# Senior Data and Analytics Engineer at Odido

As a Senior Data and Analytics Engineer at Odido, my focus is on creating, managing, and optimizing data pipelines, databases, and analytical frameworks. Utilizing SQL, Python, and BI tools like ThoughtSpot, as well as cloud platforms such as AWS, my goal is to empower data-driven decision-making and enhance business intelligence. Collaboration with diverse teams is essential to strategically leverage data, driving insights and innovation across the organization.

by Ketan Sahu
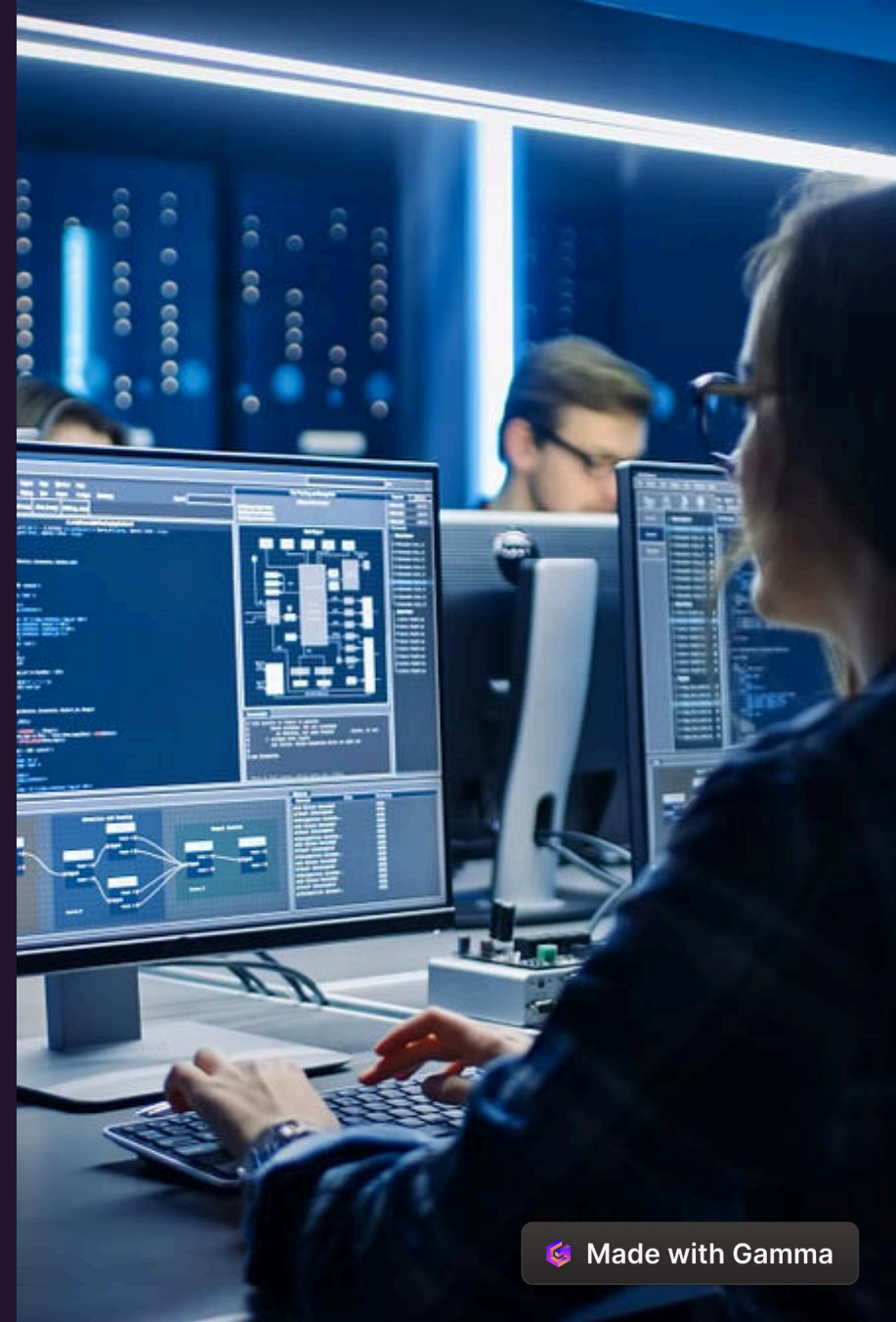
Business Intelligence Team at Odido

Data Migration and Transformation

The BI team at Odido manages data migration, ingestion, transformation, quality assurance, visualization, and documentation. It focuses on Finance, B2B, and B2C data, with multiple skilled analytics engineers collaborating to deliver top-notch results to internal stakeholders.

Deep Domain Knowledge

The team comprises individuals with deep domain knowledge in finance, mobile and fixed data for both B2B and B2C sectors. This expertise allows for seamless collaboration and the delivery of insightful analysis to stakeholders.

B2C Fixed Team Responsibilities

Data Ingestion

Utilizing tools like AWS DMS, Appflow, Lambda, and Sharepoint to ingest data from diverse sources.

Data Transformation

Employing techniques such as data modeling, SQL, Python, and AWS Glue with AWS Redshift as the data warehouse.

Comprehensive Documentation

Orchestrating data migration to the AWS cloud, implementing rigorous data quality checks, and comprehensively documenting all pipelines on Confluence.

B2C Fixed Team - Business Intelligence and Management

1 **Business Intelligence**

Leveraging ThoughtSpot as the primary BI tool, responsible for crafting and delivering actionable insights to stakeholders.

2 **Team Management**

Leading as a developer within a scrum team, overseeing capacity and sprint planning for effective collaboration.

3 **Tele2 Reports**

Leading the generation of B2C fixed data closing base reports for internal stakeholders post the Tele2 acquisition.

Data Pipelines Overview

1 **Customer Lifecycle Status**

The pipeline tracks how customers interact with Odido's services over time, aiding in decision-making to improve customer satisfaction and retention.

2 **Case Ratio**

Tracking customer interactions with Odido's customer care and issue resolution, providing insights for service enhancement.

3 **Fiber Network Coverage**

Understanding the availability of new fiber technology for internet access in various neighborhoods, enabling informed service expansion decisions.

Data Pipeline: Customer Lifecycle Status

New Connections

1   Tracking the number of customers requesting new connections.

Activated Orders

2   Monitoring the number of customers who have recently activated their orders.

In Contract Customers

3   Understanding the number of customers still under Odido's one-year contract.

Data Pipeline: Case Ratio

1 **Customer Calls**

Monitoring customer calls to report problems with their orders or products.

2 **Order/Product Stages**

Tracking calls occurring at different order/product stages for effective service evaluation and improvement.

Data Pipeline: Fiber Network Coverage

Availability

When fiber technology will be available in specific neighborhoods.

Current Coverage

The number of homes currently covered by fiber technology.

Data Pipeline: Additional Pipelines

Recently Activated Customers Feedback Report

Insight into feedback from recently activated customers, aiding in service enhancement and customer satisfaction.

Fixed Sales Orders Pipeline

Efficient tracking of fixed sales orders for effective business planning and analysis.

Fixed Churn Orders Pipeline

Monitoring and analysis of fixed churn orders, providing insights for customer retention strategies.

Data Modeling Techniques

Truncate and Load	Upsert	SCD2
Efficient for full data loads	Effective for updating existing data records	For handling historical data changes