

# Welcome Max!



**Welcome to the Data Analytics team!**

These first weeks might be overwhelming – so we've set up this document that hopefully will make things a bit easier.

Below is a rough schedule of your first weeks. Feel free to add these to your calendar – or ask me to invite you to the meetings.

Please don't ever hesitate to talk to me, your Yoda Shiva, or anyone in the team if you need any help with anything!

Your start will be slightly different because of the Armageddon but we'll make it work :)

/Mattis

# First week

Your first week will be all about orientation and setting things up. You will get to know your team members, your stakeholders, set up your computer and request the necessary accesses.

As boring as it sounds, I would prioritize getting all accesses sorted when you have a few minutes over, starting on Tuesday afternoon. Since the company is growing fast, many people are requesting help, and you want to get this done as soon as possible to focus on the fun stuff.

## Monday

0930 [Remote hello with Mattis](#) 🥑

We will start with how we are structured, Mattis will give us an introduction on how we in the Data Analytics team, work with other teams and parts of the organization. The idea is to get a broader understanding of the range of our responsibilities, what we do and what we don't.

“there will be a key tag prepared in the reception but pls walk Max through routines as we have a consultant in reception”

1000 Get a computer from IT. Create tickets for peripherals.

Time to set up the computer. Mattis: Add Max to email groups, Slack group, and make sure he's added to all relevant Slack channels

1030 [Say hi to the team](#) 🙌

1100 Write a hello-note in the Slack channel #data-team

1130 [Hello Shiva!](#) Current data analyst in Payments

1200 Lunch

1330 [Hello Ville!](#) Customer journeys & KPIs.

Ville will help us understand what a typical Customer Journey looks like for an iZettle merchant and touch a bit upon how iZettle earns revenue from the various touchpoints (iZettle's business model). We will also try to understand what our KPIs are and why they are important. Be curious and feel free to ask questions.

1430 [Hello Isabell, Stefan & Behrang!](#) Introduction to Payments Product

1530 [Hello Jakob!](#) Introduction to Payments Core.

Mattis: Nudge Jakob to invite to meetings + introduce

Mattis: Nudge Isabell, Stefan, Behrang to invite Max to meetings + introduce

## Tuesday

0900 Social standup with team

1030 [Hello Srinidhi!](#) GCP overview.

Srinidhi will give a brief introduction to how data is structured in GCP, event schema, view schema, etc. We will also try to get a rough idea of what are the most frequently used tables and what KPIs we can fetch from these views. Be curious and ask questions.

1300 [Longer introduction to Payments](#) Product (Isabel, Stefan, Behrang)

## Wednesday

[1000 Hello Cam!](#)

Cam will help us navigate through Amplitude, basic functionalities and show how we can get insights from Amplitude.

Logging in / Signing up to Amplitude: via SSO here:

<https://analytics.amplitude.com/izettle>

View a list of all events with volume counts and first/last seen:

<https://analytics.amplitude.com/izettle/manage/project/226761/advanced/events>

Amplitude Learning Center:

<https://amplitude.zendesk.com/hc/en-us/categories/204084067-Learning-Center>

Amplitude Product Analytics Playbook (Mastering Retention):

<https://drive.google.com/file/d/118ovFgj3j-RDiUccZS8TyGmNgP3JlxLb/view?usp=sharing>

Team Spaces and Dashboards:

Currently, the setup is one team space per product team (i.e. a team lead by a product manager) and should be managed by the members of that team. Feel free to create your own team space if it doesn't already exist. For teams not in product / without PMs, create a team space that you think suits you best (e.g. it could encompass multiple teams in your area). You can have multiple dashboards per team space so it is up to the team as to how they would like to set these up (e.g. you could have a dashboard per product features such as invoices or multi-variants) Amplitude Projects Everyone will have access to the Production project by default. This contains all live user data and is the primary project for running any analytics. A second Test project will be provided to engineers/developers who may want to see whether events sent from their test environment make it through to Amplitude correctly before they're deployed to production. Let me know if you need access to Test and don't have it.

[amplitude.zendesk.com](https://amplitude.zendesk.com) Learning Center – Amplitude Find best practices and information on all of our features in our current interface here.

1100 [Hello Rudra!](#)

Rudra will give us an introduction to Looker in this session. Below is a suggestion for the agenda in this session, but please feel free to be flexible Looker Guidelines, How to find views, How to create simple charts from views, How to create views from tables and adding them to models How to create/edit Dashboards and how to add charts to

Dashboards Some important dashboards Intro to LookML and creating measures/joins in LookML

1500 [Hello data platform!](#) Mustii, Niklas

Data platform team will help us understand the Current Data Architecture. We can see how data/messages flow into events and how they translate into views, how to create views from events. We will also touch upon how to find in the BigQuery console the view we created.

## Thursday

1000 [Hello Rebecca!](#) Machine Learning

1300 [Hello Stephane!](#) A/B testing

Stephane will introduce us to A/B experimentation at iZettle. We will briefly look at -

What is Hypothesis Testing, - How to design, run and conclude an A/B test -

Experimentation at iZettle Some previously run experiments can be found here -

[https://sites.google.com/izettle.com/data-analytics-izettle/reports-analyses/experiments?](https://sites.google.com/izettle.com/data-analytics-izettle/reports-analyses/experiments?authuser=0)  
authuser=0

# Todos

We have a very nice onboarding checklist that you can follow on our Google site:

<https://sites.google.com/izettle.com/data-analytics-izettle/onboarding/first-week>

Request KIP Looker A3 access via IT ticket - it.izettle.net

Get added to and get access to team repositories on Git - GCP Data Pipeline, GDP Analytics Pipeline (legacy) and Analytics Scripts

Besides those, I recommend you do these:

- Explore the company wiki
- Prepare a presentation on insights from previous work and/or any other interesting topic- a favourite library, any standard technique or any analysis etc
- Get a Jira/Trello board where you can show your stakeholders what you are currently working on.
- Note iZtart date in your calendar: full date of April 6 2020.

Bonus tasks: [Setup BigQuery \(GCP\) in PyCharm](#)

Post in #new-izettlers with a picture!

## When we are physically back at the office

Meet & Greet Data Team.

Have lunch together with the team :)