

REPORTING PLATFORM

Reporting for teams that need **clarity**, not more dashboard busywork.

Interactive dashboards, guided briefs, and scheduled KPI reports — from one shared semantic layer.

[← Back to dashboards](#)

How Is Fulfillment Performing?

Track created orders, shipment progress, delivery completion, and where leakage happens in fulfillment.

Filters

PERIOD

2026-05-07 Apply Clear pills

No filter pills yet. Click bars to add filters.

Orders Entering Fulfillment

26.3K

Shipped Rate

65,01%

Delivered Rate

35,42%

Return Rate After Delivery

29,15%

Fulfillment Progress Funnel

Leakage Points

Leakage Point	Order Count	Share Of Created Pct
Cancelled before shipment	4035	15.32%
Still not shipped	5182	19.67%
Shipped but not delivered	7794	29.59%
Returned after delivery	2719	10.32%

OUR BELIEF

There's always something to discover.

No matter how polished the summary or KPI, looking closer always reveals something. Looky isn't only about drill-down — it's also about drill-up: finding the questions you didn't know you had. That's why we build to **answer questions**, not to run complex simulations.

ONE PLATFORM · THREE AUDIENCES

Reporting that fits how your team actually consumes data.

Most reporting tools are built for one persona and bolted onto another. Looky is designed around the three groups that always exist inside a reporting workflow — the team that builds it, the people who explore it, and the leadership that just wants the answer.

1

BUILDERS**Reporting delivery teams**

Author a metric once. Every chart, dashboard, and brief downstream stays in sync without copy-paste maintenance.

- Semantic model holds definitions, dimensions, and rules
- Charts, tables, KPIs, and reports publish from config
- Repeatable delivery instead of monthly assembly

2

EXPLORERS**Managers & analysts**

Some audiences want to navigate data — but they should never have to build the dashboard.

- Interactive dashboards with filters and cross-navigation
- Document mode for guided monthly reporting
- Same definitions behind every view

3

EXECUTIVES**Leadership that only wants the answer**

Many just need the monthly number, the trend, and a concise narrative — delivered to their inbox.

- Scheduled PDF updates delivered automatically
- KPI-first document layouts for monthly briefs
- Identical numbers as the live dashboard

FROM DEFINITION TO DELIVERY

A structured workflow, not another dashboard tool.

One operating model: build, publish, deliver. Each step has a clear shape, and what comes out the other end fits its audience without a second hand-off.

01

Build

Logic, definitions, and reporting rules live in one semantic layer — close to the data, not the BI tool.

02

Publish

Charts, KPIs, dashboards, and reports come out of a config flow you can review like any pull request.

03

Deliver

Interactive surfaces for analysts, guided briefs for managers, scheduled PDFs for leadership — same source.

PAINS WE SET OUT TO FIX

- ✗ Per-seat pricing balloons every time someone new wants to look.

Viewers unlimited. You pay for the work the platform runs — not for who's watching.

- ✗ One UI for builders, managers, and executives alike.

Three formats from the same source — interactive, guided, scheduled.

- ✗ Months before the first useful dashboard reaches production.

Reliable outputs from the first config push — not a quarter-long rollout.

- ✗ Leadership forced to log in just to look up one KPI.

KPIs and briefs land in the inbox, on schedule — no login, no filters.

- ✗ The same metric, coded N times — one in every dashboard.

Define it once. Updates propagate to every chart, brief, and PDF.

- ✗ Every BI tool has its own UI tax — weeks lost on nuances.

Looky is config files. Author in the editor your team already uses.

From model to PDF, in four steps.

One pipeline. Same definitions from semantic model to executive inbox — no copy of the logic in between.

REPORTING CHAIN

1

MODEL

Define metrics once

Business logic, dimensions, and KPIs live in one semantic layer — close to the data, shared by everything downstream.

```
# Define your data once, reuse everywhere
```

```
source: sales
```

```
metrics:
```

- revenue
- orders
- aov

```
dimensions:
```

- country
- brand
- period

2

VISUALIZATION

Plot a dimension

Same model, more shape — a small viz spec turns the query into a chart, table, or KPI. No SQL rewrites, no manual styling.

