

Data-Driven Agile Transformation: Standardizing Jira for 5 Teams at Fresh Futures

Built ETL pipelines + Looker Studio dashboards to replace manual tracking, enabling data-driven sprint management

 by farrukh nadeem



1. Project Overview



Tools Used

Jira, Google Sheets, Looker Studio

Duration

4 months (Oct 2023 - Jan 2024)

My Role

Project Manager & Data Solutions Architect

Key Outcome

Eliminated 8+ hours/week of manual reporting; enabled real-time risk identification

2. Problem Statement

Inconsistent Processes

5 teams using Jira differently → cross-module dependencies were untracked

Manual Workarounds

Managers compiled progress reports in Google sheets manually, wasting 2+ hours daily

Blind Decision-Making

No centralized data → bug/rework trends invisible until crises

Communication Chaos

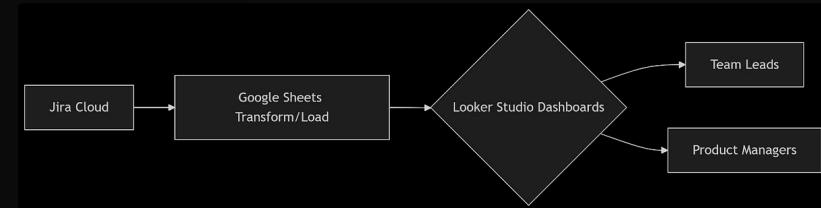
Verbal syncs needed for basic queries ("Is Feature X blocked?")



3. Solution

Visual: Architecture Diagram

The architecture diagram illustrates the streamlined data flow and integration points implemented to standardize Jira processes and enable data-driven sprint management.



Key Components Table

Component	What I Did	Tools Used
Data Extraction	Used Jira Cloud for sheets extension to pull tickets (status, assignee, ticket history etc.,)	Google Sheets, Jira Cloud for sheets extension
Data Pipeline	Automated daily sync to Google Sheets	Jira Cloud for sheets extension
Taxonomy Design	Created unified ticket labels/stages (e.g., "Blocked/Needs Rework")	Jira Scheme Designer
Dashboards	Built 3 real-time reports: Sprint Health, Workflow efficiency, Strengths & Weaknesses	Looker Studio

4. Business Impact

Visual: Before/After Dashboard Snippets

Jira old vs new

Old setup

This screenshot shows the Jira Old setup board. It features a horizontal header with project navigation and a search bar. Below the header is a filter bar with dropdowns for 'Type' and 'Sprint'. The main area is a Kanban board with columns: 'TO DO', 'DEV IN PROGRESS', 'DEV DONE', 'READY FOR PR', 'READY FOR TESTING', and 'DONE'. Stories are represented by cards, and tasks are shown as sub-tasks under stories. A modal window titled 'API check' is open, displaying sub-tasks for 'SCRM-4'.

New Setup

This screenshot shows the Jira New setup board. It has a similar header and filter bar to the old setup. The board structure is identical with columns: 'TO DO', 'DEPENDENCY', 'ASSIGNED', 'IN PROGRESS', 'READY FOR REVIEW', 'READY FOR TESTING', 'REOPENED', and 'DONE'. Stories are now represented by tasks, and sub-tasks are shown as sub-tasks under stories. A modal window titled 'YUZ board' is open, displaying tasks for 'YUZ-9' and other stories like 'SCRM-4' and 'SCRM-5'. A watermark at the bottom right reads 'Activate Windows Go to Settings to activate Windows.'

