Transcript Elena
Function: data analyst

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Could you describe your function within the company in your own words?

Well, I am very new, and we're still kind of defining my function. But I believe my function would be that I'll be the bridge in between the different team members, but also in the different teams. Like the marketing team, so that we can make work that we today, still make a little bit in silo, data driven now. So for instance I would be the person both can do analyses and create a dashboard and give insights, based on the analyses. These analyses can have value on their own, but they can be much more valuable if I can make an analyses based on for example marketing performance. For instance, I can help the marketeer and the client to reduce the costs of campaign, having the same results or increasing the conversion rate to purchase to a goal compilation for a client. So this is what I am going to do. And I think there is also a application in the UX field?

Okay?

Yes for instance, as a data team we could help identifying which areas to invest in first. So to save you a little bit of time. And also, our analyses could compliment each other. I know that.. I think that you are the only one with graphic skills in the UX team..?

Yeah?

Yes, but very often graphic designers want to do an A/B test on a website to see if their ideas actually work nicely yes or no. And one thing that they need is a sample of data to understand if they.. well to get you know once set of users to see if the reaction is good or worse. One thing that we can do is help identifying a good set of users and also good pages to do the experiment, you want to have the right pages to experiment. You don't want to experiment on any pages that are rarely visited. And you want to know in general where people experience the most tension in the page, even visually so that you can make a change there, given you already know that it is a hot area over there, right?

Yeah

So this is another interesting addition I think.

Yes it could be! But you were saying that you are still figuring out your function?

Yes because I was hired as a data analyst, and normally a data analyst simply does that. In the sense that a data analyst makes an analyses based on the stakeholders' need. Which can be the client, or internal stakeholders like a marketeer or a UX researcher. But here in Gradient, as I understand correctly, because I am very new, you don't really do that. You do analyses, also, but in some sort silo, and then maybe somewhere later you meetup with other teams and share knowledge, about what you discovered about the client. So, I think I need to get to that draw. Even if it's common at other firms, it's still new to Gradient.

Yeah, okay, and because you are very new, did someone explain this strategy to you?

Well they explained to me the vision, so I can see that they do have a vision in that they do want to become data driven. Which is very important if you want to stay competitive in this market. And they also kind of admitted that they are not there yet, and that they will like for me to help them to get there. So Ello for example, is also a data analyst, and he is also a very good bridge between the stakeholders and the technical people. But if I understand correctly he is very focussed on building the dashboards analyses for the clients and he didn't get the chance still to bring the teams together. Because getting to that point is not only having a data analyst who does it, but also a marketeer for instance that knows and who asked what, where and when.

Ahh okay and do you have a background in marketing?

No, but I have a background in doing this role. In the sense that I did a lot if freelancing, so in my years of experience I always had an experience with analytics and analyses. But I also found myself implementing A/B tests and tooling. And also implementing campaigns myself on the Facebook panel or Google Ads and stuff like that. But I have an idea of what a marketer needs and how much value can an analyses or a technical help can bring to the marketer. I also have an idea of the pressure that they (technical people) have. Like people going up to them like 'I needed this yesterday!' and usually they can't tell if that is true or not. Let's say that I have been in their shoes before.

Haha! You know they're lying!

Haha yes! But sometimes they say the truth, but sometimes the technical people don't believe them because everybody screams 'aahh emergency fire!'. And for technical people it is difficult to understand the difference. And sometimes for marketing people, they know they need a technical tool, but they don't know how to ask for them. And so they go like 'I need this thing' and the technical people go like 'yeaah okay but why? and how?' And then there is a hole in the communication because there is no one that knows both sides, that can translate it basically.

Yeah. So you explained the difference between you and Ello, like work related things, but you also have the same title in Bamboo as Ello has, do you feel like that title still suits the things that you do?

I think that in the digital area we use a lot of 'buzz words'.

Could you explain the 'buzz words'? Or give an example?

Hmm nothing comes to mind. But there are a lot of things like 'conversion optimisation' and 'conversion growth' … So yeah there are a lot of words in the digital area that often mean the same things. Again, if you say you are a UX specialist it can be a graphic designer or a person who does qualitative research, or both. You really have to ask if you want to know. And also as a data analyst, you

don't know if it's offline data, online data, advanced analyses, basic analyses, or maybe sometimes even very focussed in one specific domain. So maybe it can be an analyses based on biology or medicine and then he has a unique perspective which can be very valuable for a certain industry. And well regarding to your question, I think we use a lot of 'buzz words', even that it doesn't really matter that much, and I think that this was just the easiest role to give me. I am not sure if it matches, if it matches completely, but I also think a title doesn't really matter. I think a digital expert consultant would fit best because that is what I will end up doing. I will for sure do analyses and implementations but what I am actually doing is consulting, technical analyses, advise people, if they don't know what to do I can help them out. But I can relieve them from the workload. So I can do a little bit of everything. It's kind of like controlling and technica consultant.

And do you know anything of the proposition or strategy of the company? Do you know where you fit in the big picture?
I think it is exactly as I just said. Like, the strategy of Gradient, if I get that right, is to get Data Driven. And to offer more data driven deliverables and products to their clients. And my role is to help Gradient to get to that point. Also redefining the structure in a easy and costless way, of activities that we do from scratch every time. Even if we could actually spend more time doing it in a good way once, but then maybe you spend the double time that you would normally spend on it, three times the time, but then you redo the task in a new way and spare 1 min each. Just by adjusting it a little bit. And we do have to power and possibilities to do this within Gradient, but I can tell that there are a lot of things to do, and there is no structure. They need that first to be able to actually carry out the work. For instance, I know there is no central point for asking requests of tasks and deliverables. So people just random go to each other and ask 'can you do this? and this?'. But then no one knows what is a priority and the one that is the loudest gets served first.
And this doesn't really help because then you are always working in a state of emergency. You need time to stop and make your knives sharper, you know. Which is needed, if you stop to make your knives sharper, you will be more effective later, and you will cut more quickly. But yeah it is difficult to get there, because you need ofcourse the structure first.

And with stopping to make your knives sharper, you mean studying?
I mean applying some time to create a scalable solution sometimes. Also, you know, doing the (?) deliverables that we don't do yet but that we do want to offer to the clients. For example, if you want to get data driven, you also need to make some experiments internally to see if there are more things, or better things that you can offer to the client. But it's best to do this ahead going to the client, rather than improvising when you're there, based on the perceived you get from their needs. If you go there and you already know what you can offer, the selling experience is better for everybody and you make a better impression for sure. And then once in delivering you are more comfortable in general.

Yeah okay that's good. So I got the sense that you have a good idea of your position in the overall strategy of the company. Do you feel like your colleagues have that as well?
Ehh, yes I think so.

Do you have a good impression of what other people are doing in the company?
Yes, very. I think that they are just lacking someone who is the translator. Who makes internal consultancy. Because this is an amazing place in terms of talent. I have worked at other similar places and it's not easy to find people this skillful, together in the same room. And that is very good! And nobody is like arrogant, nobody is fighting, you know, to be more seen, to be the Prima Donna. So that's also very good because that means if this is how you cooperate, that's the best you can ask.

Hmhm yeah. Well I also actually had a question of what you are bumping into while doing your work, but I guess you already explained that right?
Yes, I feel like I am missing some structure sometimes. And yeah, like I explained, teams are working in silence so that's a little bit of structure but also about knowing you can work together, because maybe if you have never done it, it doesn't occur to you.

Allright thank you! Then I know enough.

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