BRANDS

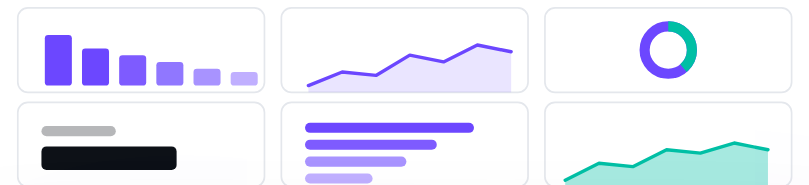


3

DASHBOARD

Compose & explore

Visualizations and KPIs assemble into an interactive, filterable surface — built for analysts who want to navigate, not build.

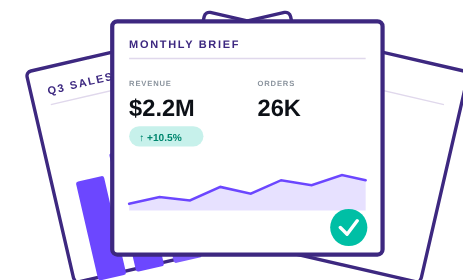


4

PDF BRIEF

Deliver to inbox

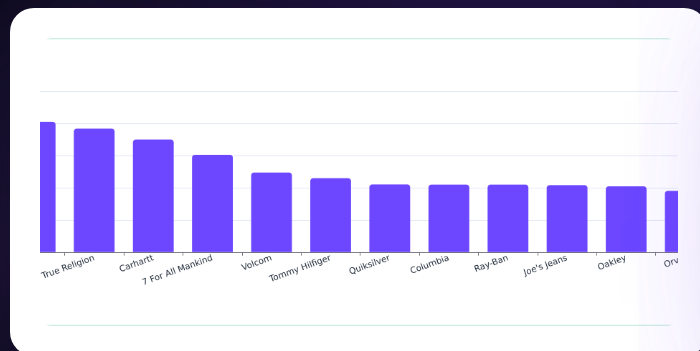
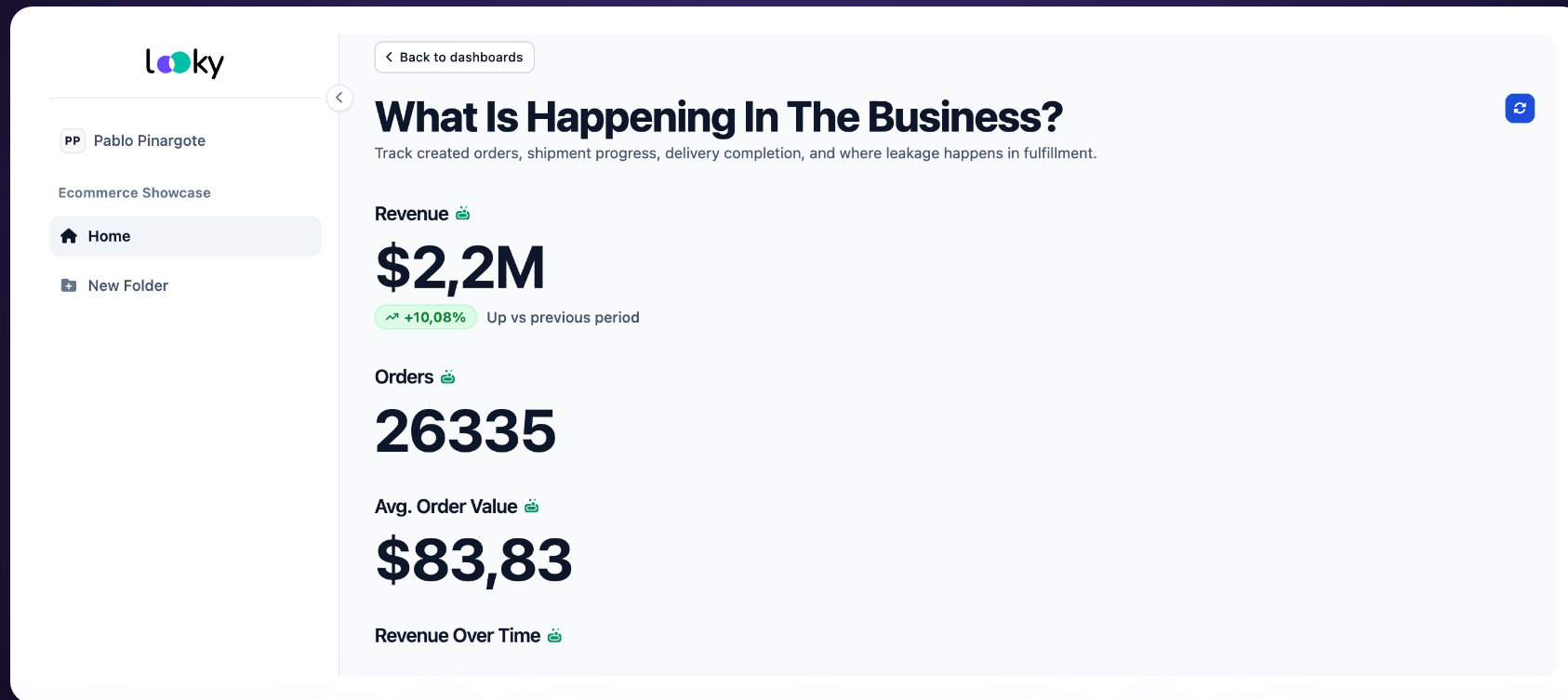
The same content renders into a KPI-first document, automatically delivered to the inbox on schedule.



