Cultura Data Driven en MeLi

¡Bienvenidos!
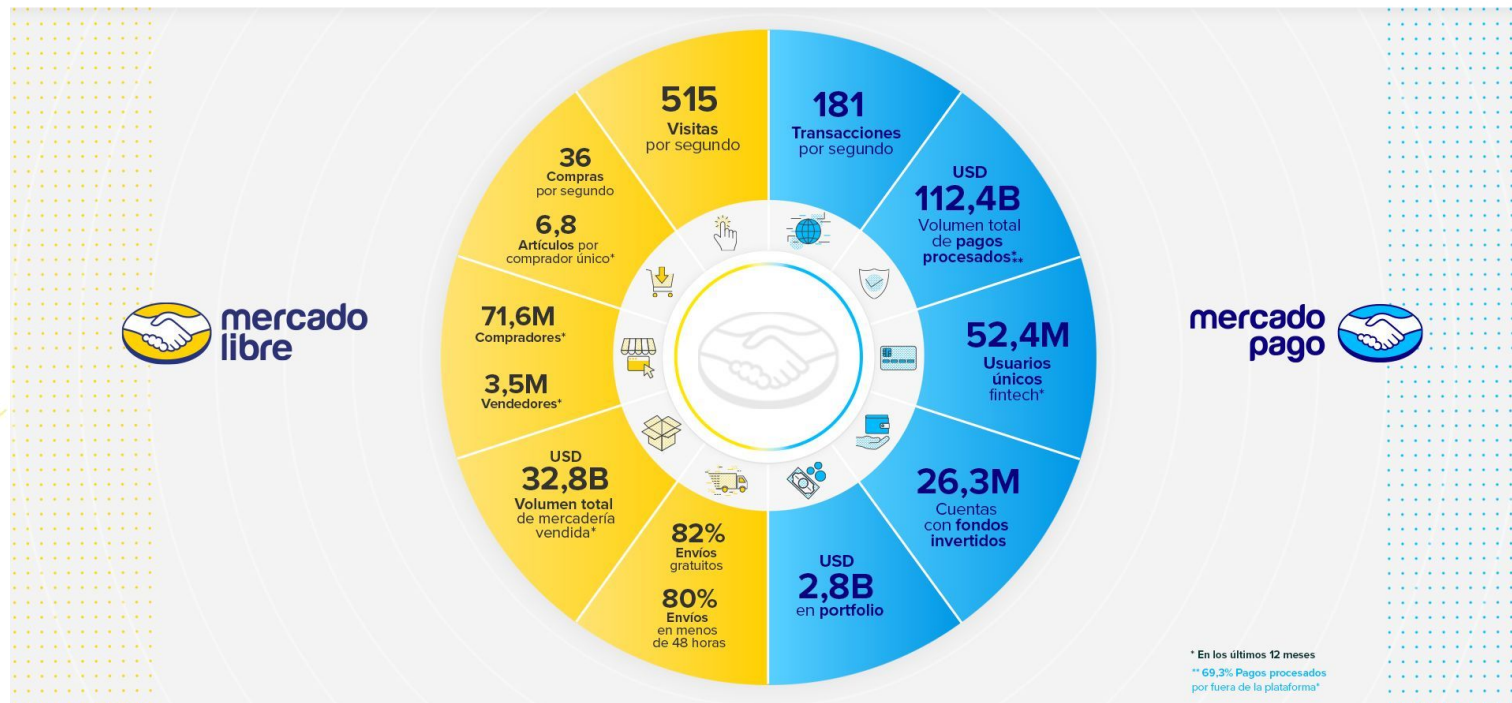
Data Context

Data Context

ECOSISTEMA DE DATOS

REGULATIONS

GEOLOCATION

MARKETS

OPEN SOURCE

FINANCE

CX PEOPLE

CRM MKT

COMPETITIVE INTELLIGENCE

USER BEHAVIOR
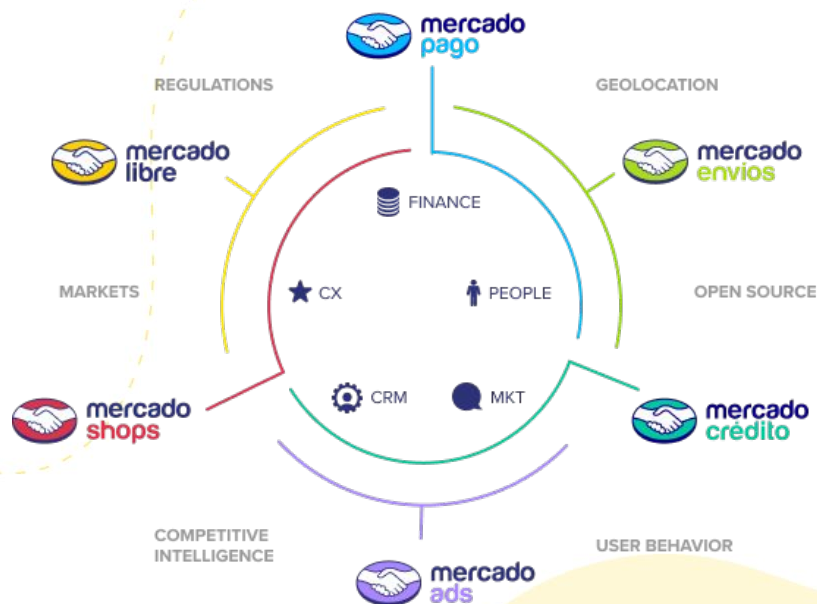
¿Dónde están los datos?

En MELI **generamos** y **recolectamos** datos que se **almacenan**, **organizan** y **acceden** en nuestro **"ecosistema de datos".**

En este ecosistema encontramos que:

NUESTROS DATOS Y HERRAMIENTAS ESTÁN **DEMOCRATIZADOS.**

LOS DATOS SE TRASLADAN Y SE **TRANSFORMAN.**

⊘ En MELI, los datos están disponibles y contamos con diferentes herramientas para analizarlos, procesarlos y visualizarlos

⊘ Tienen su propio ciclo, a través del cual adquieren diferentes formas, con un propósito que los hace útiles para generar valor.

DIVE INTO OUR ECOSYSTEM

● **MELI Native**

● **Partners / 3rd parties**

Metadata Management

Data Services

HOTJAR

ALATION

GOOGLE ANALYTICS

CONNECTORS

INSIGHTGRAM

DATA CATALOG

INSPECTOR

SLA TRACKING

TURK

SWEDEN

MELI METRICS

Data Pipeline

VOYAGER

LOOKER

DATA FLOW

TABLEAU

PORTAL BI

GAIA

DATA SUITE

MICRO STRATEGY

HOUND

DATA ECOSYSTEM

Business Intelligence

OPEN LEARNING

DATA SEEDS

MELILAKE

DATA DOCTOR

DATA LANES

GS

BI CONSUMER

S3

SPARKAAS

Training

Data Storage

BIG QUERY

TERADATA

HIVE / PRESTO

Data Processing

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From Business Intelligence to Data & Analytics

TRADITIONAL BI

Business user gathers requirements for a report/dashboard.

User submits request to IT.

IT extracts the data and loads it into a data warehouse for analysis.

IT creates data model.

User approves report or dashboard, or requests changes.

SELF-SERVICE BI

IT team gathers user requests for self-service tool.

