

aws marketplace

Sigma

Reviews, tips, and advice from real users



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Product Recap



Sigma

Sigma Recap

Sigma enhances data tasks with an Excel-like interface, encouraging collaboration and non-technical user engagement. Its strengths include handling vast datasets and facilitating real-time data exploration, appealing to industries aiming for data-driven decision-making.

Sigma stands out with its capabilities for real-time collaboration and ease of use due to its Excel-inspired interface. It supports engagement with large datasets and prioritizes strong data governance. Key features include live queries on cloud databases and seamless integration with Snowflake. Its AI capabilities and self-service access help users perform detailed reporting and pivot table creation from extensive datasets, significantly affecting organizational efficiency and decision-making processes.

What are Sigma's most important features?

- **Excel-like Interface:** Facilitates ease of data interaction for non-technical users.
- **Real-time Collaboration:** Enables users to work together simultaneously.
- **Large Dataset Handling:** Efficiently manages extensive data volumes.
- **Live Cloud Data Queries:** Access real-time data directly from the cloud.
- **Integration with Snowflake:** Provides unified data views and seamless data access.
- **AI Capabilities:** Enhances data processing and analysis efficiency.

What benefits or ROI should users look for?

- **Ease of Use:** Simplifies data tasks for non-technical users.
- **Improved Efficiency:** Enhances decision-making capabilities through comprehensive reporting.
- **Self-service Data Access:** Allows independence in generating reports and data analysis.
- **Real-time Insights:** Offers immediate data exploration and insights.
- **Data Governance:** Ensures robust management of data security and integrity.

Sigma is predominantly used for creating dashboards, reporting, and data visualization. It assists in real-time data exploration and ad hoc analysis, connecting seamlessly with Snowflake for consistent data views. Sales teams use it for performance comparison dashboards, while marketing teams apply it for data migration assessments. Organizations leverage its comprehensive reporting and analytics for informed decision-making.

Valuable Features

Excerpts from real customer reviews on PeerSpot:



“Sigma is valuable because you can do pretty much anything you need to do within Sigma.”



Lh Hawes

Business Intelligence and Analytics Intern at Workato



“Sigma's customer support is excellent, and that is actually one of the other reasons why we ended up going with Sigma, as we are able to hit the question mark and ask for support and get real live people that are very knowledgeable.”



Vince Doc

CTO



“Having those dashboards set up in Sigma has made things easier for me and my team because it's just going into one report.”



Fivel Glasser

Customer Success Manager at a tech company with 51-200 employees



“Sigma has positively impacted my organization because I think it has been a huge impact, and we use it for all our reporting and our dashboards for tracking.”



Trent Conley

Head of Marketing at a tech company with 51-200 employees



“Sigma has excellent features, such as lookup tables where you can easily bring data that are not interrelated or at different granularity.”



Verified user

Lead Analytics Consultant at a outsourcing company with 51-200 employees



“Sigma has positively impacted my organization by creating a culture that we are trying to add to all processes, simplifying our processes and improving our analysis effort.”



Verified user

Execution Lead Principal Data Analyst at a comms service provider with 5,001-10,000 employees



“Sigma serves as the visualization and reporting front end.”



Russell Rothstein

CEO at PeerSpot

What users had to say about valuable features:

“Sigma offers the ability to pull a lot of data, and I think the filtering is pretty good.

The filtering feature in Sigma helps me because you can get pretty in-depth, and I just appreciate it because you are able to drill down on whatever you are looking at.

Sigma has positively impacted my organization because I think it has been a huge impact, and we use it for all our reporting and our dashboards for tracking. It is a really big, integral part of our company..”

Trent Conley

Head of Marketing at a tech company with 51-200 employees

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“Having those dashboards set up in Sigma has made things easier for me and my team because it's just going into one report. There are a couple of different tabs in the same report rather than opening multiple different dashboards and reports from Salesforce, and that just speeds things up and saves some time.

Sigma has positively affected my organization by saving us time in accessing information, which ultimately gets us to complete projects faster.

I understand the value and would say I get through tasks 25% faster using Sigma..”

