

## 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 jobs that are done by the analytics team. Since the team is only me and my team lead I have been able to get experienced in all of 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 someone who is more interested in the tool but don't necessarily have a team. Usually this is with the mid-sized companies where the C-suite level people who requested the additional data end up driving most of the report making since they tend to have specific questions in mind. For them usually 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 usually 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 that usually comes 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 usually the same; 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.

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 data points from the ERP that are not yet being loaded and expanding the data warehouse and upload process to do that, and then doing higher level assistance for the data analytics team. This involves a few different areas, those customers that have large teams usually will end up setting up a direct connection to Power BI so we can maintain the data warehouse for them and then the data analytics can all be controlled by them. For the ones that work out of Cognos they usually have a higher level of best practice guidance that can involve weekly meetings with us to discuss potential new reports, data points, and external tools. They can also take this a step further and have us create some of the more complicated reports that use a large amount of calculated measures or joins across different packages.