

Make your data product more than a feature

"Everything Starts Out Looking Like a Toy" #99



Greg Meyer
Jun 27, 2022

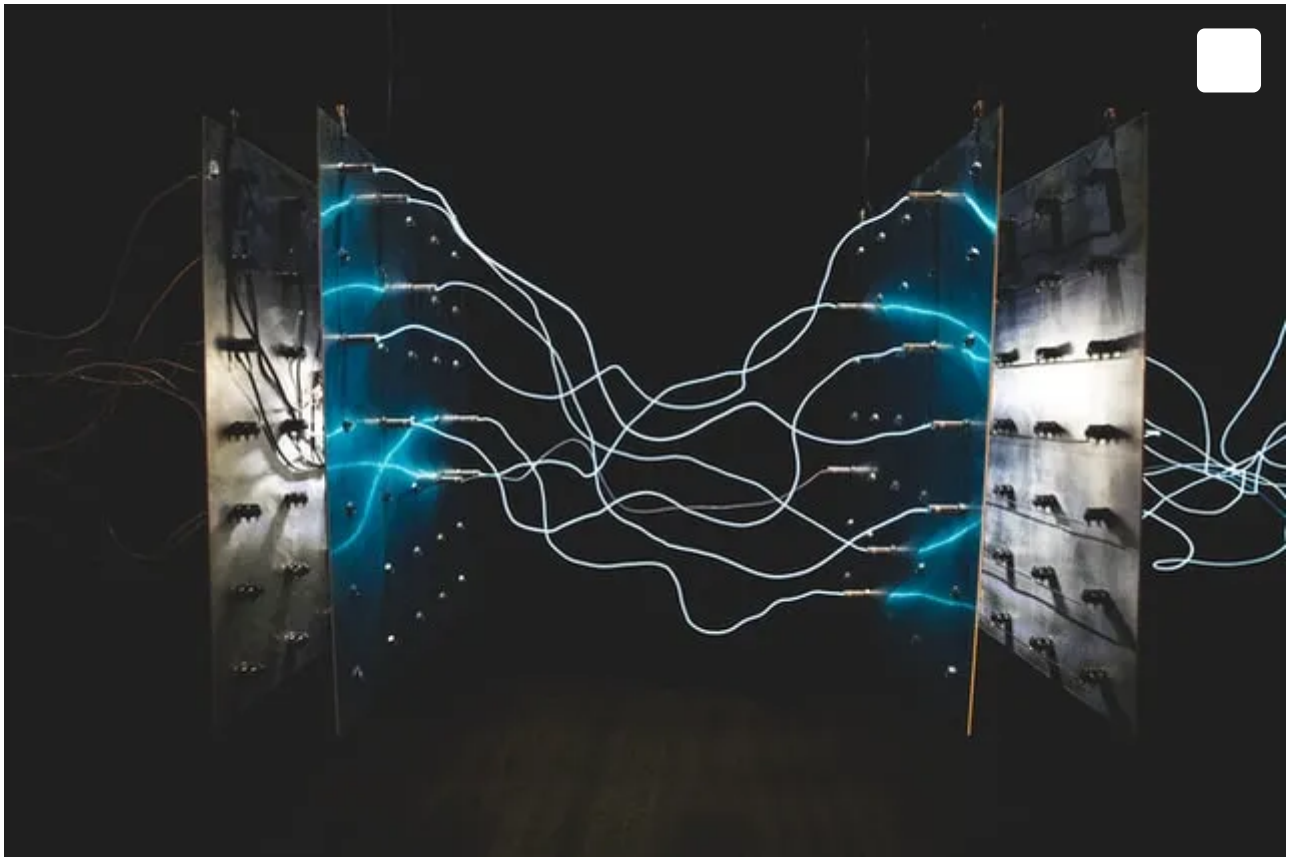


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EVERYTHING STARTS OUT LOOKING LIKE A TOY

Stories, links, and observations about data

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<https://www.finddataops.com/p/make-your-data-product-more-than>

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What is a data product and what do people expect from it? Today, people think of data products as the outputs of complex systems like data warehouses, data lakes, or custom software. By matching data sets in those resources with technologies that enable the use of those data sets to solve a problem, the data product produces exactly the right output to solve that problem.