Fivel Glasser

Customer Success Manager at a tech company with 51-200 employees

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“Compared to other BI tools, each tool has its own capabilities. Sigma has excellent features, such as lookup tables where you can easily bring data that are not interrelated or at different granularity. Because in Tableau, you can see various LODs. To create those same functionalities in Sigma, we generally use lookup tables and replicate that functionality there. It has multiple good controls such as segmented controls. It also provides tab options with the inbuilt feature in the interface itself. If you need to create a similar thing in Tableau, you need to create separate sheets or buttons. Sigma provides several cool features. You can create multiple visuals, and the maps functionality is very good in Sigma. We explored all the charts that Sigma has provided in its interface. Although Sigma is introducing some AI capabilities, that has yet to be explored from our side. We have explored the interface part, creating dashboards, and managing data sources with joins and relationships..”

Verified user

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Lead Analytics Consultant at a outsourcing company with 51-200 employees

“The best feature Sigma offers, in my opinion, is the measurement part.

The Measurement feature helps me and my team with Sigma measurement, as we use these measurements to find unused reports.

Sigma has positively impacted my organization by creating a culture that we are trying to add to all processes, simplifying our processes and improving our analysis effort.

Before the Sigma project, we had many graphs in the system, and when we made an impact analysis, it gave us many tasks to complete. After Sigma, we simplified it and removed old processes, so when we try to make an impact analysis, we get fewer tasks to complete..”

Verified user

Execution Lead Principal Data Analyst at a comms service provider with 5,001-10,000 employees

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“In my opinion, some of Sigma's best features are simple table manipulation, simple dashboard creation, and simple connections for manipulating data.

“The ease of use of all of these features was definitely remarkable. One feature I forgot to mention was Sigma's support team. I struggled to figure out how to connect a couple pieces of data a few times, but after reaching out to Sigma support team, I was able to create a solution within minutes, thanks to all of their help. Without Sigma support team, I definitely would not have been able to do all the things that I did with Sigma. What made those features stand out was the ease of use and the flexibility of the various features within Sigma.

“Sigma is valuable because you can do pretty much anything you need to do within Sigma. If you need to run a custom SQL query, you can do that. If you need to build a visualization of a data set really quickly, you can also do that. It is very easy to learn for new users, and it is very easy for people that do not have technical backgrounds to learn how to use as well..”

Lh Hawes

Business Intelligence and Analytics Intern at Workato

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“The best features Sigma offers include the self-service functionality, which was a really big deal, as well as their very good data apps and integration with Snowflake. Sigma is also moving into the AI space, as a lot of companies are, and they are doing a really great job at it.

“The data apps feature stands out for me because it was just more focused data that is easier to get to, not having to do just the regular dashboards.

“Sigma has positively impacted my organization because we were able to retire an old enterprise reporting tool that was homegrown, which involved a lot of canned SQL and parameterized SQL, making it a lot easier for us.

“After switching from our homegrown reporting tool to Sigma, we noticed that a set of employees were able to create their own dashboards, allowing other organizations within the company to really take off and not depend on BI after that. So that was one of the big things..”

Vince Doc

CTO

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Other Solutions Considered

“We previously used Tableau. We found Tableau to be a less modern solution, and we hoped Sigma would be more self-serve. However, it's not more self-serve than Tableau..”

Russell Rothstein

CEO at PeerSpot

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“I did not participate in the evaluation process, but our data analysts considered other solutions besides Tableau and Sigma, though I can't recall which ones..”

Russell Rothstein

CEO at PeerSpot

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“Before Sigma, we used a different solution, but I don't remember what it was called. I wasn't involved in the decision to make the switch, so it's irrelevant. Sigma is a good choice..”

Fivel Glasser

Customer Success Manager at a tech company with 51-200 employees

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“When we switched from Tableau to Sigma, we didn't consider other tools. It never crossed my mind to replace Tableau; I had been consistently using Tableau, even in my previous job. Sigma came into the picture when they reached out to me on LinkedIn, asking if I was familiar with it and interested in learning more..”

Ariel Hatav

Data Analyst at PeerSpot

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“In Tableau, you have filter actions where you can select any particular sheet, click on that particular button, and the data is filtered accordingly. You can do a similar thing with the help of actions in Sigma. You can even change the dynamic axis. If you want to change the X-axis and Y-axis, you can do it with the help of controls, the segmented controls, and with the help of actions..”

