

Prophecy Launches AI Data Prep Tools to Close the Gap Between AI Investment and AI Results

Business teams can now quickly build, verify, visualize, and run their own data workflows without writing code or waiting on a data engineering team

SAN MATEO, Calif., Sept. 08, 2026 (GLOBE NEWSWIRE) -- [Prophecy](#), the AI data prep platform, today launched [new AI data prep](#) products that give business users and data analysts a clear way to review AI agent work before trusting a workflow's output in their decision-making. Today's release also [expands Prophecy's new AI agents to Snowflake](#), joining existing support for [Databricks](#).

Prophecy built the release around a growing problem for data platform leaders. As budget has gone toward AI model costs and scaling AI agents, pilots continue to stall before reaching production. Often this is not because of the model, but because the underlying data is prepared by hand in desktop tools by whoever happens to own the spreadsheet, or because companies rely on a few dedicated technical resources that cannot keep up with data preparation requests.

"Companies have poured, and continue to pour, massive chunks of their budget into models and agents, yet pilots still aren't turning into value for business users," said Raj Bains, CEO, Prophecy. "Few are budgeting for AI data prep, and that's exactly what's led to AI projects not meeting anticipated goals or delivering the expected ROI."

Prophecy's AI data prep tools give business users a way to quickly understand and verify what an AI agent changed in a data workflow or chart before trusting the output. Instead of reviewing pages of generated SQL or Spark code (or involving the data engineering team), business users can see changes laid out visually alongside the data produced.

Prophecy's interface has also been simplified for the review process. Projects now open directly to the analysis view after a question is asked, with the underlying pipeline available a click away instead of the default starting point. "With this release, we want to keep business users focused on answers first, with the technical detail available on demand rather than upfront," said Bains.

Prophecy's AI data prep and analysis capabilities for business users include:

- **A specialized data agent** that draws on user prompts and metadata-based knowledge graphs to handle data tasks, including data prep workflows, onboarding data into target formats, and running analyses on demand
- **A step-by-step review flow**, powered by Prophecy's specialized AI agents built on specialized Claude Code, enabling business users to see what an AI agent added or changed in a workflow or chart (piece by piece) before approving the output
- **A single canvas for AI data prep and analysis**, so business users can refine workflows and generate charts without switching between separate tools
- **Analysis dashboards** that turn a plain-language question into charts and summary findings so that users can test hypotheses and ask clarifying questions without writing a query

> What channel is driving the most pipeline?

Thinking deeply... ▾

⌵ Show 3 more

Reasoning for < 1s ▾

Great, I have the results. The data clearly shows which channel is driving the most pipeline. Let me present this to the user.

Web is driving the most pipeline by a significant margin.

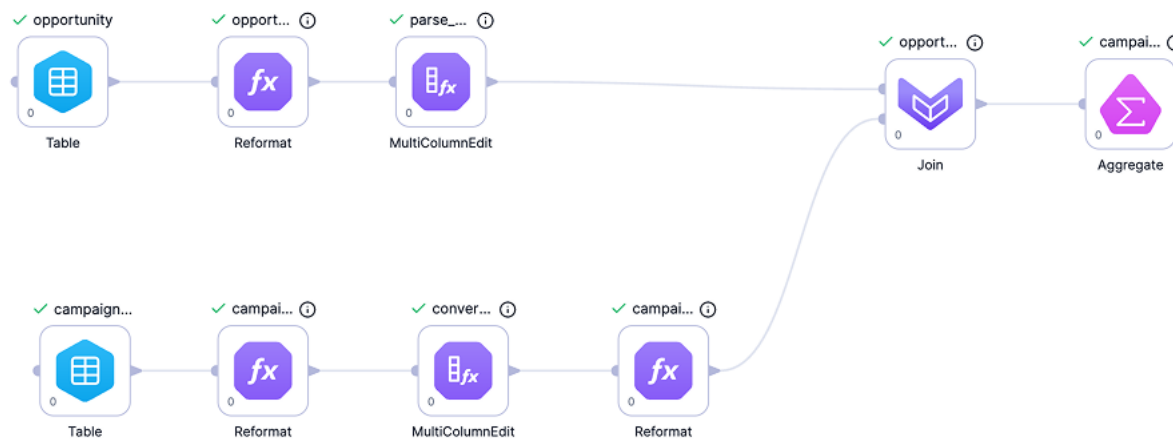
Channel Source	Total Pipeline Amount	Total Opportunities
Web	\$27,803,001	201
SEM	\$18,135,003	74
Paid Ads	\$13,500,201	101
Influencer	\$10,132,800	98
...		

View more ↗

Key insights:

- Web contributes ~31%
- SEM is second at \$18M
- Paid Ads ranks third

Opportunities by Campaign Source



AI agents for Snowflake

Prophecy's expansion of its AI agent products to Snowflake gives business analysts at Snowflake-native organizations the same self-serve workflow, without moving data outside the customer's existing environment to get there. "Most AI tools on the market assume you'll pull data out to somewhere else to get value from it," said Maciej Szpakowski, CTO, Prophecy. "Running our AI data prep tools on Snowflake ensures governance and access stay exactly where the data platform team already puts them—and wants them—and that the AI agent works within those boundaries instead of around them."

Availability

Prophecy's new AI data prep tools are now available on Prophecy's Professional and Enterprise editions. [Get started for free here.](#)

About Prophecy

Prophecy is the AI data prep platform for business data teams. Business analysts describe their goals in plain language, and Prophecy's AI agents generate visual data workflows that analysts can inspect, refine, and deploy. Every workflow is backed by production-grade code and runs with the governance and scale of the customer's existing cloud data platform, including Snowflake, Databricks, and BigQuery. Prophecy is trusted by enterprise data teams including HSBC, SAP, JPMorgan Chase, and Microsoft, and was named a 2025 Technology of the Year winner by InfoWorld.

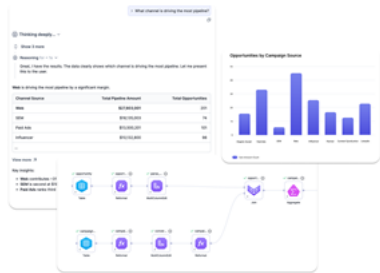
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A photo accompanying this announcement is available at <https://www.globenewswire.com/NewsRoom/AttachmentNg/d8091453-6545-443f-a29c-26c0a429e755>

Attachments:



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