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Expecting change as a platform

What should we request from our data products? Here are a few suggestions.

Data products...

1. Deliver a repeatable, reliable, and accurate result
2. Are built on a foundation (platform) that enables extension and insight
3. Are not impossible to understand

The first job of any data product is the same use case as a feature: delivering reliable (and interesting) data in a consumable form to the subscribers that need

✕ Our use of cookies An example of data feature might be producing an hourly report of the temperature of a key location, aggregating a marketing report of daily leads, or recommending the next 10 accounts a seller should approach. You need to


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provide new and updated data, while protecting the feature from breaking if underlying information changes in the environment.

So what if the user of the feature wants to change an important item about the use case? Changing the location of temperature collection, suggesting different filters on lead sources, or updating the number of recommended accounts or the score that is used to rank them. All of these changes can be made to the feature. And not just by the user. And of making things interesting.

As a result, you can build metrics that *might* tell you how your product like a series of data points. The interconnectedness of the data you build it in from the start.

It's all about putting it together



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We all want to sound smart. We want our data products to produce amazing

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A data product has to be more than just a feature that you dream up because a department thinks it would be a good idea to have an additional report or a new view on things. A data product (think about the underlying meaning here, we want the word product to literally mean *the multiplier between items*) must be based on a common platform that produces insights. To create this outcome, we need a unified data model describing entities that relate to other entities in the data



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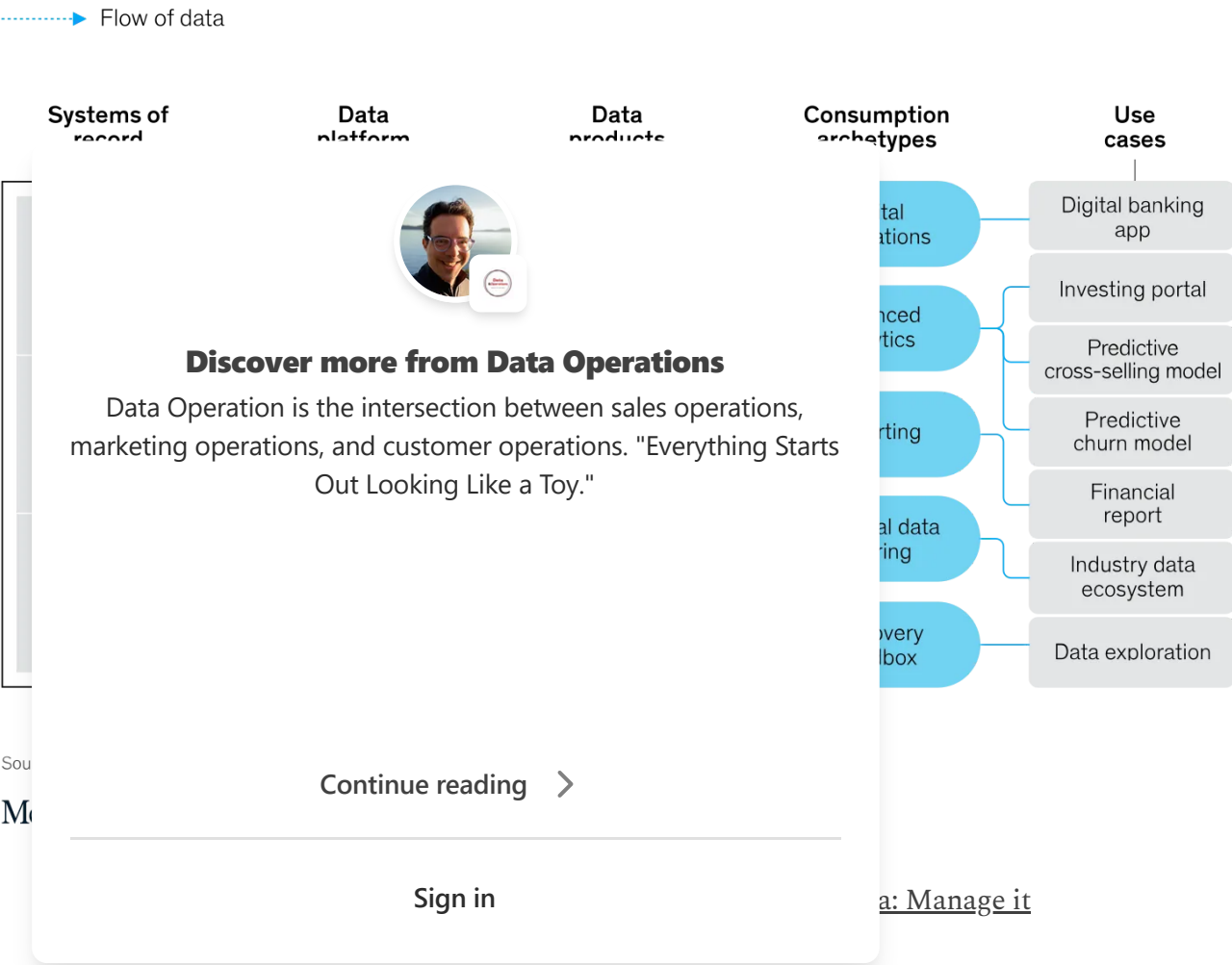
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A data product approach results in standardization that saves time and money.

