

What is  
Analytics  
Engineering?

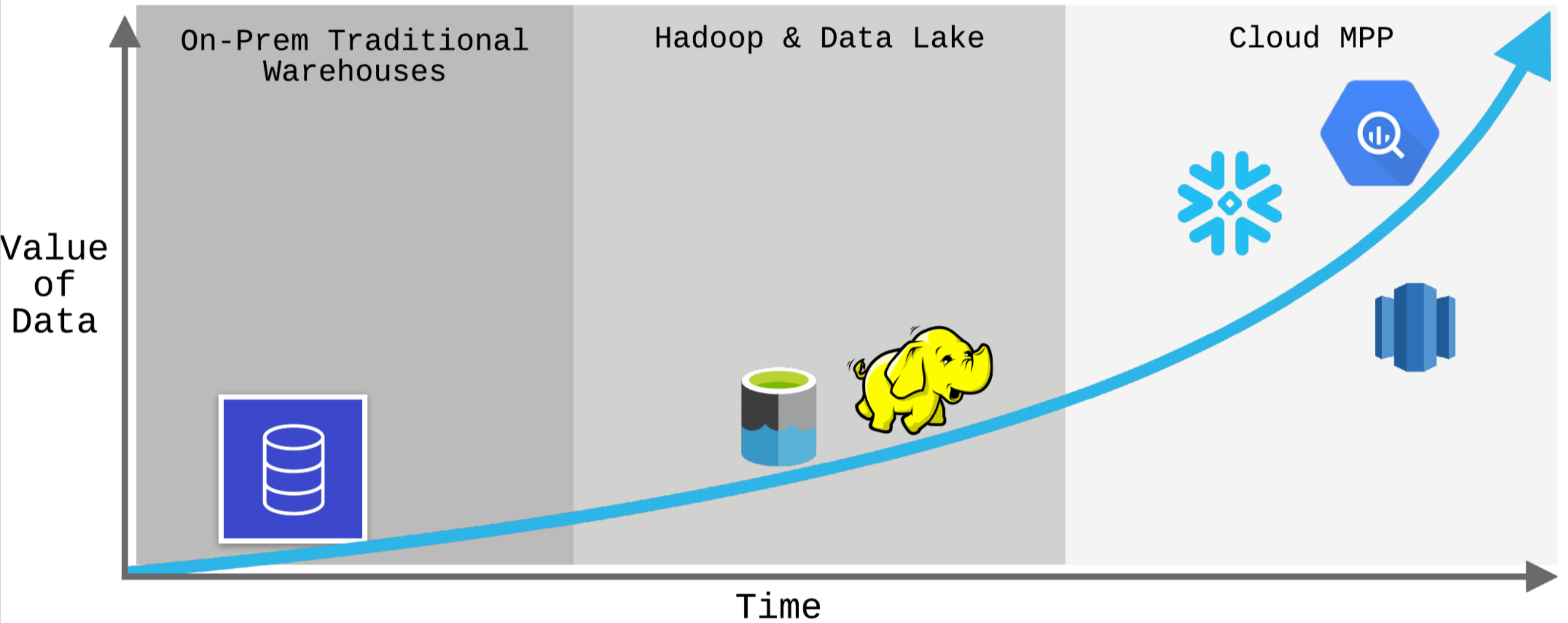
# Hello 🖐️!