Verified user

Lead Analytics Consultant at a outsourcing company with 51-200 employees

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“Regarding the differences between Sigma and Tableau, for visualization, Tableau is the best tool I have worked with because you can change the visualization accordingly by creating different calculated fields. Sigma could add more visualizations. In Tableau, you can do forecasting with the help of the analytics tab. If Sigma also adds these features, it would be beneficial. In Tableau, there is a smoothing model you can select to do forecasting, create good trend lines, and add effective reference lines while creating trends..”

Verified user

Lead Analytics Consultant at a outsourcing company with 51-200 employees

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ROI

Real user quotes about their ROI:

“Unfortunately, as an intern, I cannot necessarily comment on return on investment. However, it definitely saved me time and reduced the need for more interns..”

Lh Hawes

Business Intelligence and Analytics Intern at Workato

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“I have definitely seen a return on investment through time saving because once the dashboards are built, they are built. Once we get them built, you are able to share with whoever needs them, so you get live data, and it has been a huge time saver..”

Trent Conley

Head of Marketing at a tech company with 51-200 employees

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“While I don't have specific metrics, Sigma is integral to our business processes. We use it in decision-making and for customer and investor presentations. It's essential for everything data-related within our company..”

Russell Rothstein

CEO at PeerSpot

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“Ultimately, despite being more expensive than Tableau, Sigma is worth the investment based on the pricing plan we signed up for. In 2024, being the first year of using Sigma, I am confident that we will witness improvements. The value of Sigma lies in its ability to save time and provide instant insights, allowing us to focus on our tasks and deals. The return on investment (ROI) becomes evident when users can directly attribute efficiency gains to Sigma..”

Ariel Hataav

Data Analyst at PeerSpot

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Use Case

“My main use case for Sigma is to make processes lean, as our company is a 30-year-old company with many old processes that we are trying to simplify.

A specific example of a process I have simplified using Sigma is our data warehouse ETL processes and reporting tools. Day-to-day, our reporting reports and databases get bigger, and since we had not used reports or tables effectively, we use Sigma to simplify and find these..”

Verified user[Read full review](#) 

Execution Lead Principal Data Analyst at a comms service provider with 5,001-10,000 employees

“My main use case for Sigma is that there are a bunch of reports, and many of our main reports are built on Sigma. I use it as a dashboard, review the reports, filter through there, and use it to help make decisions.

A quick specific example of a report or dashboard I use in Sigma that helps me make decisions is that it lists the number of reviews that we have gotten for a certain product or a certain campaign, and I can reuse that in my marketing to say that we have done X amount of whatever. It is mainly a reporting dashboard that I use for keeping track of certain things..”

Trent Conley[Read full review](#) 

Head of Marketing at a tech company with 51-200 employees

“My main use case for Sigma is for enterprise dashboards, which is originally why I brought it in, and self-service analytics.

“A quick and specific example of how I used Sigma for enterprise dashboards is that I built a centralized reporting dashboard for our marketing team.

“My main use case for Sigma supports the entire organization, and one of the big reasons that I initially brought it in was I was able to connect it to our Snowflake environment and let one of our SVPs know that it was connected. Before I got a chance to really train her, she had set up her own dashboard. It was a comprehensive dashboard that had at least five tabs on it, and it was actually really good. I could not believe that she set it up by herself with no training..”

Vince Doc

CTO

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“My main use case for Sigma is to check on the status of our accounts, my accounts, and my programs. I love using a tool where I can analyze the return visits of leads that we've already sent to customers.

I use Sigma for analyzing those return visits by loading it, setting the fields for a particular account of mine, and I can see the leads that we've sent. In analyzing, I let Sigma do its magic and can run another report that tells me every time one of those lead accounts has returned to PeerSpot to continue their research. This has been an invaluable resource for me to share with some of our customers to help them understand the value of our audience in showing how their leads are continuing to visit and do their research, which provides our customers with great intelligence for their account scoring and lead handling.

I'm using Sigma to check on all the programs. That was one of my favorite use cases, but to see how many leads have been delivered, to see how many reviews have been collected, to see how many review interviews have been set up, how our outreach center is contacting prospects for leaving reviews. There are a lot of different use cases for Sigma..”