Example of an efficient data product approach



Building a foundation for Insights

Let’s imagine that we’re going to do this right. We build a true platform for our data product, and have an idea of how all of this should work together. Our individual features are interoperable or comparable, and support the idea of data exploration to learn more than just the reports we produce about the specific use cases our features answer.

As a data product owner, one of our goals is to produce “actionable insights.”

Roughly speaking:

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or “[a] discovery about the underlying motivations that drive people’s actions.” ([Thrive Thinking](#))

2. The idea of “actionable” means that data must drive action. Without a reason to do something based on the information delivered by our data product, what’s the point?

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able data insight, and also of accurate and relevant data more generally. Great insights answer all of these questions and dimensions to live up to the promise of being an actionable insight. (SPOILER: they are interrelated.)

1. **Relevance** - is this data related to the problem I’m trying to solve or question I need to answer?
2. **Context** - how do I understand what this data means when related to other data, in order of magnitude or impact?
3. **Specificity** - can I use this information point back to a set of data, or is it not related at a low enough level to be relevant?

✕ 4. **Our use of cookies** **Clarity** reading this insight, does it make sense at first glance or do I need to learn much more to understand what it means?
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5. **Alignment** - how do I use this information and is it congruent with other forms of analysis?

You're recognizing a theme in these concepts: they reinforce each other. All of these measurements require a platform enabling information to be compared to other information in your product. To understand if something is aligned, relevant, or delivering content, you need to compare it to something else. To decide if something is aligned with the needs of the product needs to be compared to other information in your product.



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What's the takeaway? Resist the urge to build disconnected data features. The hallmark of a data product is the interoperability of information across schemas and entities to enable true insights. These are additive and novel observations, not just rehashing and aggregating existing reports. Insights are not possible without an underlying platform that aligns, activates, and validates the data.

Links for Reading and Sharing

These are links that caught my 👁️



1/ How long is a nanosecond? - Admiral Grace Hopper explains. The next time

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have a vivid new analogy to consider. And if ms are that much longer than ns, getting rid of seconds in your process really hits home.

