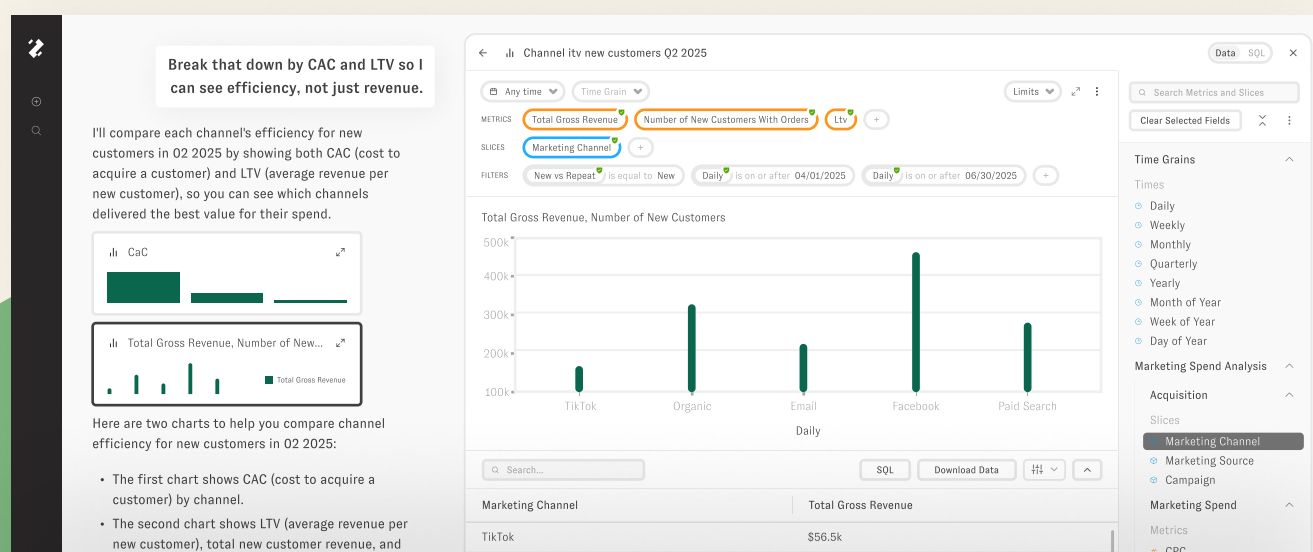# Introducing the Clarity Engine

Just Ask, and it answers

The Clarity Engine is a new foundation for intelligent analytics that combines the flexibility and depth of SQL with the explainability and governance of a semantic model.

Powerful SQL

Ask a question and Zoë composes an answer using powerful, flexible SQL. Then, our SQL Bridge maps the query into the structured data definitions in your semantic layer.

Dynamic Flexibility

If the semantic layer isn't complete, dynamic measures and dimensions are created intelligently to answer the user's question.

AI Governance

Data teams can review all queries, promote helpful dynamic fields to the semantic layer, and maintain control over analytics logic.

Explainable AI

Every dynamic answer is explained in-GUI so business users can immediately understand and trust the results.

The Context Layer

When using LLMs, context is everything. We've extended the traditional semantic layer into what we call the Context Layer. The Context Layer contains traditional structured view definitions, but also captures unstructured feedback into "Memories" that don't fit into a YAML format. Context is more than just mapping columns to dimensions; it's about understanding why a user is asking a question, what tribal knowledge is needed, and how to generate answers that are not only correct but meaningful.

The Context Layer stores information in three ways to ensure consistent and accurate answers:

◎	Natural language memories	Capturing the tribal knowledge that usually sits internally amongst teams.
🧠	Semantic logic	Remembering prior logic, user preferences, and evolving business concepts.
⚛	Dynamic data modeling	Generating new metric logic on the fly, with the ability to promote it for future reuse.

The Clarity Engine is not just reactive, but proactive - learning from interactions, improving over time, and helping data teams scale insight without giving up control.

Governed Flexibility

One of the most powerful aspects of the Clarity Engine is how it aligns self-serve analytics with governance.

Data Teams	New Fields & Measures	Governance
Can see questions asked, with feedback, from end users.	Can be created by the LLM at question-time, then promoted into the semantic layer with a click.	Remains intact, definitions, logic, and trust are preserved, even as usage scales.

With the Clarity Engine, you no longer have to choose between flexibility and governance. Between depth and trust. You get both — and a whole lot more.

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