Fivel Glasser

Customer Success Manager at a tech company with 51-200 employees

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“The project I worked on with Sigma involved creating a migration assessment tracker. We fetch all the data from the Tableau server and the cloud through the metadata API or the REST API. Then our data engineering team puts that particular data through the Alteryx workflow, refines all the components, and pushes the data into Snowflake. We then connect Snowflake with Sigma. With that report, you can compute how much time it will take to migrate a particular site, how many workbooks exist, how many tabs are in Tableau, the duration required, and the complexity of the workbook based on the calculations.

“The report also shows if any workbook is associated with upstream workflows or how many published data sources exist. We brought this information onto Sigma and created our report accordingly to estimate the migration time.

“It serves the marketing team by ensuring that when receiving a project involving migration from Tableau to Sigma, they can estimate the time required. It estimates all efforts based on these complexities, the size of the Tableau server, and the number of users involved..”

Verified user

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Lead Analytics Consultant at a outsourcing company with 51-200 employees

“My main use case for Sigma is to build dashboards for sales reps to compare their sales metrics to other sales reps. Along with that, I used it to access important data sets for the Business Intelligence team at Workato and make any changes to the data sets necessary.

“One example of a dashboard I built is where sales reps would often have sales competitions where they would track the amount of leads contacted or the amount of successful sales within a certain time period in order to compete against one another. These dashboards are the most common use I have for Sigma, which are dashboards for the sales reps to compare their sales metrics to other sales reps.

“I also used Sigma to look at the accounts and other databases that we had as a company. Using Sigma to create dashboards and visualize data was probably the most effective use case of Sigma.

“In particular, creating dashboards and visualizations for leadership was made very easy and simple through Sigma. Being able to visualize data quickly and efficiently while also being connected to all of the Snowflake databases made things incredibly simple and easy for our company overall..”

Lh Hawes

Business Intelligence and Analytics Intern at Workato

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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 didn't perform the initial setup. The migration from Tableau took quite a bit of time, indicating that it could benefit from being more straightforward and easier..”

Russell Rothstein

CEO at PeerSpot

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“Setting up Sigma is not complex. If you know all the components through their documentation, you can easily implement it as the documentation they created is comprehensive and contains all the necessary information..”

Verified user

Lead Analytics Consultant at a outsourcing company with 51-200 employees

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“The installation process was incredibly straightforward — simply logging into the router, and that was it. Setting up the connection with our Snowflake account was equally swift, taking around twenty seconds, or half a minute, to input the username and password..”

Ariel Hatav

Data Analyst at PeerSpot

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Customer Service and Support

“Sigma's customer support is excellent, and that is actually one of the other reasons why we ended up going with Sigma, as we are able to hit the question mark and ask for support and get real live people that are very knowledgeable. Their support I really think is a 10 out of 10..”

Vince Doc

CTO

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“The customer support is a 10 out of 10, hands down. The support staff are all professional users of the product itself and they are available almost 24/7 and helped me to come up with solutions to all of the problems that I had. Sigma support team is probably the best thing that Sigma has in my opinion.

“I would rate the customer support 10 out of 10..”

Lh Hawes

Business Intelligence and Analytics Intern at Workato

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“On the scale of 1 to 10, I rate Sigma an 8.5 because there are multiple tools whose setup needs to be done, and the servers are also on physical machines such as Tableau server for maintaining all those components. As Sigma is a cloud platform, you do not need to do all that maintenance work. Regarding visualization and data modeling, as mentioned earlier, they can improve on those aspects. The functionality and interface have improved significantly with their latest versions. Previously, all options were on the left-hand side, and now there are floating themes at the bottom where you can easily select all options and create a good dashboard..”

Verified user

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Lead Analytics Consultant at a outsourcing company with 51-200 employees

“I am extremely satisfied with their technical support. During a challenging month when I had to transition everything to a new platform and was unfamiliar with creating basic features, their support was invaluable. In contrast to my previous experience with Tableau, where I would resort to online searches or contacting external companies, Sigma's support is exceptional. I could simply enter the live chat, ask my questions, and receive immediate answers. This significantly expedited the process, contributing to the month-long transition period. Their customer support was consistently reliable and responsive, making the overall experience highly positive..”

Ariel Hatav

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Data Analyst at PeerSpot

Other Advice

“My advice to others looking into using Sigma is to take the time to learn how to set it up at the get-go and understand that there is a learning curve. I would rate this review a seven out of ten..”