>> Lead data @ SnapTravel

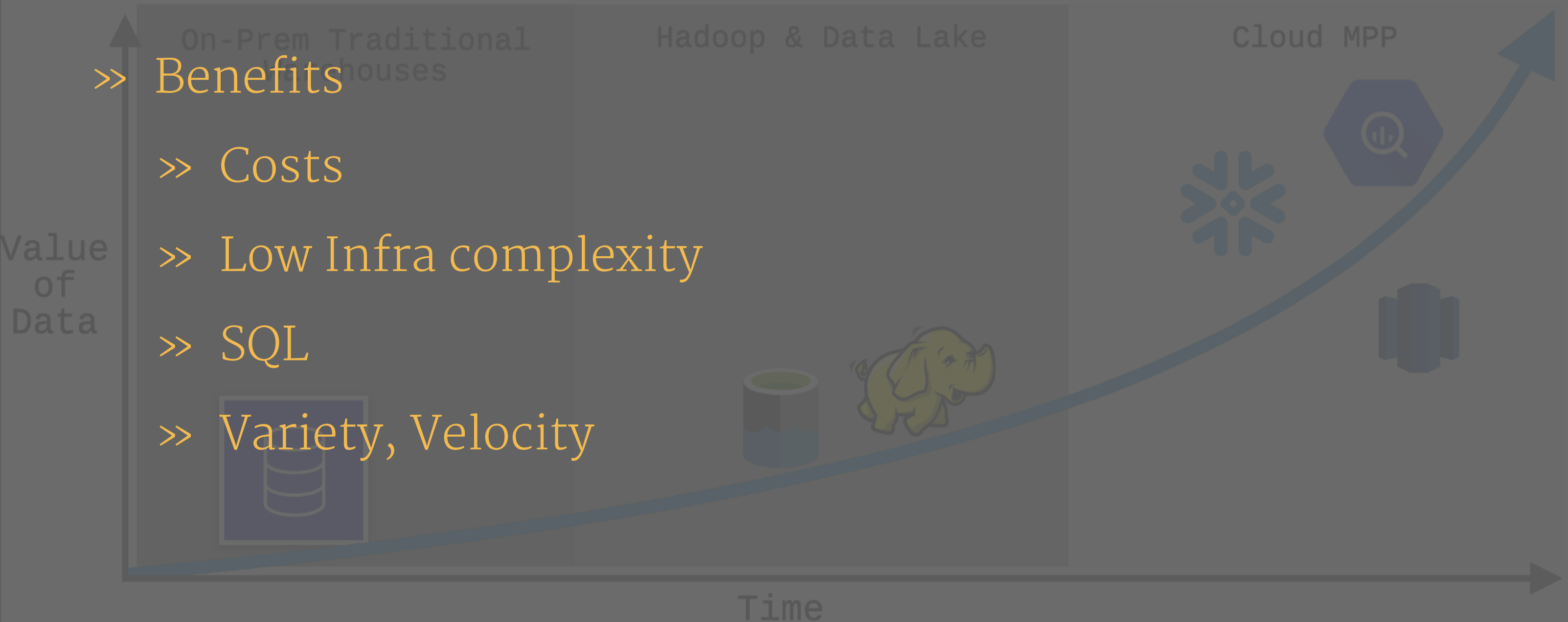
>>  +  +  +  stack

>> Love helping people get value from data

