Persona Definitions

People who normalise the data

- Data scientist
- Data engineer
- Business analyst

People who use the normalised data

- Security analyst
- External customers
- Integration and tuning engineers

Xtensio Fields

- Most fields are self explanatory, and can use the already provided fields
- Added fields
    - Tools Used: Splunk, Elastic, Cloudera, etc.
    - Replaced Power with Technical Expertise (under Motivation)

Logo References

Angela Schmidt - Data Engineer

Details

Quote: I strive to have a great work-life balance.

Age: 38
Work: Data Scientist

Family: Married with children
Location: Melbourne, VIC
Character: Analytical

Goals

- To not be stressed at work
- To identify patterns or outliers in data to raise to security team
- Build models to help detect patterns and outliers

Frustrations

- Having to do data wrangling work
- When dirty data gets in the way of her analysis
- When asked to do work outside of her job scope

Tools Used

- SAS
- Python
- Splunk
- Elastic
- Cloudera

Bio

Angela is an experienced Data Scientist who has been with Telstra for over 5 years. She enjoys work that challenges her and enjoys a mix of critical thinking and technical application.

She has 3 kids at home and so does not like to be stressed at work and would prefer to come home with a clear head. She prefers to use and analyse data rather than collecting and cleaning it.

Angela Schmidt - Data Scientist

Analytical | Curious | Self-aware

Goals

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Bio

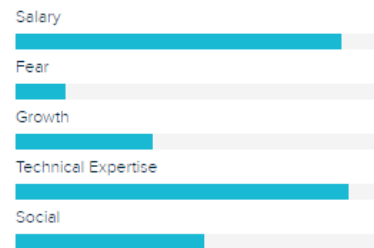Angela is an experienced Data Scientist who has been with Telstra for over 5 years. She enjoys work that challenges her and enjoys a mix of critical thinking and technical application.

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"I strive to have a great work-life balance."

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Personality
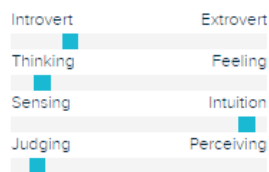
Introvert — Extrovert
Thinking — Feeling
Sensing — Intuition
Judging — Perceiving

Motivation

Salary
Fear
Growth
Technical Expertise
Social

Tools Used

SAS
Python
splunk>
elastic
CLOUDERA

Emily Wang - Data Engineer

Details

Quote: I try to automate the boring tasks.

Age: 28
Work: Data Engineer
Family: Single
Location: Melbourne, VIC
Character: Perfectionist

Goals

- Learn new data tools
- Automate manual repetitive tasks
- Help others learn

Frustrations

- Work that does not get her thinking analytically
- Find repetitive tasks tedious and boring
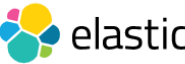- Dislikes cleaning dirty data

Tools Used

- Splunk
- Elastic
- Cloudera

Bio

Emily is a Data Engineer at Telstra. She graduated from Monash University with a degree in Data Science and has worked as a Data Analyst and Junior Data Engineer before joining Telstra in 2019.

She is a perfectionist and enjoys work that is intellectually stimulating. She is in charge of numerous ETL processes across multiple areas and tries to automate the tasks she has to do as much as possible.

Emily Wang - Data Engineer

Pragmatic | Driven | Efficient | Intelligent

"I try to automate the boring tasks"

Age: 28
Work: Data Engineer
Family: Single
Location: Melbourne, VIC
Character: Perfectionist

Personality

Introvert —— Extrovert
Thinking —— Feeling
Sensing —— Intuition
Judging —— Perceiving

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Motivation

Salary
Fear
Growth
Technical Expertise
Social

Tools Used

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Jack Whitman - Business Analyst -

Quote: "No matter how much you want it to be a technical problem, it's a people problem"

Age: 28

Work: Business Analyst
Family: Single
Location: Melbourne, Victoria
Character: Facilitator

Goals

- Identify client requirements for data
- Learn context around data to be ingested
- Identify key fields to be extracted

Frustrations

- Non-technical clients do not always understand data
- Clients sometimes miss key fields in data
- Engineers find it difficult to implement requirements
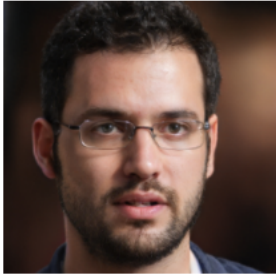
Tools Used

- Confluence
- Jira

Bio

Jack is a Business Analyst at Telstra. He graduated with a degree in business management and joined Telstra as a graduate. He is a people person and hence has been assigned to Telstra projects dealing with clients. He has learnt how to operate and facilitate various Telstra projects with their clients.

Currently, Jack works with the Telstra data science teams, to help them gather requirements from external clients and internal teams looking to use their data analytics toolset. Jack has experience doing requirements elicitation and is excellent at facilitating and communicating with clients to extract detailed and clear requirements.
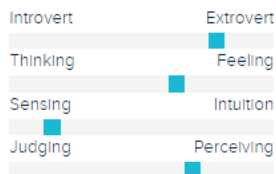
Business Analyst - Jack Whitman

Meticulous | Extrovert | Facilitator

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- Identify client requirements for data
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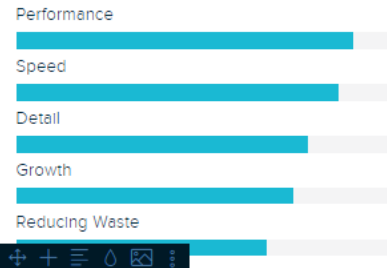- Identify key fields to be extracted

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Character: Facilitator

Personality
Introvert — Extrovert
Thinking — Feeling
Sensing — Intuition
Judging — Perceiving

Motivation
Performance
Speed
Detail
Growth
Reducing Waste

Tools Used
Confluence
Jira Software

Edward Chow - Security Analyst

Quote: Prevention is better than cure.