Trent Conley

Head of Marketing at a tech company with 51-200 employees

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“Determine your requirements carefully as there are many data visualization tools available. Each has pros and cons, so ensure Sigma fits your needs. Additionally, I rate Sigma an eight out of ten because it meets our needs, but there are some disappointments with the software..”

Russell Rothstein

CEO at PeerSpot

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“I access and interact with Sigma by using Six Sigma. If others are looking into using Six Sigma, I would advise that it is useful to use Six Sigma if they have any problems to solve.

I rate Sigma an eight on a scale of one to ten because it is really good and affects our company processes positively..”

Verified user

Execution Lead Principal Data Analyst at a comms service provider with 5,001-10,000 employees

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“I'm not doing any customization with Sigma. The ease of use is there. It takes a little while just to get used to it. Sometimes when I'm running an estimate for leads, in my haste, I try to get the answers, but I need to wait for it to finish processing all the data, which is totally reasonable. But it's pretty easy to use.

My advice for others looking into using Sigma is to make sure you set up the reports and the dashboards in the most efficient way. Ask for feedback from your teams if multiple people are going to be using it. Because once it's set up, it's a very powerful tool. But if not all the perfect data is in there, then it's just not going to do its job.

On a scale of one to ten, I rate Sigma an eight..”

Fivel Glasser

Customer Success Manager at a tech company with 51-200 employees

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“Sigma definitely improved collaboration overall as an organization. The ability

for RevOps, BI, and sales to all coordinate and collaborate on a project because of Sigma's impact was extraordinary in my opinion.

“I rate Sigma an eight out of ten. I give it an eight because its ease of use and quick integration capabilities are what helped me. However, if it was able to do all of the computations and queries that I needed it to at the time, I would have given it a ten. Those last two points that kept it from being a ten are from the slightly limited ability of Sigma.

“I would encourage others looking into using Sigma to use the support team whenever possible if there is something they did not know how to do within Sigma..”

Lh Hawes

Business Intelligence and Analytics Intern at Workato

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“For actual users, I find it very easy to get into and adopt Sigma.

“Sigma's performance when handling large data sets or complex queries is wholly dependent on the Snowflake warehouse, so if we do not want to burn too many Snowflake credits, we keep it on a smaller warehouse. Usually, it is okay, which is mainly because what we are trying to do is also be careful with our Snowflake budget.

“I think Sigma handles data security and compliance requirements for my organization really strongly since they integrate with Snowflake security as well.

“I do not know that we really had any big integrations, but we did have a couple API integrations with some homegrown tools, and that went pretty smoothly. They have been getting much better at that.

“I think the level of customization Sigma allows for dashboards and reports is very good and getting better, but the other big thing is really what they are heading towards with more of the data apps.

“My advice for others looking into using Sigma is to make sure your data foundation is set. I just do not think it is a smart idea for any tool to go after your transactional data; you should at least have some sort of data model so that way you are not querying 10 years of data when you only need last month or last year.

“I think Sigma is a very strong company, and I consider them one of the top vendors in the space. The only question that I would have is that I have not had a chance to look at some of the newer agentic, AI-only tools. I would rate this review as a 9 out of 10 overall..”

Vince Doc
CTO

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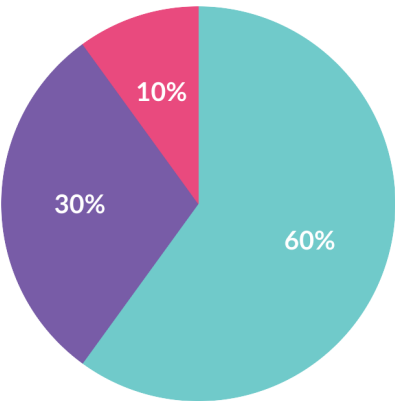
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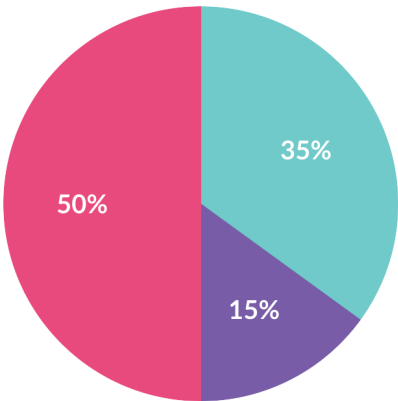
Company Size

by reviewers



Company Size

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Large Enterprise Midsize Enterprise Small Business

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