

Data Analytics at Produce Pro

The customers at produce pro come down to 3 main categories that do a fairly good job of laying out the main responsibilities of the analytics team. Since the team is only me and my team lead, I have been able to get experienced in all these areas over my time at produce and have completed projects in each of them.

The first category of customers are the ones who set up the business analytics tool just to get some more detailed automatic reporting and don't put too much time into it. Once they are set up with the reports they need, they usually only require our assistance in troubleshooting upload fails that could occur due to SFTP errors, bad data in a key value in the ERP, or several other reasons.

Then we get into customers who have a higher up that's more interested in the tool but don't necessarily have a team. Usually this is with mid-sized companies and the C-suite level person or people who requested the additional data drive most of the reporting since they tend to have specific questions in mind. For them this involves going through more detailed training sessions and working together to create reports until they have a good working understanding of the system. From there our main responsibilities involve assisting when they need more knowledge in certain areas. This usually goes one of two ways: they ask us for help with making a report that they can't figure out how to create, or there is an issue in a report that is giving them "close but not quite" information which can come from an issue with the way the report is set up or a misunderstanding of what the data objects represent. In both cases the result is the same; we discuss what question they are trying to answer from the data and provide guidance on the best way to create a report to get that. They can also take this a step further and have us create some of the more complicated reports that use many calculated measures or joins across different packages.

The last category of customers are the large produce carriers that usually have a dedicated person or even team that use the data analytics tools full time. These are the customers that drive the custom development of analytics by requesting to expand the data warehouse to get data points from the ERP that are not yet being loaded. These customers usually require a higher level of best practice guidance that can involve weekly meetings with us to discuss potential new reports, data points, and external tools since they are pushing to get the most out of their data. Ones that have large teams will also sometimes have us set up a direct connection to Power BI so we can maintain the data warehouse and they can control everything beyond that.

Overall, the customers of produce pro allow me to do a wide range of analytics consulting and data engineering work and have given me valuable experience working with a variety of stakeholders with different needs and technical ability. Seeing and being able to work on the full stack of data analytics through the amount and variety of requests has allowed me to rapidly build my skills in my first year out of college and helped me understand this field in a way that I could not from the perspective of a graduating college senior.