REAL SCREENS · REAL DATA

Looky, on screen.

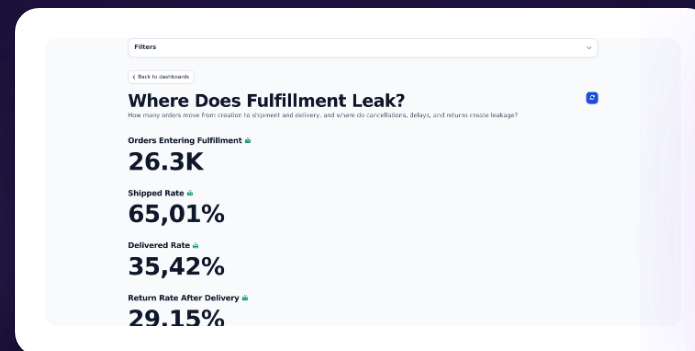
Filters at the top. KPIs at a glance. Charts that move with the period selector. Same content, two consumption modes — exploration and brief.



VISUALIZATION

Top brands by revenue

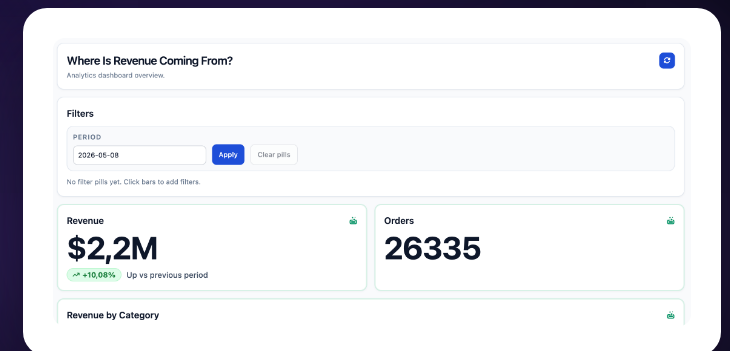
One chart, one source — the same model behind every dashboard.



DOCUMENT MODE

Where does fulfillment leak?

Guided narrative — KPI-first, ideal for monthly review.



DASHBOARD VIEW

Sales analytics, at a glance

KPIs, trends, and breakdowns wired to the same model.

A FOCUSED STACK BEHIND THE PRODUCT

Intentionally compact. Engineered for control.

Looky stays deliberately small in surface area. These are the four pieces under every dashboard, brief, and report.

● Malloy

Semantic layer for shared metric definitions and analytics logic — kept close to the data.

● Apache ECharts

Charting engine for interactive visualizations and export-friendly analytical views.

● Plugster

UI foundation that keeps product behavior modular, composable, and maintainable over time.

● Elemental CMS

Publishing foundation for multilingual pages, content management, and controlled deployments.

WHAT CHANGES FOR YOUR TEAM

Less monthly-close pain. No drifting numbers. Tighter reviews.

Close the period faster

Reports refresh and ship on schedule — no last-minute exports or copy-paste rituals.

One number, one definition

Metric changes propagate everywhere at once. Dashboards and briefs never disagree.