Old projects

Projects

Search projects Filter by product

★	Name ↓	Key
★	Applications	SCRUM
★	Company Module	CM
★	Institution Module	IM

New projects

Projects / Yuzee
YUZ board

Timeline Backlog Active sprints Calendar Reports List Goals All work Components Shortcuts

Search timeline Epic Status category Quick filters

Y	June	July	August	September
Sprints	YUZ Sprint 1			
YUZ-1 Signup Web module				
YUZ-2 Signup App module				
YUZ-3 Company Web module				
YUZ-4 Company App module				
YUZ-5 Applications Web module				
YUZ-6 Application App module				
YUZ-7 Institution Web module				
YUZ-8 Institution App module				
+ Create Epic				

Activate Windows Go to Settings | Create Windows Today Weeks Months Quarters >

Task/ticket management

Old Task Management

High level ticket monitoring - Institution

This screenshot shows a legacy ticket monitoring system interface. The main area is a grid of tickets with the following columns:

- Location**: Shows ticket IDs like YUZEE-18891, YUZEE-18892, etc.
- Opened by**: Shows names like "Shashank" and "Jitendra".
- Summary**: Describes the ticket's purpose, such as "Course filters - (More filters > Study filters > Duration filter) duration filter does not work", "Course filters - (More filters > Study filters > Duration filter) duration filter shows only duration in days", and "Course filters - (More filters > Duration filter) course filters not generated when clicking result".
- Date Created**: Shows dates like 11/24/2023 13:02:50 and 11/24/2023 13:04:42.
- Priority**: Shows priorities like P1, P2, and P3.
- Assignee**: Shows names like "Unassigned" and "Jitendra".
- Dependency**: Shows dependencies like "None" and "Backend".
- PM's comment**: Shows comments from project managers.
- Closed on**: Shows dates like NA and NA.
- Section Name**: Shows names like "Unassigned" and "Backend".
- Create Overview/Spec**: Shows options like "Edit spec" and "Delete view".
- Bug Location**: Shows locations like "Unassigned" and "Backend".
- Review Status**: Shows status like "To Do" and "Not Yet Done".
- Comments**: Shows a link to "View Details Page".

New Task Management

YUZ board

This screenshot shows a modern task management board titled "YUZ board". The board is organized into columns representing different stages of the workflow:

- To Do**: Contains tasks like "YUZ-10", "YUZ-11", "YUZ-12", "YUZ-14", "YUZ-16", "YUZ-19", "YUZ-22", and "YUZ-23".
- Dependency**: Contains tasks like "YUZ-10", "YUZ-11", "YUZ-12", "YUZ-14", "YUZ-16", "YUZ-19", "YUZ-22", and "YUZ-23".
- Assigned**: Contains tasks like "YUZ-10", "YUZ-11", "YUZ-12", "YUZ-14", "YUZ-16", "YUZ-19", "YUZ-22", and "YUZ-23".
- In Progress**: Contains tasks like "YUZ-10", "YUZ-11", "YUZ-12", "YUZ-14", "YUZ-16", "YUZ-19", "YUZ-22", and "YUZ-23".
- Ready for Review**: Contains tasks like "YUZ-10", "YUZ-11", "YUZ-12", "YUZ-14", "YUZ-16", "YUZ-19", "YUZ-22", and "YUZ-23".
- Ready for Testing**: Contains tasks like "YUZ-10", "YUZ-11", "YUZ-12", "YUZ-14", "YUZ-16", "YUZ-19", "YUZ-22", and "YUZ-23".
- Reopened**: Contains tasks like "YUZ-10", "YUZ-11", "YUZ-12", "YUZ-14", "YUZ-16", "YUZ-19", "YUZ-22", and "YUZ-23".
- Done**: Contains tasks like "YUZ-10", "YUZ-11", "YUZ-12", "YUZ-14", "YUZ-16", "YUZ-19", "YUZ-22", and "YUZ-23".

The board also includes a search bar, type dropdown, and quick filters. A sidebar on the right provides navigation and settings.

