



# What is Analytics Engineering?

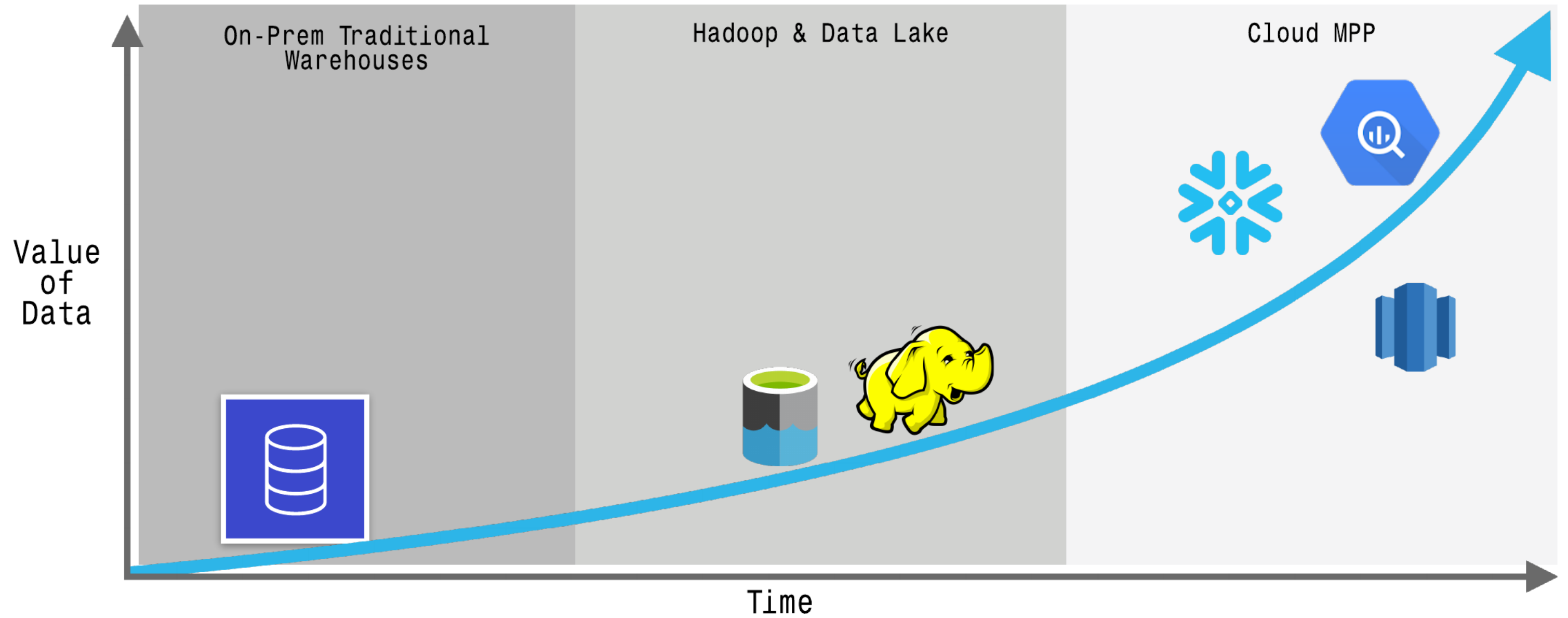
# Hello 🖐️!