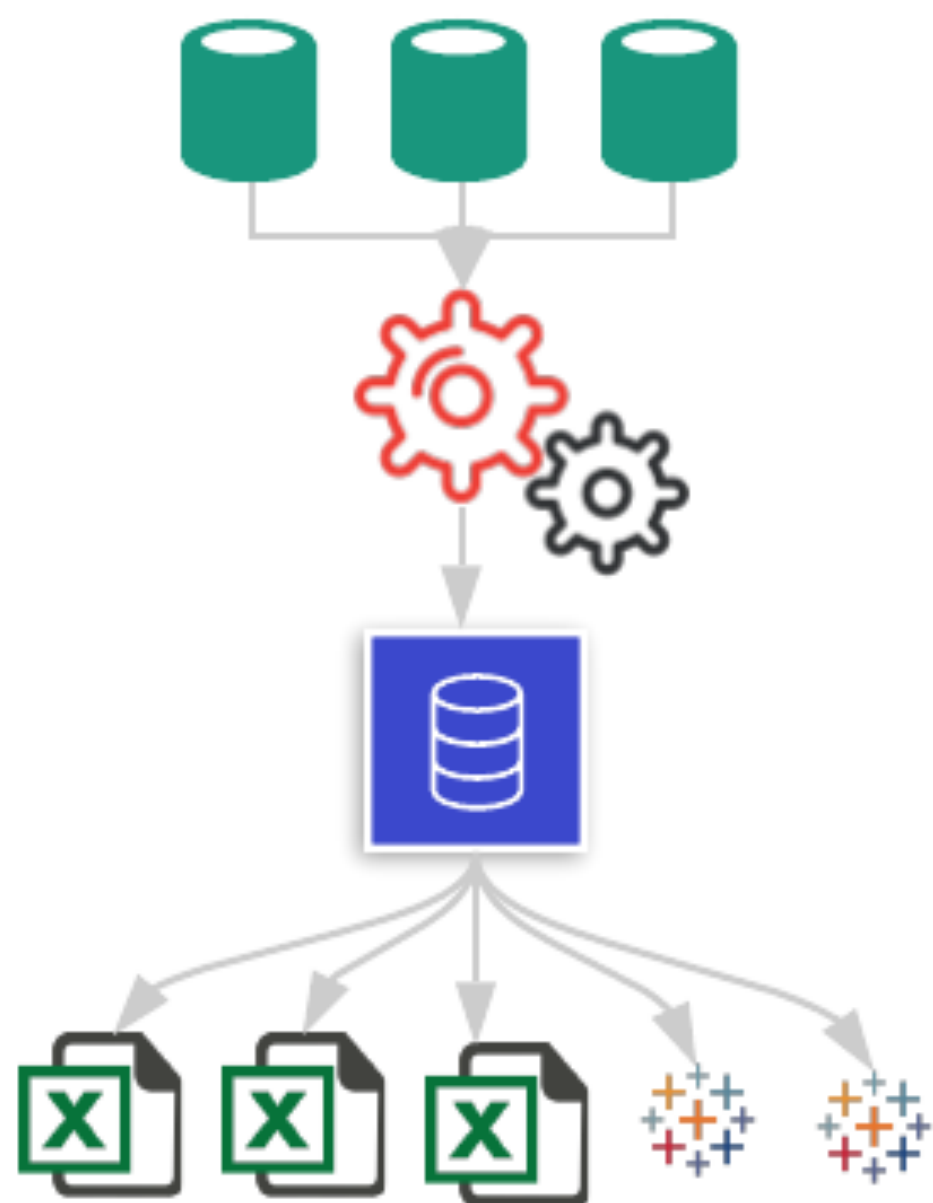
# Journey so far – Data Storage



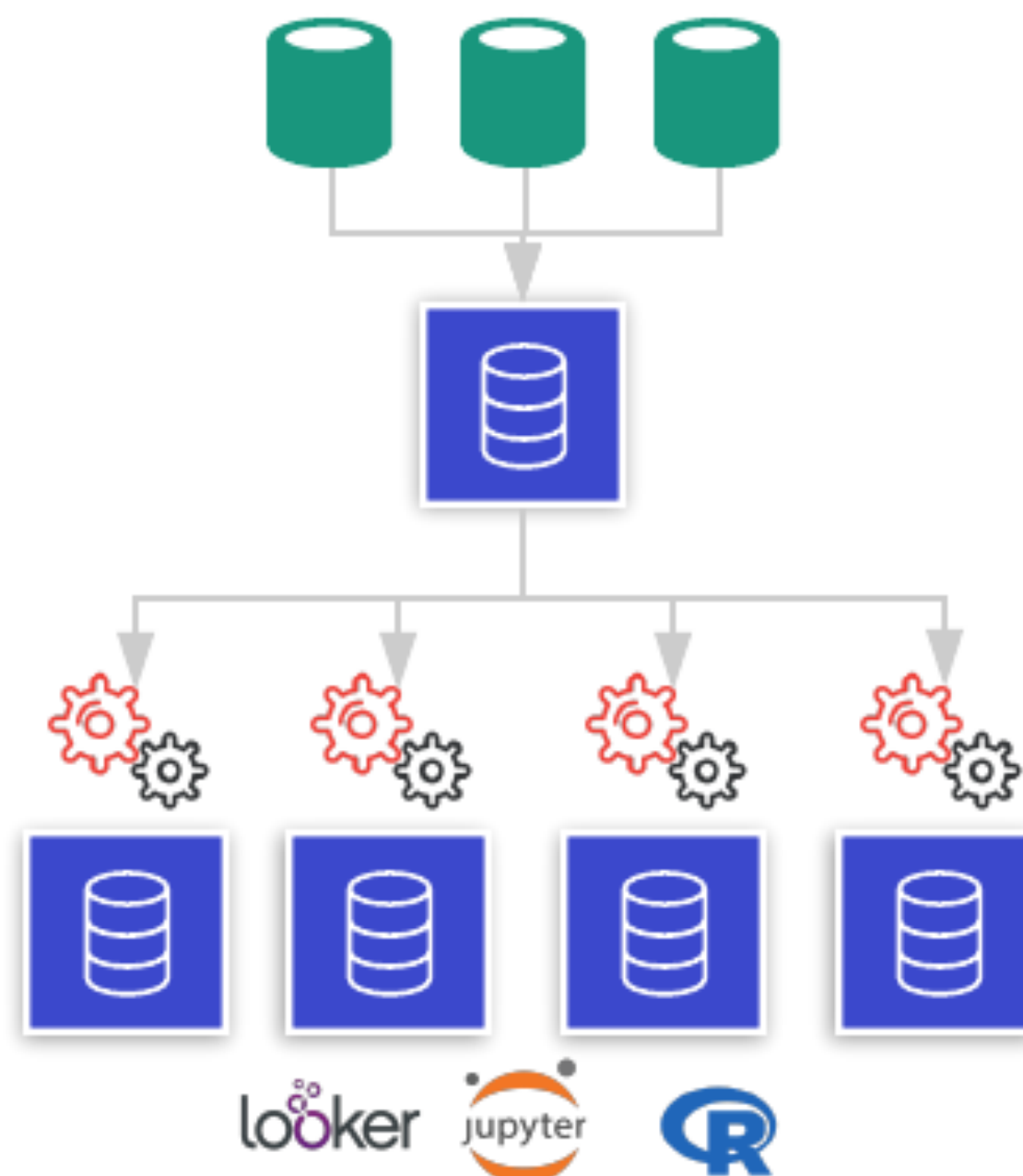
# MPP in the cloud