Dependency management

Old Dependency management

A1	View type	Section	Sub-section	Task	Backend dependency	UI dependency	Product Team dependency	Ticket	Comments	Manager's estimate (hours)	Dev est.
2	Private	Courses	create form	Fees > make Funding non-mandatory field.	None	(None)	None			2	
3	Private	Courses	create form	Other requirements toggle buttons and related flow.	None	(None)	None			6	
4	Private	Courses	create form	Preview missing sections and Data corrections.	None	(None)	None			6	
5	Private	Courses	create form	Funding dedicated API.	Unreported	(None)	None			1	
6	Private	Courses	Edit Popups	Course Structure > allow multiple terms, semesters etc.	Reported	(None)	None			14	
7	Private	Courses	Edit Popups	FAQ Integration	None	(None)	None			4	
8	Private	Courses	Overall	publish/unpublish flow.	None	(None)	None			6	
9	Private	Courses	listing	Reset and clear all filters logic.	None	(None)	None			3	
10	Private	Courses	listing	hide search bar.	None	(None)	None			0.5	
11	Private	Courses	listing	integrate missing values after API correction.	Reported	(None)	None			0.5	
12	Private	Courses	listing	Duration filter > need support for multiple types [Day, Month, Year]	Unreported	(None)	Verification			4	
13	Private	Courses	listing	Adding Intakes filter in Course/off-campus public listing APIs.	Reported	(None)	None			6	
14	Private	Off-campus	create form	Get Course list	None	(None)	None			1	
15	Private	Off-campus	create form	make attachment optional section	None	(None)	None			0.25	
16	Private	Off-campus	create form	Fees Section corrections.	None	(None)	None			2	
17	Private	Off-campus	create form	Application Procedure corrections	None	(None)	None			1	
18	Private	Off-campus	listing	preview missing sections and Data corrections.	None	(None)	None			4	
19	Private	Off-campus	listing	Reset and clear all filters logic.	None	(None)	None			3	
20	Private	Off-campus	listing	hide search bar.	None	(None)	None			0.5	
21	Private	Off-campus	listing	Location filter.	Reported	(None)	None			4	

New dependency management

Task 2

Description: Add a description...

Dependency Type: Select Dependency Type

Activity: All, Comments, History, Work log

Details

- Priority: Medium
- Assignee: Unassigned
- Reporter: Forrulk Arain
- Components: None
- Labels: None
- Bug Type: None
- Due date: None
- Start date: None
- Development: Create branch, Create commit
- Sprint: YUZ Sprint 1
- Parent: YUZ-9-Sample Story

A1	Jira	Issue Details	Status	Issue Reported Date	Issue Resolved Date	Comments	Dependency (Yes/No)
4	YUZEE-2003	Editor: search should be open-ended	Reported				No
5	YUZEE-2032	Language Qualification Grades	In progress				No
6	YUZEE-2050	Provider code attachment is not getting in institution V1 API as field but getting null.	Resolved				No
7	YUZEE-2078	Deleting all off-campus classes associated with the course internally	Resolved				No
8	YUZEE-1912	Reopened CLONE - Funding type > need a dedicated API separate from RPL for adding/updating/deleting.	Reported			Reopened, need to check with Ado why this requirement was shared	Yes
9	YUZEE-2063	Course Readable ID	Resolved				No
10	YUZEE-2065	Off-campus Readable ID	In progress				No
11	YUZEE-2064	Create readable ID while creating off-campus class	Reported				No
12	YUZEE-2065	Update Off-campus class Get API to incorporate Readable ID.	Reported				No
13	YUZEE-2066	Courses: Claims data needs to be corrected [About>Course, Update, Course>Edit, Detail]	Not Reported				No
14	YUZEE-2067	Check comments column to expand the screenshot institution introductory video api giving 500 error	Not Reported				No