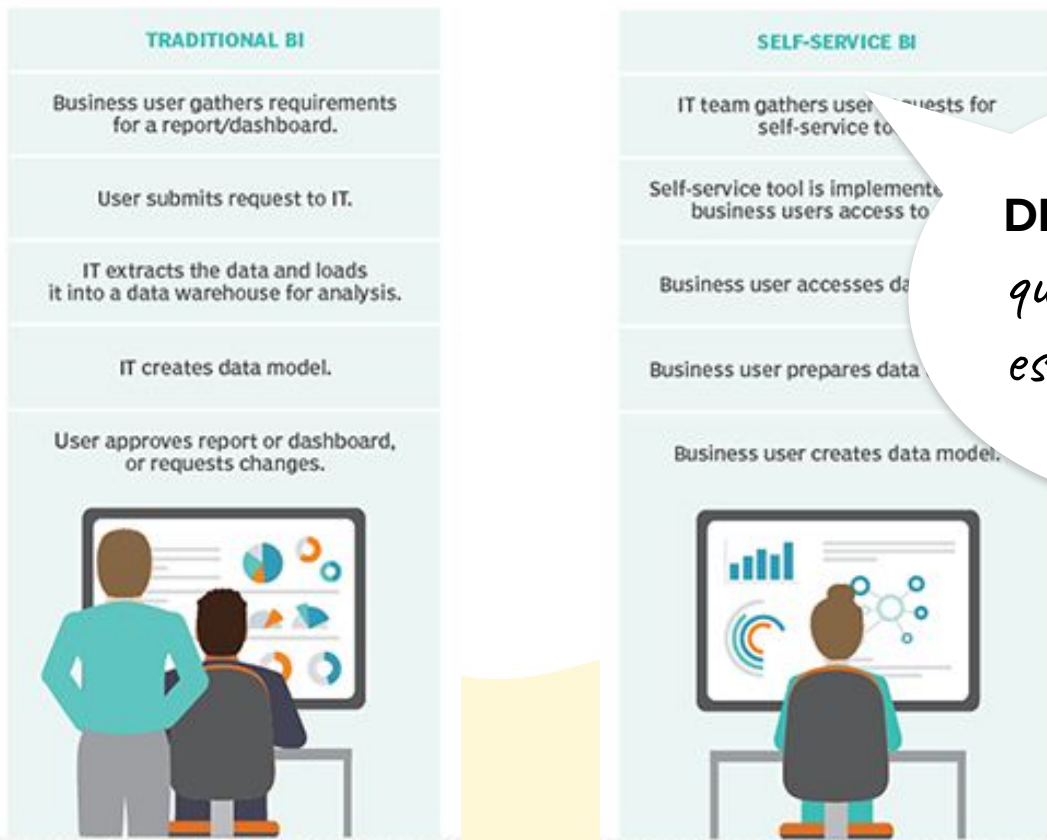Self-service tool is implemented, giving business users access to data.

Business user accesses data directly.

Business user prepares data to include.

Business user creates data model.

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From Business Intelligence to Data & Analytics

TRADITIONAL BI

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SELF-SERVICE BI

IT team gathers user requests for self-service to...

Self-service tool is implement... business users access to...

Business user accesses da...

Business user prepares data...

Business user creates data model.

DISPARADOR

qué desafíos trae este nuevo modelo?

Data Culture

Learning

Provide **learning experiences** for the entire company to access, know and use the tools, receiving the appropriate **training** to achieve it**.**

Community

Ensure the **health of our culture,** communicating, monitoring and evaluating **the value and use of data.**

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Culture

Learning

Data Learning Path Summary

Data Academy
Build autonomous analytical capabilities

Business
Shipping

Business
Marketplace

Business
Fintech

Business
CX

Data Analyst
Deliver meaningful insights

Data Engineer
Deliver meaningful insights

Data Scientist
Deliver meaningful insights

Data Boarding
Introduction to a data-driven culture at MELI

OWNBoarding
Welcome to MELI

Data Explorer
Discover our data ecosystem & tools

Data Seeds
Develop your first Data Analytics or Data Science project.

Data Doctor
Treat business pains with the aid of data.

Data Lane
Speak the languages of data: SQL & Python.