# Journey so far – Analytics



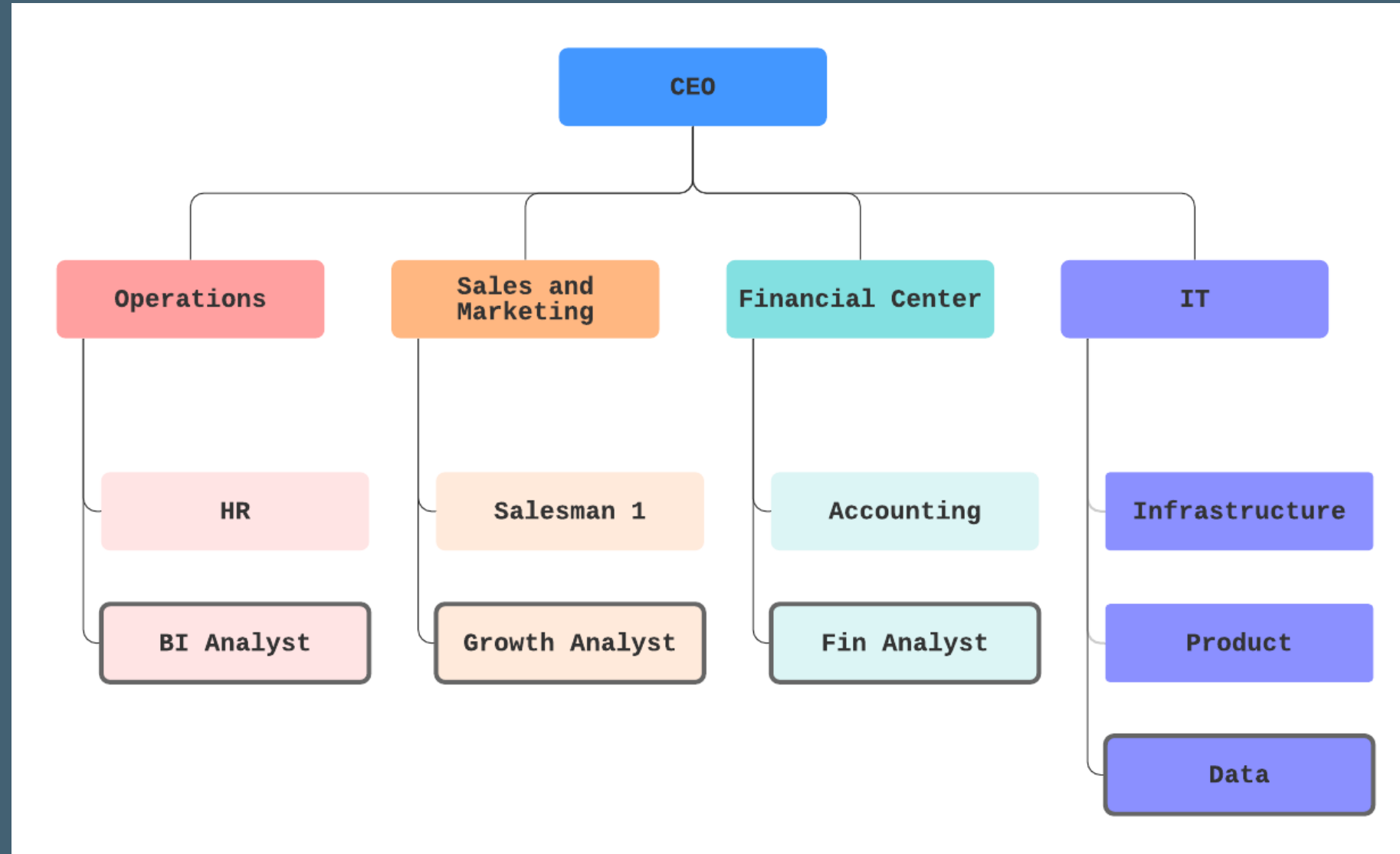
**Data Dictatorship**



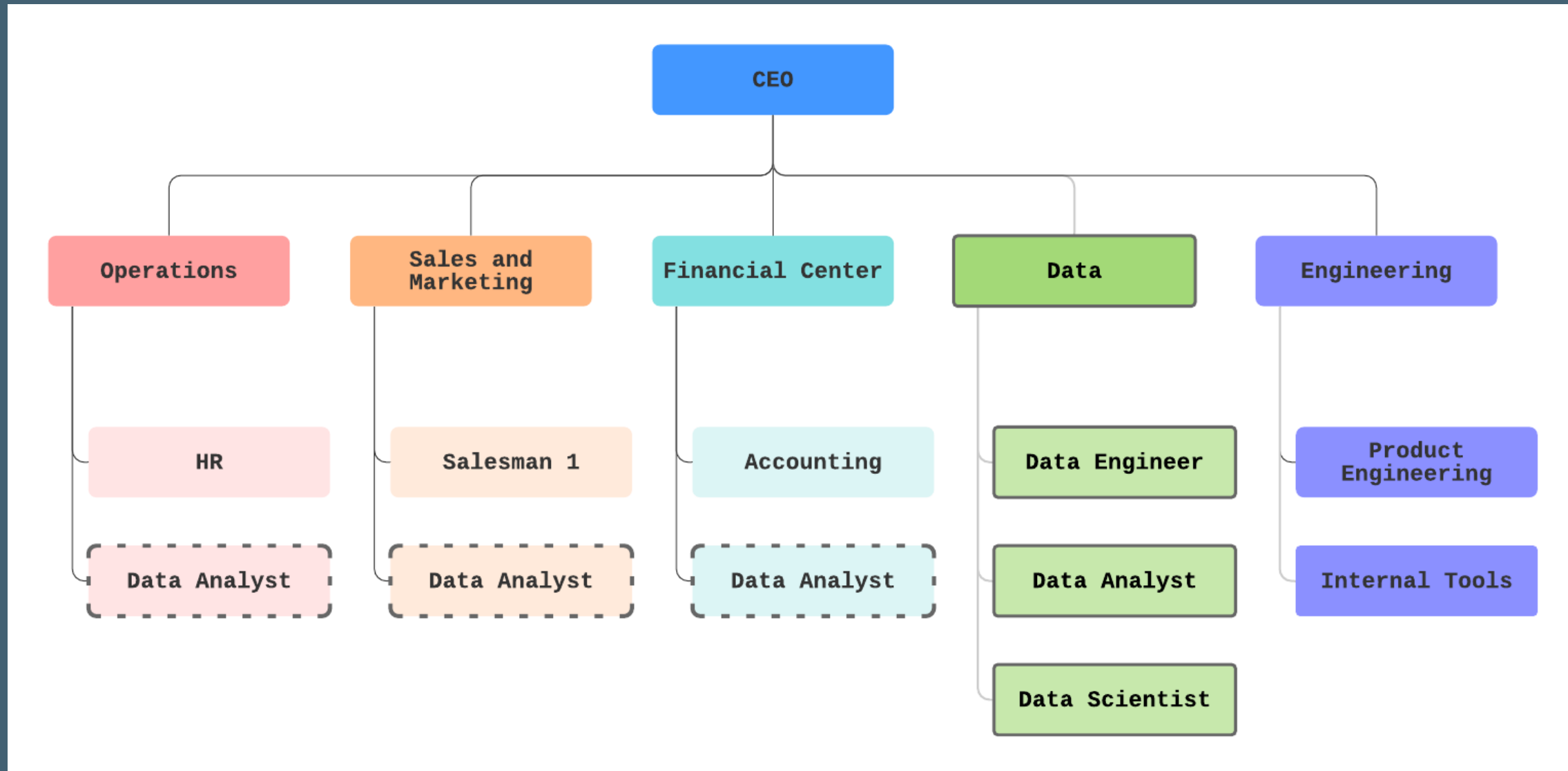