A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Task Type	Sprint	Issue Type	Epic Link Name	Key	parent	Summary	Created	Priority	Status	Dependency Type	Components	Location	Initial Tester	Reg
Inst-341	INST-113	Class Details Page > Details > Type	12/19/2023	High	Dependency	Backend	Triggers	Off-campus triggers and flows	Active	Off-campus triggers and flows				
Inst-342	INST-114	Create Class form > [Not Published] Class	12/19/2023	Medium	Dependency	Requirement	Requirement	Requirement	Active	Requirement	Off-campus existing			
Inst-343	INST-114	Create Class form > [Select from Existing] Class	11/17/2023	Medium	Dependency	Requirement	Requirement	Requirement	Active	Requirement	Off-campus Overview			
Inst-344	INST-114	Create Class form > [Select from Existing] Class	11/17/2023	Low	Dependency	UI Dev	EdtPopups	EdtPopups	Active	UI Dev	Off-campus Overview			
Inst-345	INST-114	Create Class form > [Course Overview] pd	11/19/2023	Medium	Dependency	AnotherDev.common.Component	EdtPopups	EdtPopups	Active	AnotherDev.common.Component	Off-campus Overview			
Inst-346	INST-114	Create Class form > User can create a	11/18/2023	Low	Dependency	AnotherSection	Backend	Backend	Active	AnotherSection	Off-campus triggers and flows			
Inst-347	INST-114	Create Class form > User can create a	11/18/2023	Low	Dependency	Backend	Backend	Backend	Active	Backend	Off-campus triggers and flows			
Inst-348	INST-114	Create Class form > [Create Class] pd	11/17/2023	Low	Dependency	UI Dev	UI Dev	UI Dev	Active	UI Dev	Off-campus existing			
Inst-349	INST-114	Create Class form > [Create Class] pd	11/17/2023	Medium	Dependency	UI Dev	UI Dev	UI Dev	Active	UI Dev	Off-campus Overview			
Inst-350	INST-114	Create Class form > [Start & End Date]	11/17/2023	Medium	Dependency	UI Dev	UI Dev	UI Dev	Active	UI Dev	Off-campus Overview			
Inst-351	INST-114	Create Class form > [Start & End Date]	11/17/2023	Medium	Dependency	UI Dev	UI Dev	UI Dev	Active	UI Dev	Off-campus Overview			
Inst-352	INST-114	Create Class form > [Start & End Date]	11/17/2023	Medium	Dependency	UI Dev	UI Dev	UI Dev	Active	UI Dev	Off-campus Overview			
Inst-353	INST-114	Create Class form > [End Date] error	11/17/2023	Medium	Dependency	AnotherDev.common.Component	createForm	createForm	Active	AnotherDev.common.Component	Off-campus Overview			
Inst-354	INST-114	Create Class form > [End Date] error	11/17/2023	Medium	Dependency	Requirement	Requirement	Requirement	Active	Requirement	Off-campus Overview			
Inst-355	INST-114	Create Class form > [End Date] error	11/17/2023	Medium	Dependency	Requirement	Requirement	Requirement	Active	Requirement	Off-campus Overview			
Inst-356	INST-114	Create Class form > [End Date] error	11/17/2023	Medium	Dependency	Requirement	Requirement	Requirement	Active	Requirement	Off-campus Overview			
Inst-357	INST-114	[INSTITUTION] Create Add to Prod	11/20/2023	Low	Dependency	UI Dev	DataPage	DataPage	Active	UI Dev	Profile Header			
Inst-358	INST-114	[INSTITUTION] Create Add to Prod	11/20/2023	Low	Dependency	UI Dev	DataPage	DataPage	Active	UI Dev	Profile Header			
Inst-359	INST-114	[INSTITUTION] Create Add to Prod	11/20/2023	Low	Dependency	UI Dev	DataPage	DataPage	Active	UI Dev	Profile Header			