IT Bootcamp
Data & Analytics

Classroom Experiences

to bridge the gap between formal training and practical implementation

Lane

From Data Academy

SQL

Seed

Data Analytics

Lane

Python

Seed

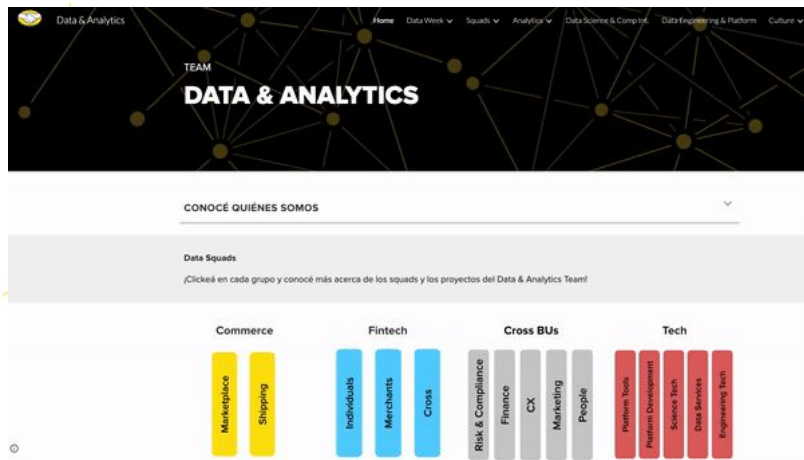**Data Science**

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Culture

Community
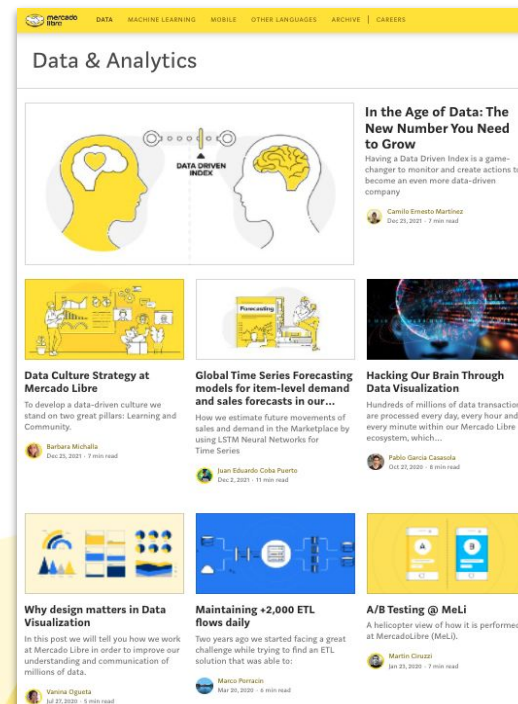
Data Touchpoints
closer to everyone

Site

Datty

Medium Tech Blog
experiences from the Meli Tech Team
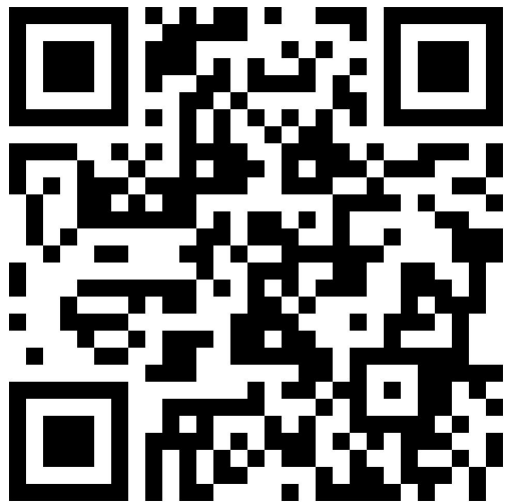
LinkedIn
sharing Data & Analytics content

Adrián Quilis • 1er
Sr Director of Data & Analytics at Mercado Libre
1 semana • Editado • 🌐

🙌 Llegó a Mercado Libre: Data Week, una semana a pura data 🙌

Lanzamos la primera edición del evento regional "Data Week", un encuentro de 4 días donde llevamos la cultura analítica de MELI a otro nivel.