Age: 40
Work: Security Analyst
Family: Single
Location: Melbourne, VIC

Character: Meticulous

Goals

- Detect any potential threats or vulnerabilities.
- Fix a security issue.
- Up to date to industry trend and technology.

Frustrations

- Move between different tools and dashboards.
- Limited resource and time.
- Data cannot be import into the analysis platform directly.
- Miss out crucial information leads to a security problem.

Tools Used

- Elastic
- Splunk
- Cloudera

Bio

Edward Chow works as a security analyst in Telstra. He obtains his Bachelor's degree in computer science and MSE in cybersecurity from Monash University. Before joining Telstra in 2014, he worked in Optus performing analysis on logs to help detect alerting gaps. He always keeps himself updated on the newest technology and remains one step ahead of the attackers.
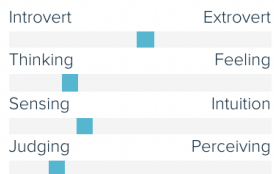
Edward Chow - Security Analyst

Meticulous   Ingenuity   Focused

Goals

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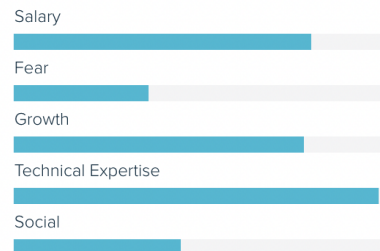- Up to date to industry trend and technology.

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"Prevention is better than cure."

Age: 36
Work: Security Analyst
Family: Single
Location: Melbourne, VIC
Character: Meticulous

Personality

Introvert	Extrovert
Thinking	Feeling
Sensing	Intuition
Judging	Perceiving

Motivation

Salary
Fear
Growth
Technical Expertise
Social

Tools Used

CLOUDERA   elastic   splunk>

Robert Kearney - External Customer

Quote: Nothing is more expensive than a missed opportunity

Age: 35
Work: VicRoad Lead Technician
Family: Married
Location: Melbourne, Victoria
Character: Opportunistic

Goals

- To find a third party company who can process the metadata from their new Gatso T-series speed cameras
- To determine the real lifespan of their cameras, and how likely faults are to occur

Frustrations

- There is too much data for VicRoads to handle, as Microsoft Access is not equipped to deal with their data

Tools Used

- Gatso T-series
- Microsoft Access

Bio

Robert is the lead technician for VicRoads, having worked there for the last 5 years, and is the one responsible for linking the new Gatso T-series speed cameras into their network of devices. He is married to his wife Zuzanna Eaton, and has two children with a third on the way.

Robert has managed to get to where he is by being very skilled at seeing opportunities and knowing when to take them. With the influx of new devices into VicRoad's system, Robert knows the current system would not be able to handle the data, and is looking for ways to offload that process to someone else who can.

Robert Kearney - External Customer

Opportunistic   Questioning   Pragmatic

"Nothing is more expensive than a missed opportunity"

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Motivation

Incentive
Fear
Growth
Technical Expertise
Social

Tools Used

Access   Sensys Gatso Group

Shehryar Khan - Integration & Tuning Team

Quote: "The fewer the moving parts, the better"

Age: 35
Work: Integration Engineer
Family: Married with kids
Location: Melbourne, Australia
Character: Innovative

Goals

- Connect systems across Telstra
- Ensure seamless flow of data
- Fix pain points by creating innovative data pipelines

Frustrations

- Systems are hard to integrate
- Data constantly changes formats
- Communication barriers between various teams

Tools Used

- Kafka

- Elastic
  Splunk

Bio

Shehryar Khan is a Lead Integrations Engineer, who has been at Telstra for over 10 years. He is a very analytical and technical person, who enjoys solving problems at scale.

Currently, Shehryar works to build integrations and data pipelines across some of the largest enterprise data systems across Telstra. He enjoys the challenge, but is frustrated by data that constantly changes from the requirements he is given to design with, which forces him to constantly have to monitor and rework the implementations.

Shehryar Khan - Integrations Engineer

Analytical   Innovative   Problem-Solver

Goals
- Connect systems across Telstra
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- Fix pain points by creating innovative data pipelines

Frustrations
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"The fewer moving parts, the better"

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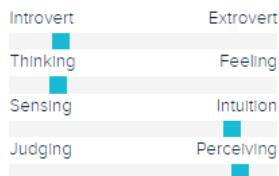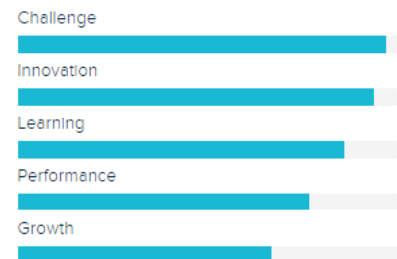**Work:** Integration Engineer
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Motivation

Challenge
Innovation
Learning
Performance
Growth

Brands & Influencers

elastic

splunk>

kafka