**Data Democracy**

# Journey so far – Data Teams



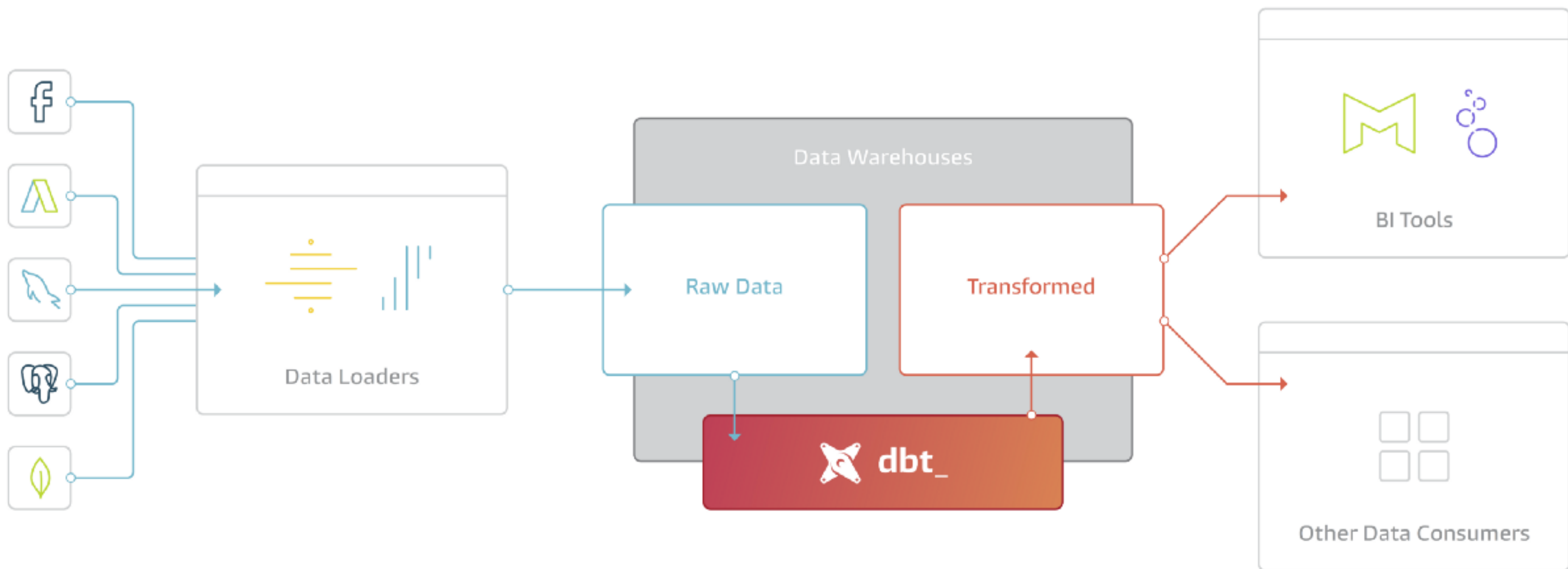


- >> Compute was expensive or complex
- >> Few Data team(s)
- >> Away from domain experts



- >> Domain experts close to data
- >> Collaborate via metadata
- >> Reuseable reports