Inst-360	INST-114	[INSTITUTION] Create Add to Prod	11/20/2023	Low	Dependency	UI Dev	DataPage	DataPage	Active	UI Dev	Profile Header			
Inst-361	INST-114	[INSTITUTION] Create Add to Prod	11/20/2023	Low	Dependency	UI Dev	DataPage	DataPage	Active	UI Dev	Profile Header			
Inst-362	INST-114	[INSTITUTION] Create Add to Prod	11/20/2023	Low	Dependency	UI Dev	DataPage	DataPage	Active	UI Dev	Profile Header			
Inst-363	INST-114	[INSTITUTION] Create Add to Prod	11/20/2023	Low	Dependency	UI Dev	DataPage	DataPage	Active	UI Dev	Profile Header			
Inst-364	INST-114	[INSTITUTION] Create Add to Prod	11/20/2023	Low	Dependency	UI Dev	DataPage	DataPage	Active	UI Dev	Profile Header			
Inst-365	INST-114	[INSTITUTION] Create Add to Prod	11/20/2023	Low	Dependency	UI Dev	DataPage	DataPage	Active	UI Dev	Profile Header			
Inst-366	INST-114	[INSTITUTION] Create Add to Prod	11/20/2023	Low	Dependency	UI Dev	DataPage	DataPage	Active	UI Dev	Profile Header			
Inst-367	INST-114	[INSTITUTION] Create Add to Prod	11/20/2023	Low	Dependency	UI Dev	DataPage	DataPage	Active	UI Dev	Profile Header			
Inst-368	INST-114	[INSTITUTION] Create Add to Prod	11/20/2023	Low	Dependency	UI Dev	DataPage	DataPage	Active	UI Dev	Profile Header			
Inst-369	INST-114	[INSTITUTION] Create Add to Prod	11/20/2023	Low	Dependency	UI Dev	DataPage	DataPage	Active	UI Dev	Profile Header			
Inst-370	INST-114	[INSTITUTION] Create Add to Prod	11/20/2023	Low	Dependency	UI Dev	DataPage	DataPage	Active	UI Dev	Profile Header			
Inst-371	INST-114	[INSTITUTION] Create Add to Prod	11/20/2023	Low	Dependency	UI Dev	DataPage	DataPage	Active	UI Dev	Profile Header			
Inst-372	INST-114	[INSTITUTION] Create Add to Prod	11/20/2023	Low	Dependency	UI Dev	DataPage	DataPage	Active	UI Dev	Profile Header			
Inst-373	INST-114	[INSTITUTION] Create Add to Prod	11/20/2023	Low	Dependency	UI Dev	DataPage	DataPage	Active	UI Dev	Profile Header			
Inst-374	INST-114	[INSTITUTION] Create Add to Prod	11/20/2023	Low	Dependency	UI Dev	DataPage	DataPage	Active	UI Dev	Profile Header			
Inst-375	INST-114	[INSTITUTION] Create Add to Prod	11/20/2023	Low	Dependency	UI Dev	DataPage	DataPage	Active	UI Dev	Profile Header			
Inst-376	INST-114	[INSTITUTION] Create Add to Prod	11/20/2023	Low	Dependency	UI Dev	DataPage	DataPage	Active	UI Dev	Profile Header			
Inst-377	INST-114	[INSTITUTION] Create Add to Prod	11/20/2023	Low	Dependency	UI Dev	DataPage	DataPage	Active	UI Dev	Profile Header			
Inst-378	INST-114	[INSTITUTION] Create Add to Prod	11/20/2023	Low	Dependency	UI Dev	DataPage	DataPage	Active	UI Dev	Profile Header			
Inst-379	INST-114	[INSTITUTION] Create Add to Prod	11/20/2023	Low	Dependency	UI Dev	DataPage	DataPage	Active	UI Dev	Profile Header			
Inst-380	INST-114	[INSTITUTION] Create Add to Prod	11/20/2023	Low	Dependency	UI Dev	DataPage	DataPage	Active	UI Dev	Profile Header			
Inst-381	INST-114	[INSTITUTION] Create Add to Prod	11/20/2023	Low	Dependency	UI Dev	DataPage	DataPage	Active	UI Dev	Profile Header			
Inst-382	INST-114	[INSTITUTION] Create Add to Prod	11/20/2023	Low	Dependency	UI Dev	DataPage	DataPage	Active	UI Dev	Profile Header			