Agradecemos el apoyo y la participación de nuestros partners: Google Cloud, Tableau y Qualtrics con quienes realizamos workshops y creamos espacios de consultas.

Mención especial a todos los colaboradores de MELI que fueron parte de esta revolución de datos. 💪

Les comparto, en estas fotos, el final del evento con nuestro invitado de lujo Daniel Rabinovich... pero esto no es el final, esto recién comienza... 😉

Próximamente les mostraré los datos de #dataweek.

¡Vamos por más! 🚀

#data #dataanalytics #datos #dataweek
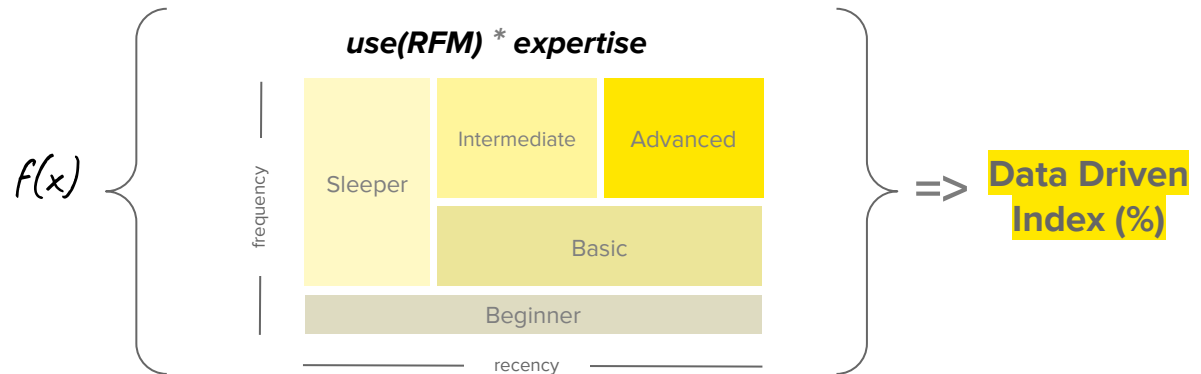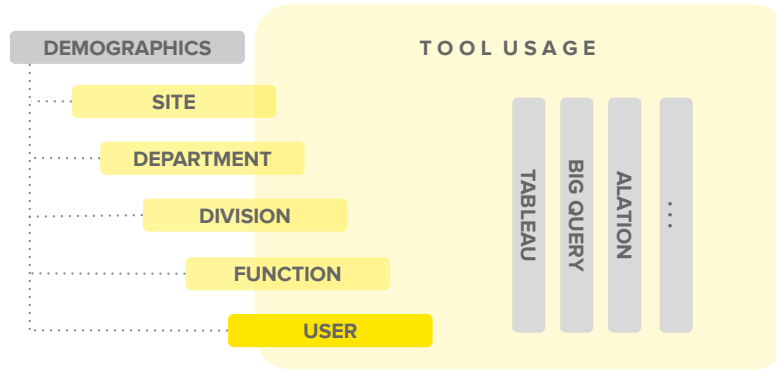
Índice Analítico

DISEÑO

Data Driven Index

Analytical Component

Stage 1

- Definition
- Analysis + segmentation
- Scoring
- Measurement
- Action

Trigger key actions:
- Learning path
- Goal setting
- Opportunities

DEMOGRAPHICS

TOOL USAGE

SITE

DEPARTMENT

DIVISION

FUNCTION

USER

TABLEAU

BIG QUERY

ALATION

. . .

*use(RFM) * expertise*

$f(x)$

frequency

Sleeper

Intermediate

Advanced

Basic

Beginner

recency

=> **Data Driven Index (%)**

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¡Gracias!

Q&A