language customer service that feels genuinely helpful, turning every interaction into an opportunity to exceed expectations.



Expected industry-wide impacts include:

- Exceptional customer experiences through AI-powered personalization that anticipates traveler needs
- Increases in marketing conversion rates and loyalty program engagement across all channels
- Streamlined operations driven by real-time passenger behavior insights and predictive analytics

NOTEWORTHY INNOVATIONS:

- 1. ML TRAINING WITH SNOWPARK:** Pushing machine learning to Snowflake, eliminating data movement
- 2. LLM INTEGRATION WITH CORTEX:** Creating contextually relevant passenger communications
- 3. END-TO-END AI GOVERNANCE:** Implementing comprehensive model monitoring

STEPS TO SUCCESS:

- 1. Centralize data** in Snowflake's secure environment.
- 2. Build cross-functional workflows** in Dataiku.
- 3. Implement ML incrementally**, starting with high-impact models.

Zayo Group: Turning Data Quick Strikes Into Millions in Savings

Leveraging Dataiku + Snowflake to Transform Cost Centers Into Profit Centers

● WHY DATAIKU + SNOWFLAKE?

Zayo unified their fragmented data from 49 acquisitions by establishing Snowflake as their foundation using standardized TM4 and eTOM SID frameworks. This architecture enables seamless integration of new acquisitions while maintaining consistent data models.

Combined with Dataiku's rapid development capabilities, Zayo executes "data quick strikes" and targets 1-4 week initiatives that deliver immediate business value.

● USE CASE SPOTLIGHT: CHURN PREDICTION AND REVENUE ASSURANCE

Deployed a churn model
in weeks versus 14
months previously

Identified millions in
unbilled revenue through
contract analysis

Reduced model
maintenance from one
full-time employee to
minutes per week

● HOW THEY BUILT IT:

SNOWFLAKE INTEGRATION HUB:

Standardized data using industry frameworks across all hyperscalers

GOLD DATASET STRATEGY:

Created business-ready datasets in Snowflake for all analytics

ABSTRACTED BUSINESS LOGIC:

Maintained Python libraries executed within Snowflake

TECHNICAL & BUSINESS METADATA:

Combined in Snowflake to ensure consistent definitions

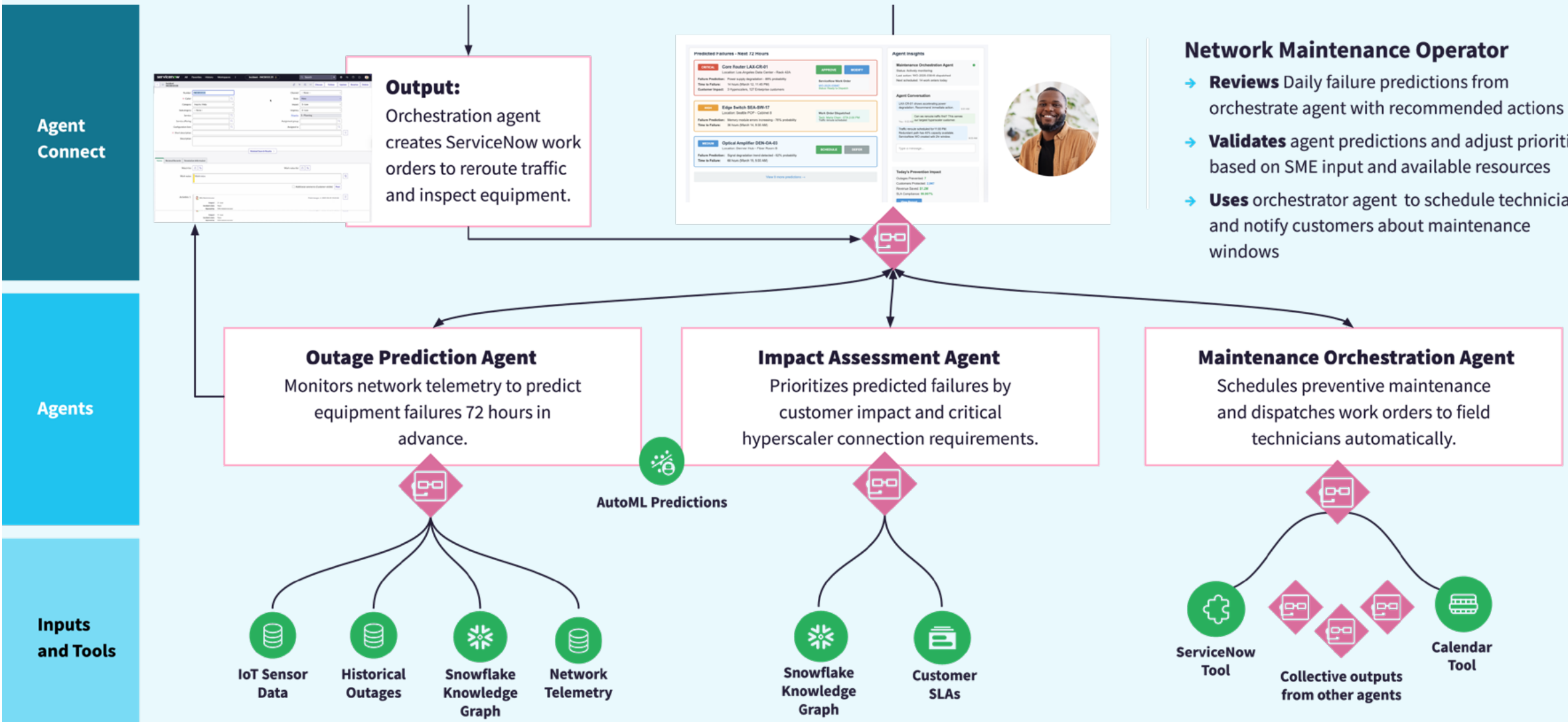
AI-Powered Telco Operations

FUTURE VISION

The telecommunications industry is racing toward a future where AI transforms workforce productivity and network intelligence at unprecedented scale. Leading telco companies are building unified platforms where analytics and AI deliver exponential business value while maintaining rock-solid governance across expanding global infrastructure.

NEXT-GEN USE CASE - AI AGENT FOR NETWORK OPERATIONS

Leading telco companies are implementing AI-driven network management systems that shift operations from reactive troubleshooting to predictive optimization. These advanced platforms continuously analyze network performance, forecast equipment maintenance needs, and dynamically optimize traffic routing, allowing engineering teams to focus on infrastructure expansion and next-generation service development.



Expected industry transformation:

- Exponential workforce amplification where AI enables small teams to deliver the output of massive traditional operations
- Instant customer service resolution through intelligent automation that never sleeps
- Proactive network operations powered by predictive intelligence that prevents problems before they impact customers

NOTEWORTHY INNOVATIONS:

- 1. SNOWFLAKE-POWERED KNOWLEDGE GRAPH:** Creating relationships between business entities while maintaining governance
- 2. SNOWFLAKE CORTEX INTEGRATION:** Leveraging AI capabilities for enhanced service delivery predictions
- 3. HYPERSCALER CONNECTIVITY:** Supporting AI data centers with intelligent networks built on Snowflake's foundation

STEPS TO SUCCESS:

- 1. Build** your data universe with Snowflake before pursuing AI.
- 2. Focus** on practical applications that deliver clear value.
- 3. Take** incremental steps with quick wins first.

Dataiku + Snowflake: Powering Business Success With Speed and Trust

7 YEARS OF TRANSFORMING DATA INTO DECISIONS THAT LEAD TO BUSINESS VALUE

Since 2018, Dataiku and Snowflake have worked together to help companies get more value from their data. This partnership combines Snowflake's powerful data storage with Dataiku's easy-to-use analytics platform resulting in a complete solution that makes data work harder for your business. Dataiku, The Universal AI Platform™, has been Snowflake's AI/ML Partner of the Year four times, showing the strength of the partnership.

Why This Partnership Works:

- **Speed to insight:** Access live Snowflake data directly in Dataiku without complex data transfers..
- **Cost savings:** Run analytics where your data already lives, cutting cloud costs.
- **Safe data access:** Give more teams access to data while keeping it secure and compliant.
- **AI for everyone:** Enable business teams to create insights and AI solutions without coding skills.

Today, hundreds of global companies use Dataiku and Snowflake together to transform how they work with data. From faster decision-making to powerful AI agents that automate tasks, this partnership helps organizations turn data into real business outcomes.

Ready to unlock the full potential of your data?



The Power Behind the Partnership

THE PERFECT AI INFRASTRUCTURE FOR THE ENTERPRISE

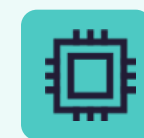
The Dataiku-Snowflake integration creates a unified environment where data storage meets advanced analytics without moving data around. Dataiku connects directly to Snowflake with "push-down" computation that leverages virtual warehouses for both visual workflows and Snowpark Python development, accelerating time-to-insight by up to 80%.

KEY TECHNICAL CAPABILITIES:



Machine Learning:

Use Snowpark ML to train models in Snowflake and deploy to ML Model Registry or Snowpark Container Services for real-time API endpoints.



Generative AI:

Build AI agents powered by Snowflake Cortex LLMs with no-code or full-code options.



Smart Search:

Equip agents with Cortex Search for document insights and Cortex Analyst for text-to-SQL queries.



Complete Visibility:

Dataiku Snowflake Optimizer ensures resource management and optimization between the two platforms.

This technical foundation makes AI accessible across your organization while maintaining the performance and governance standards your business demands. The result? More teams making data-driven decisions that drive real business outcomes.



Ready to Transform Your Enterprise?

TURN POSSIBILITIES INTO REAL RESULTS WITH DATAIKU AND SNOWFLAKE

The stories highlighted demonstrate how leading organizations across industries are achieving remarkable outcomes by combining Dataiku, The Universal AI Platform™, with Snowflake's powerful AI Data Cloud.

Whether you're looking to accelerate decision-making, democratize analytics, or deploy next-gen agentic capabilities, Dataiku and Snowflake provide the infrastructure and tools you need.

Check out the full Dataiku & Snowflake demo to see the tools that made the organizations in this collection so successful. Then, connect with our team to explore how this partnership can address your specific challenges and unlock new opportunities.

[WATCH THE DEMO](#)