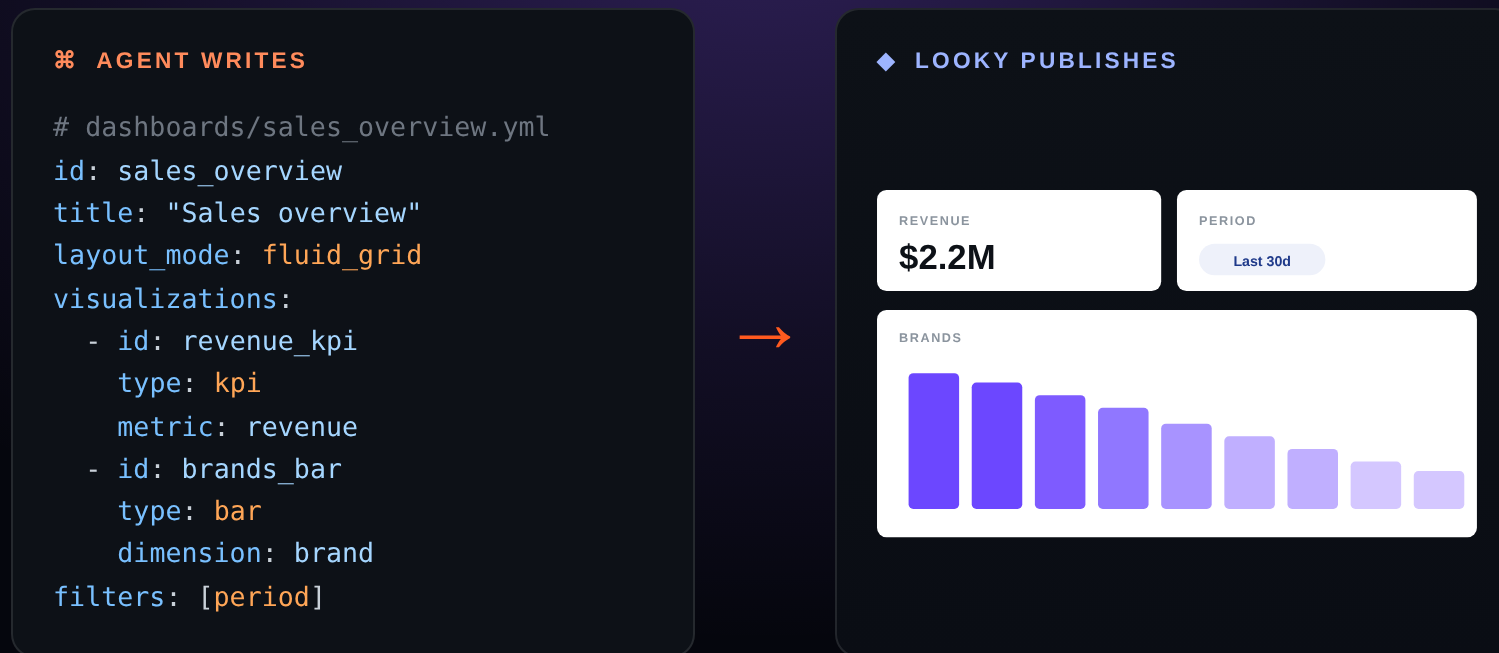
Twenty-minute reviews

Pre-delivered briefs replace status updates, so the meeting can focus on decisions.

BUILT FOR THE AGENT ERA

AI agents, in the loop **by design.**

Because everything in Looky lives as plain files, AI assistants can read, write, and maintain your reporting the same way a teammate would. No special integrations, no proprietary tooling — agents and humans work side by side, in the same place.



• Read

Your AI picks up the existing dashboards and KPIs by reading the same files your team works with — no separate setup.

• Author

New dashboards and charts are written as files you can review before publishing — just like any other team change.

• Maintain

Updates and fixes flow through the same files. Humans and AI stay aligned, never working from different versions.

Bring your editor. Bring your AI.

Looky meets you in the tools you already use — and the AI assistants you already trust.

VS Code

Cursor

Windsurf

Antigravity

Claude Code

Any AI assistant

looky CLI

Looky also ships with **built-in docs your AI can read** — your assistant learns the platform on the fly, checks that your work is right, and walks you through the next step.



LET'S TALK

Make reporting easier to deliver — and easier to **consume.**

Fewer handoffs. Clearer outputs for managers and leadership. We'll walk you through the workflow on a 30-minute call.

 <https://looky.studio>

WEB

looky.studio

BUILT BY

Paranoid Software

FROM

Quito, Ecuador

LANGUAGES

English · Español

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