Inst-383	INST-114	[INSTITUTION] Create Add to Prod	11/20/2023	Low	Dependency	UI Dev	DataPage	DataPage	Active	UI Dev	Profile Header			
Inst-384	INST-114	[INSTITUTION] Create Add to Prod	11/20/2023	Low	Dependency	UI Dev	DataPage	DataPage	Active	UI Dev	Profile Header			
Inst-385	INST-114	[INSTITUTION] Create Add to Prod	11/20/2023	Low	Dependency	UI Dev	DataPage	DataPage	Active	UI Dev	Profile Header			
Inst-386	INST-114	[INSTITUTION] Create Add to Prod	11/20/2023	Low	Dependency	UI Dev	DataPage	DataPage	Active	UI Dev	Profile Header			
Inst-387	INST-114	[INSTITUTION] Create Add to Prod	11/20/2023	Low	Dependency	UI Dev	DataPage	DataPage	Active	UI Dev	Profile Header			
Inst-388	INST-114	[INSTITUTION] Create Add to Prod	11/20/2023	Low	Dependency	UI Dev	DataPage	DataPage	Active	UI Dev	Profile Header			
Inst-389	INST-114	[INSTITUTION] Create Add to Prod	11/20/2023	Low	Dependency	UI Dev	DataPage	DataPage	Active	UI Dev	Profile Header			
Inst-390	INST-114	[INSTITUTION] Create Add to Prod	11/20/2023	Low	Dependency	UI Dev	DataPage	DataPage	Active	UI Dev	Profile Header			
Inst-391	INST-114	[INSTITUTION] Create Add to Prod	11/20/2023	Low	Dependency	UI Dev	DataPage	DataPage	Active	UI Dev	Profile Header			
Inst-392	INST-114	[INSTITUTION] Create Add to Prod	11/20/2023	Low	Dependency	UI Dev	DataPage	DataPage	Active	UI Dev	Profile Header			
Inst-393	INST-114	[INSTITUTION] Create Add to Prod	11/20/2023	Low	Dependency	UI Dev	DataPage	DataPage	Active	UI Dev	Profile Header			
Inst-394	INST-114	[INSTITUTION] Create Add to Prod	11/20/2023	Low	Dependency	UI Dev	DataPage	DataPage	Active	UI Dev	Profile Header			
Inst-395	INST-114	[INSTITUTION] Create Add to Prod	11/20/2023	Low	Dependency	UI Dev	DataPage	DataPage	Active	UI Dev	Profile Header			
Inst-396	INST-114	[INSTITUTION] Create Add to Prod	11/20/2023	Low	Dependency	UI Dev	DataPage	DataPage	Active	UI Dev	Profile Header			
Inst-397	INST-114	[INSTITUTION] Create Add to Prod	11/20/2023	Low	Dependency	UI Dev	DataPage	DataPage	Active	UI Dev	Profile Header			
Inst-398	INST-114	[INSTITUTION] Create Add to Prod	11/20/2023	Low	Dependency	UI Dev	DataPage	DataPage	Active	UI Dev	Profile Header			
Inst-399	INST-114	[INSTITUTION] Create Add to Prod	11/20/2023	Low	Dependency	UI Dev	DataPage	DataPage	Active	UI Dev	Profile Header			
Inst-400	INST-114	[INSTITUTION] Create Add to Prod	11/20/2023	Low	Dependency	UI Dev	DataPage	DataPage	Active	UI Dev	Profile Header			
Inst-401	INST-114	[INSTITUTION] Create Add to Prod	11/20/2023	Low	Dependency	UI Dev	DataPage	DataPage	Active	UI Dev	Profile Header			
Inst-402	INST-114	[INSTITUTION] Create Add to Prod	11/20/2023	Low	Dependency	UI Dev	DataPage	DataPage	Active	UI Dev	Profile Header			
Inst-403	INST-114	[INSTITUTION] Create Add to Prod	11/20/2023	Low	Dependency	UI Dev	DataPage	DataPage	Active	UI Dev	Profile Header			
Inst-404	INST-114	[INSTITUTION] Create Add to Prod	11/20/2023	Low	Dependency	UI Dev	DataPage	DataPage	Active	UI Dev	Profile Header			
Inst-405	INST-114	[INSTITUTION] Create Add to Prod	11/20/2023	Low	Dependency	UI Dev	DataPage	DataPage	Active	UI Dev	Profile Header			
Inst-406	INST-114	[INSTITUTION] Create Add to Prod	11/20/2023	Low	Dependency	UI Dev	DataPage	DataPage	Active					