>> Lead data @ SnapTravel

>>  +  +  +  stack

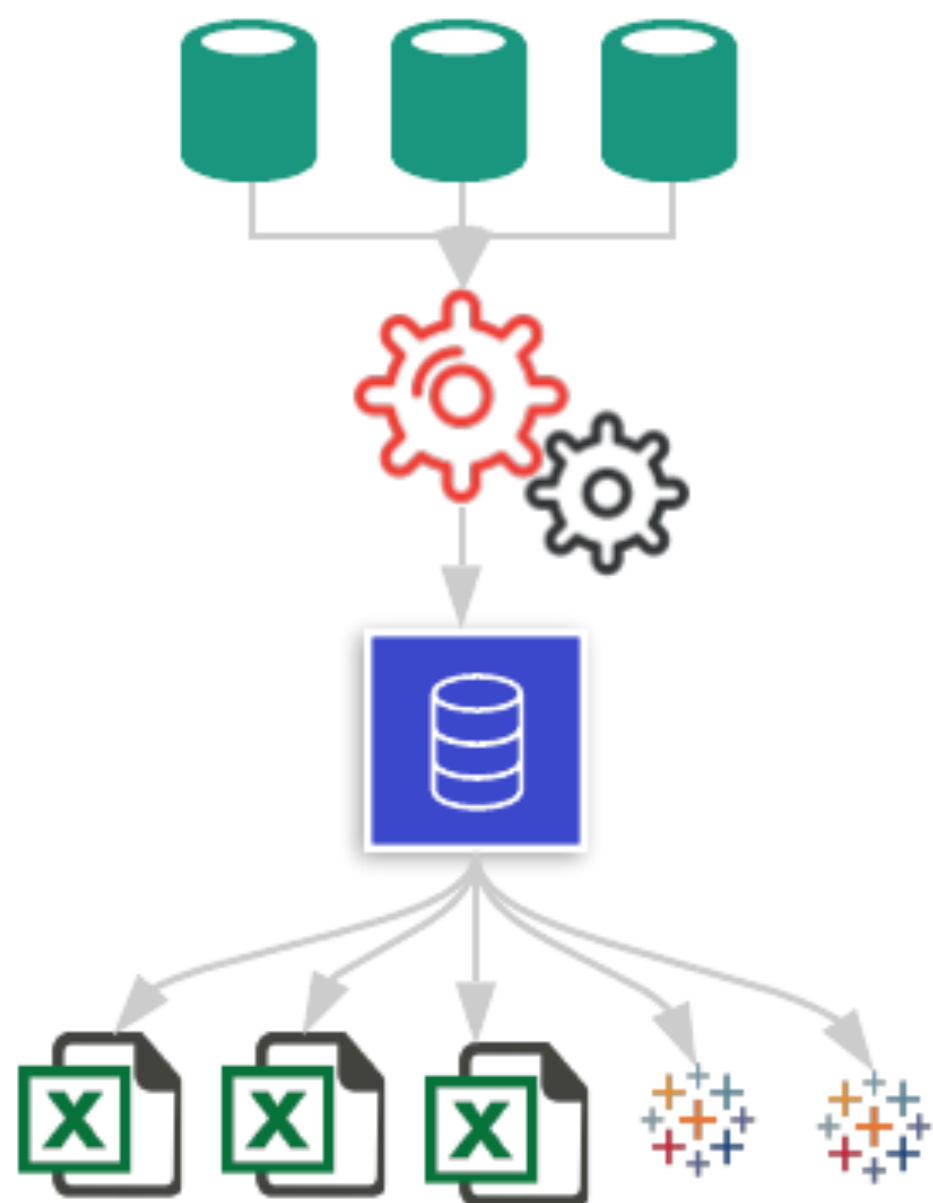
>> Love helping people get value from data