# A modern analytics stack



# A modern analytics stack

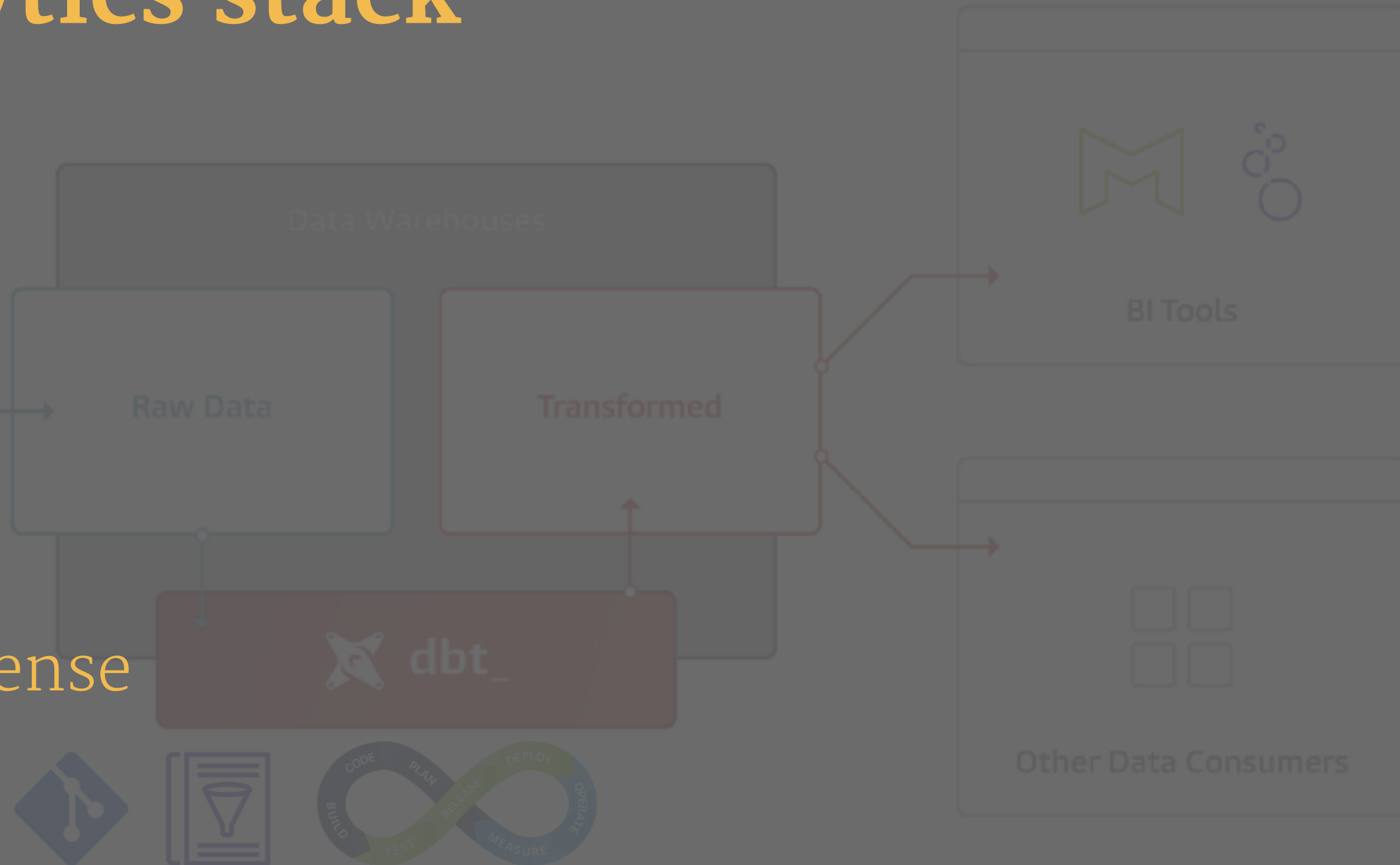
>> Salient Features

>> DI as a service

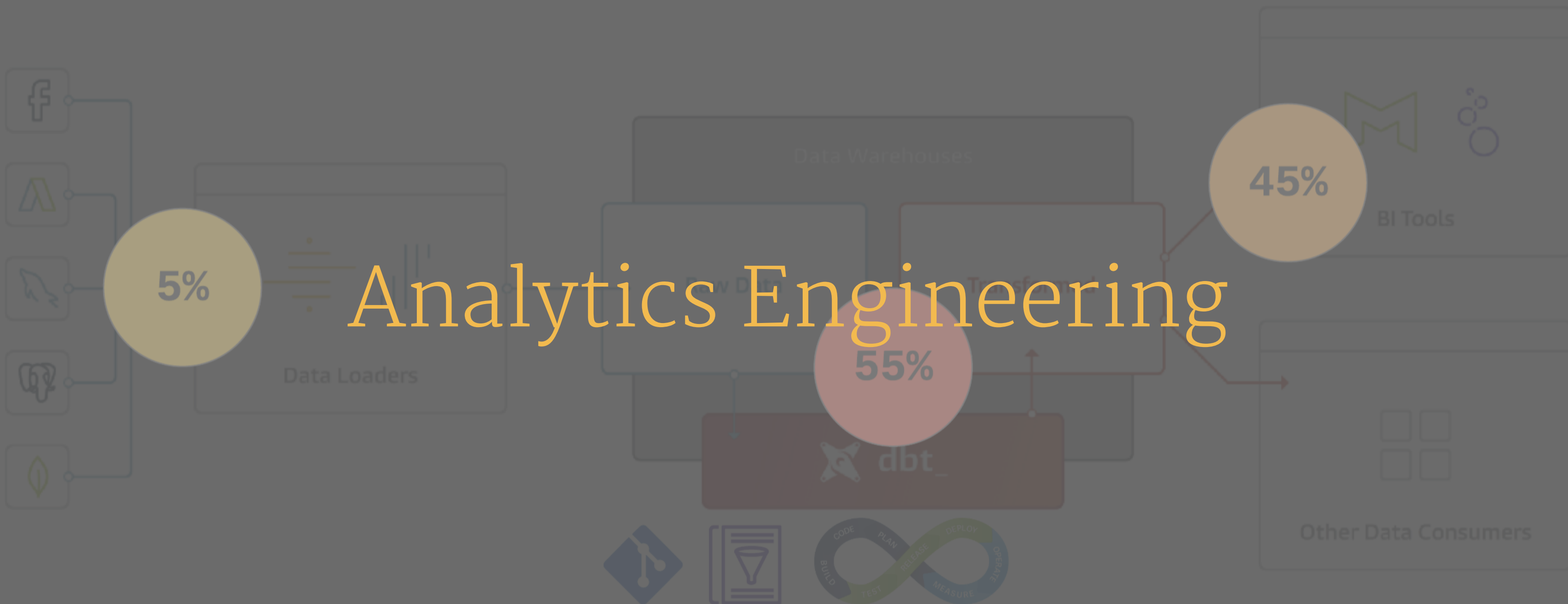
>> DW as service

>> ELT

>> Mode, Looker, Sisense



# Analytics Engineering



# A modern data team

**D. Engineer**

**D. Analyst/Scientist**

**Analytics Engineer**

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Enablers

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Custom Data Integration

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Data Platform

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DW Optimization

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ML endpoints

# A modern data team

## D. Engineer

Enablers

Custom Data Integration

Data Platform

DW Optimization

ML endpoints

## D. Analyst/Scientist

Domain expertise with data

Deep insight work

A/B Experiments

Statistical/ML algos to solve business problems

## Analytics Engineer



# A modern data team

## D. Engineer

Enablers

Custom Data Integration

Data Platform

DW Optimization

ML endpoints

## D. Analyst/Scientist

Domain expertise with data

Deep insight work

A/B Experiments

Statistical/ML algos to solve business problems

## Analytics Engineer

**Clean and Modeled data**

**SDLC Analytics**

**Data catalog**

**Self-serve BI platform**

**Educate**



# Things I propose we tease out

- >> Best practices to setup an analytics project
- >> How to structure data teams?
- >> Data as a service vs Data as a product
- >> Data democratization strategies
- >> Observability/Trust in Data

# Future

Where do we go from here?

# Q & A

# Good Reads

- >> [https://blog.getdbt.com/what--exactly--is-dbt-/](https://blog.getdbt.com/what--exactly--is-dbt/)
- >> <https://blog.getdbt.com/what-is-an-analytics-engineer/>
- >> <https://blog.getdbt.com/hiring-analytics-engineer/>
- >> <https://www.kdnuggets.com/2019/02/analytics-engineer-data-team.html>
- >> <https://towardsdatascience.com/the-evolution-of-analytics-with-data-8b9908deadd7>
- >> <https://www.forbes.com/sites/danwoods/2017/02/07/snowflakes-vision-for-the-rebirth-of-the-data-warehouse/#3b7d2f5a5d4d>