Bugs and new development

Old Bugs management

High level ticket monitoring - Institution

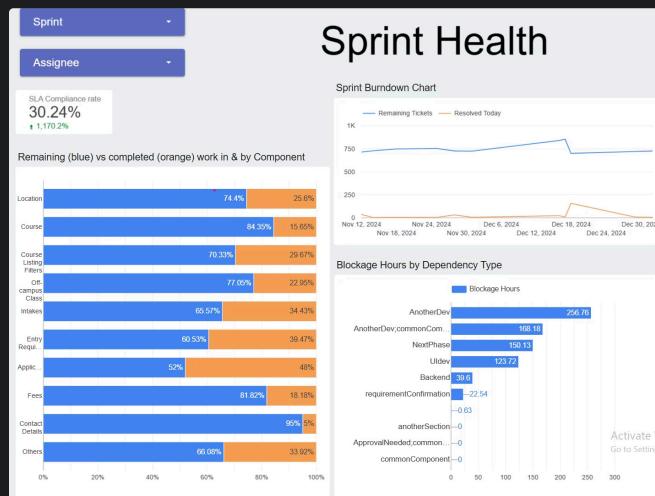
New Bug management and reporting

Copy of High level ticket monitoring - Institution

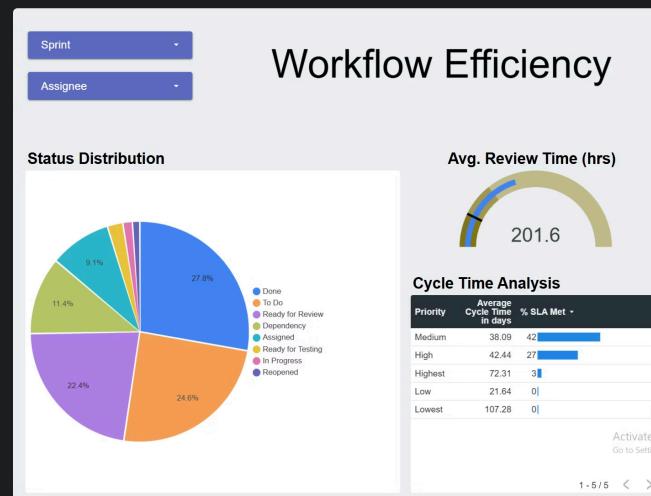
Company Web Mini pilot bug fixing week

Reporting

Sprint Health

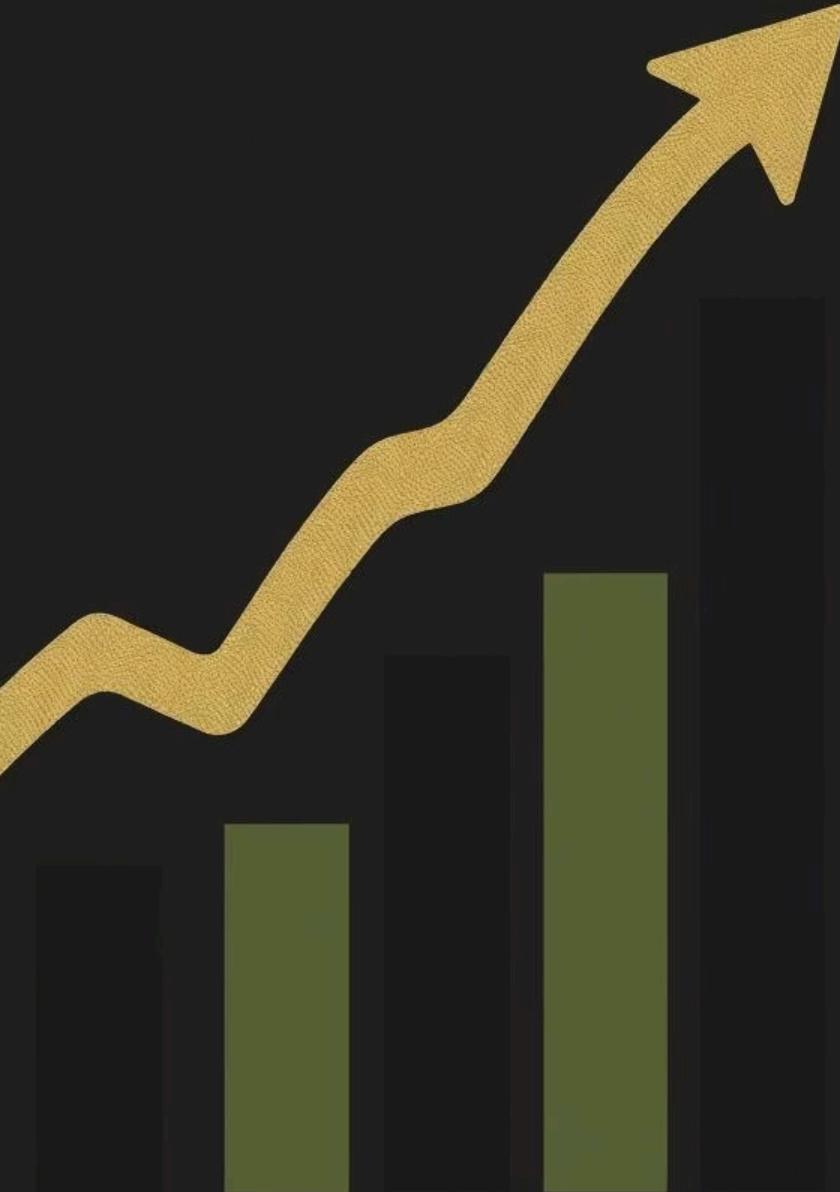


Workflow efficiency



Strength & Weaknesses





Measurable Results & Qualitative Feedback

Time Saved

Reduced manual report generation from 10 hrs/week → 2 hrs/week
(Calculated via team self-reporting)

Risk Detection

Identified ~13% of Institution Team's tickets were rework – previously undocumented

Error Reduction

Eliminated dependency conflicts during ongoing sprints

Qualitative Feedback:

"Your dashboards finally showed why we miss deadlines – now we fix bottlenecks regularly." – Hadil AL-Sewaiee - Testing Team Lead at Fresh Futures

5. Lessons Learned

+ What Worked Well:

- Standardized taxonomy made cross-team tickets discoverable
- Adding components and feature types to tickets along with time spent helped identify key strengths and weaknesses of developers.

! What I'd Improve Next Time:

- Add automated alerts when critical tickets stall
- Add python script for data transformation to eliminate the remaining need for manual intervention.

Thank You!

Thank you for your time and attention today. We hope this presentation offered valuable insights into our Agile transformation journey and its positive impact.

Connect With Me

- **Name:** Farrukh Nadeem
- **Email:** fnadeem485@gmail.com
- **Contact No:** +92 332 0378871
- **LinkedIn:** [Farrukh Nadeem](#)
- **Github:** [farrukh-nadeem](#)