# Journey so far – Data Storage

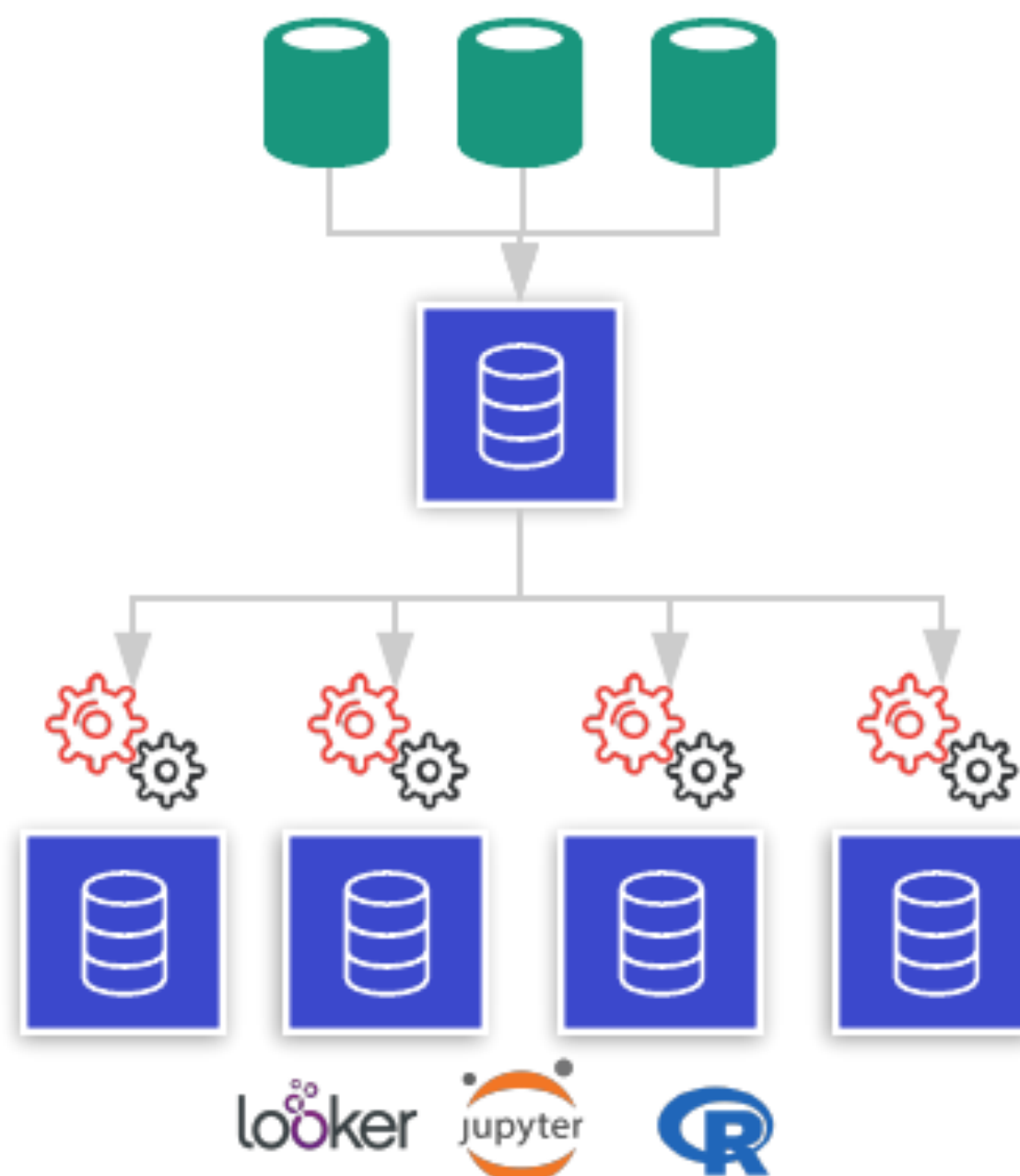




# Journey so far – Analytics



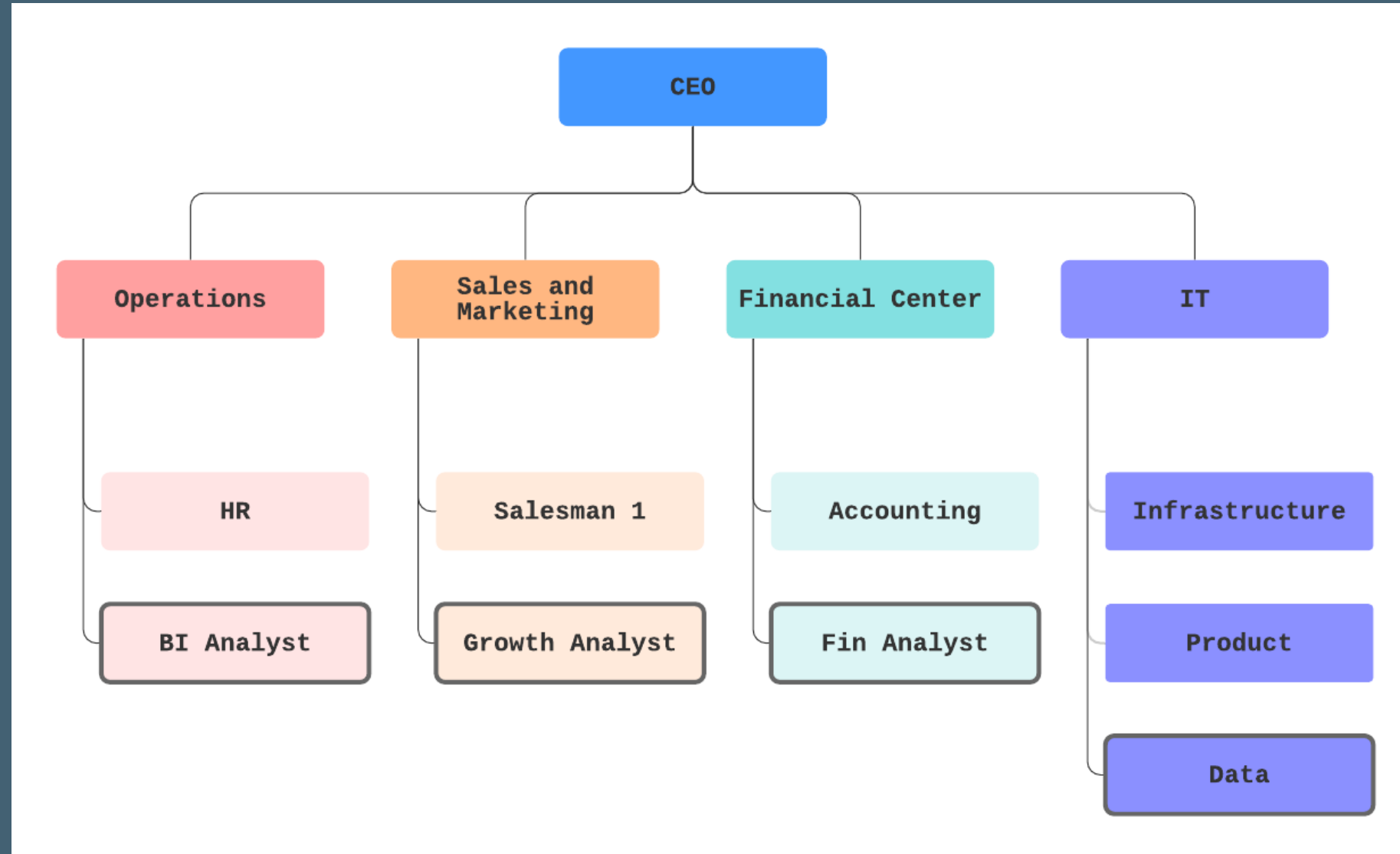
**Data Dictatorship**



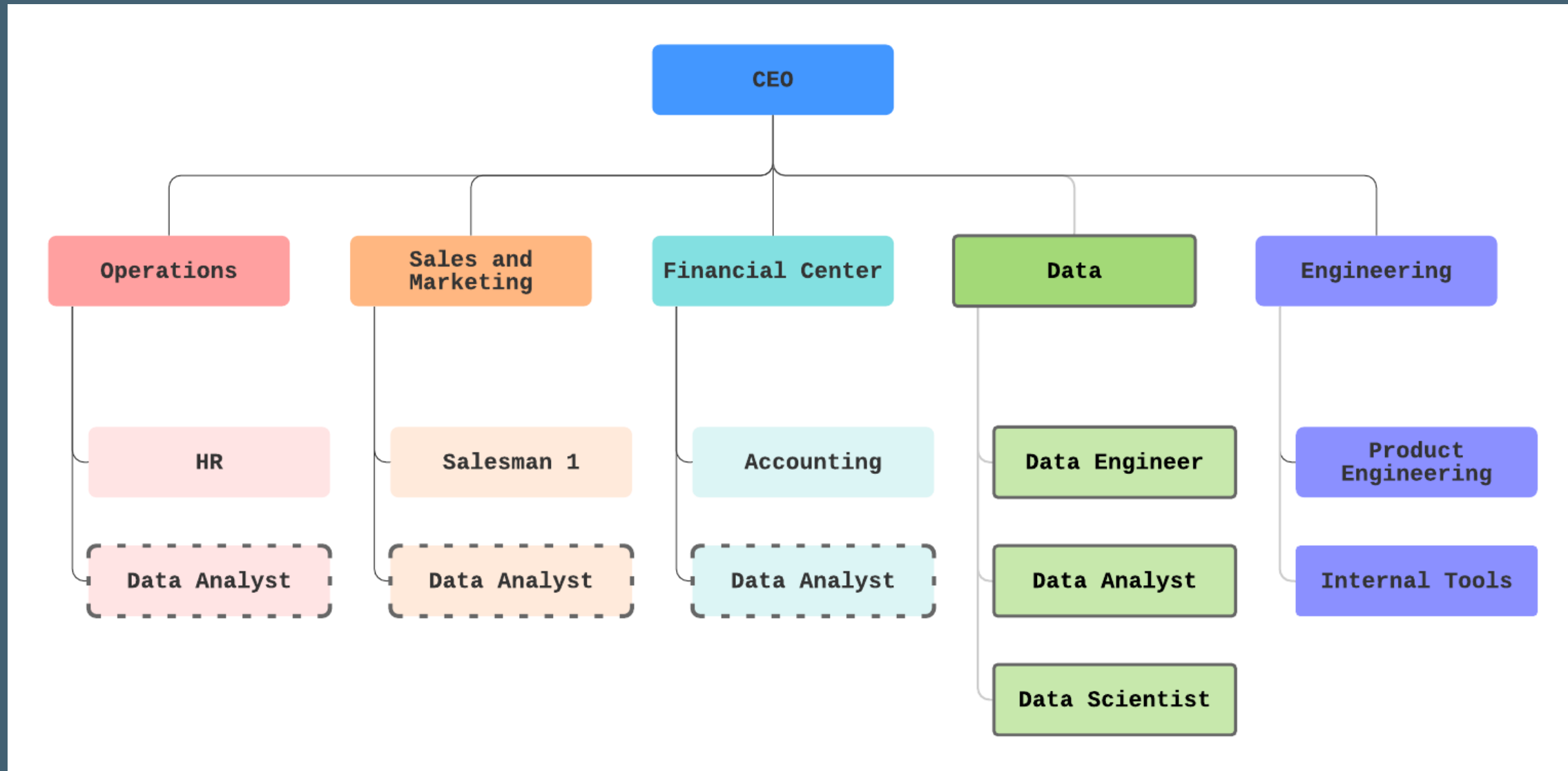
**Data Democracy**



# Journey so far – Data Teams

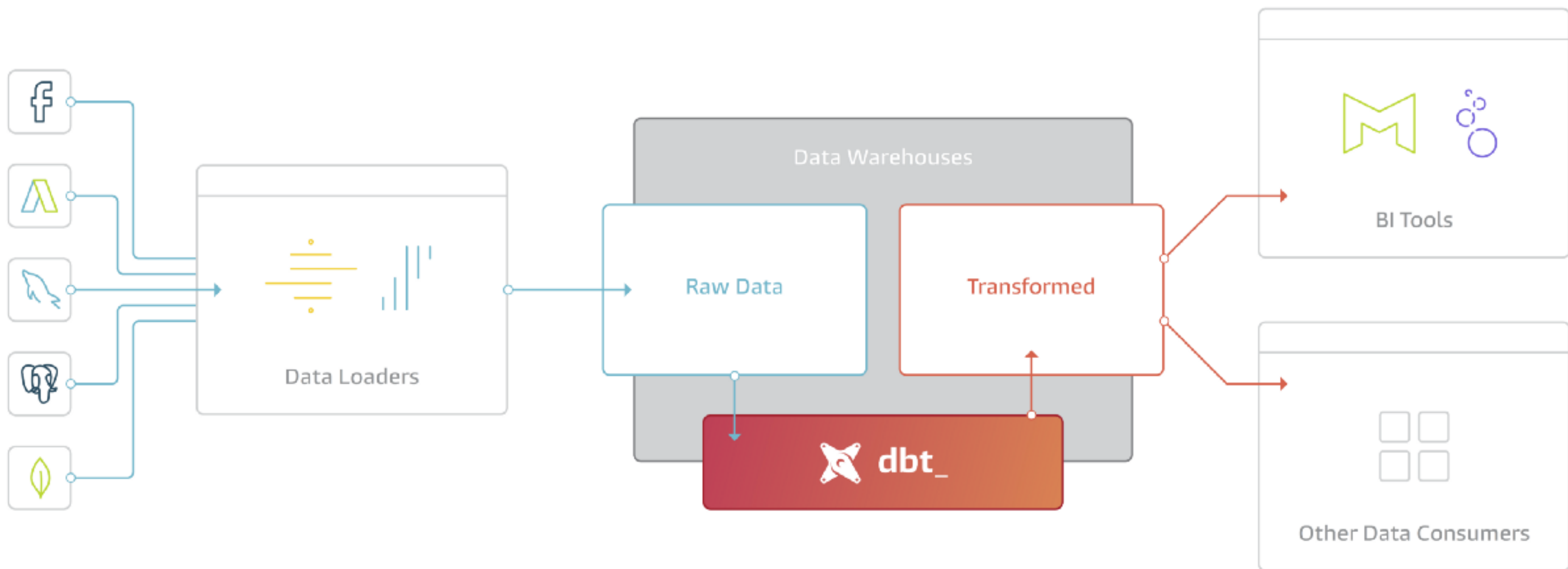


- >> Compute was expensive or complex