Admiral Grace Hopper Explains the Nanosecond



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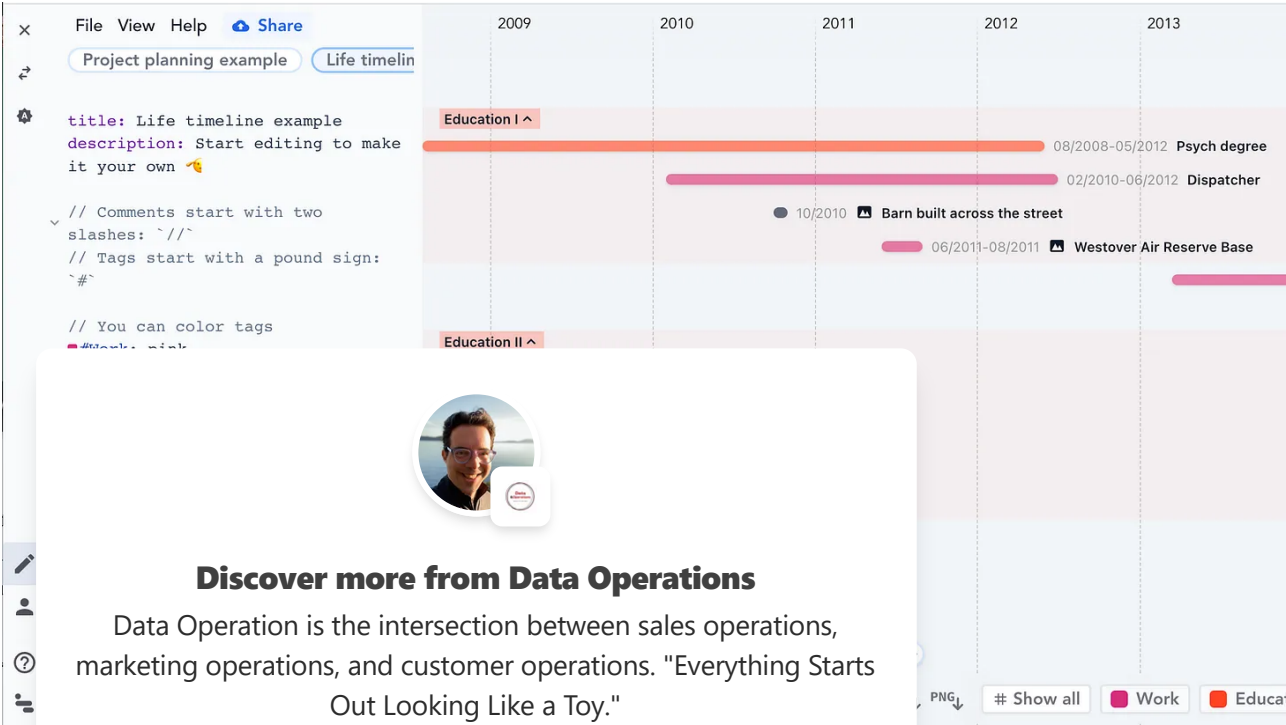
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solution is to use a form of markdown [to identity points in time and the things that happen](#). The result looks a lot like a Gantt chart or another kind of timeline, and is more accessible than your average Asana chart.

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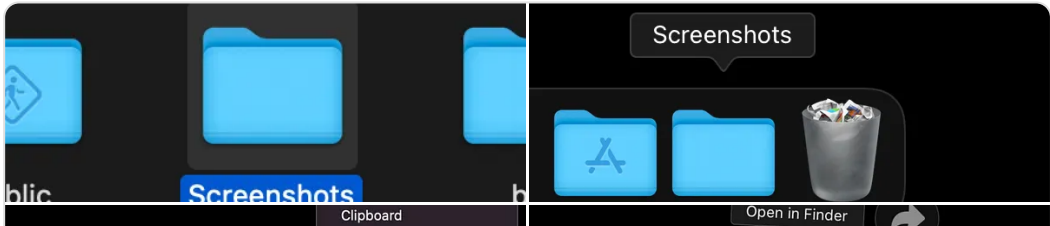
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g a default folder to

📷 If you take a lot of screenshots on macOS, I have a setup for you!

1. Create a "Screenshots" folder
2. Put the folder on your Dock
3. Open screenshot settings (⌘+⇧+5)
4. Set it to your new "Screenshots" folder

Now your screenshots are easily accessible from the Dock!



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