- >> Few Data team(s)
- >> Away from domain experts

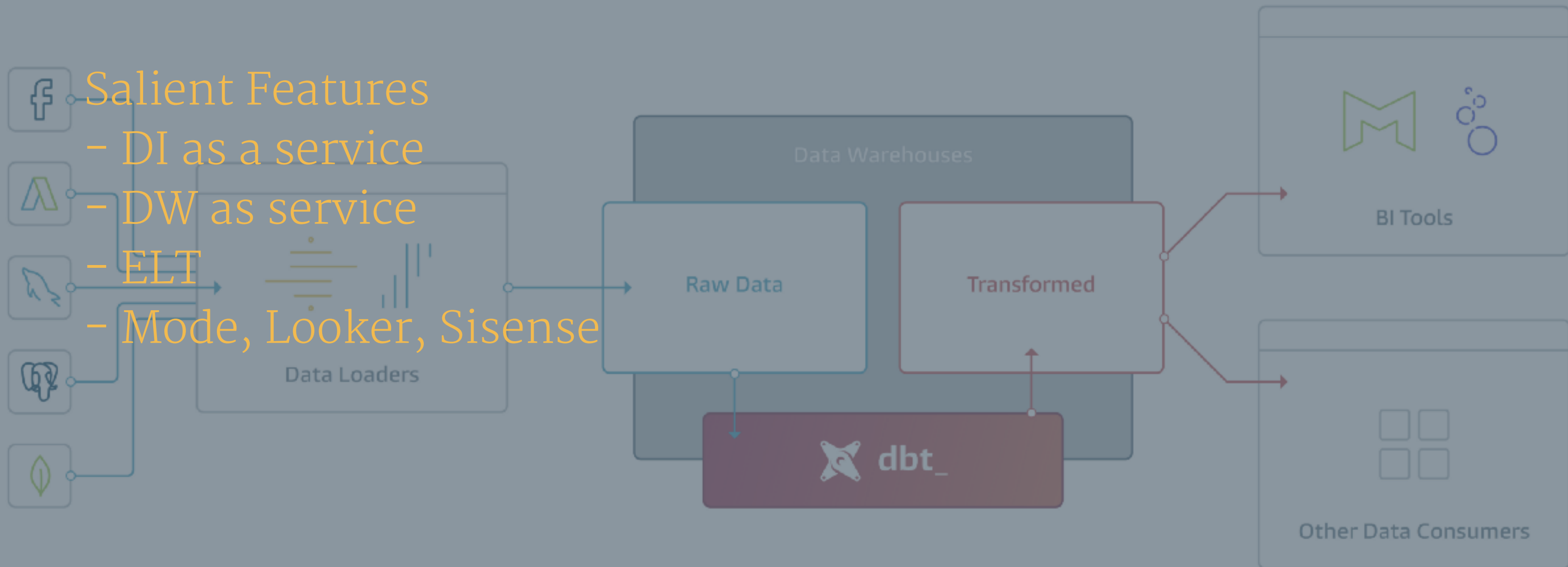


- >> Domain experts close to data
- >> Collaborate via metadata
- >> Reuseable reports

# A modern analytics stack



# A modern analytics stack



# A modern data team

**Data Engineer**

**Analytics Engineer**

**Data Scientist**

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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

## Data Engineer

## Analytics Engineer

## Data Scientist

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Enablers

Domain expertise with data

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Custom Data Integration

Deep insight work

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Data Platform

A/B Experiments

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DW Optimization

Statistical/ML algos to  
solve business problems

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ML endpoints



# A modern data team

## Data Engineer

Enablers

Custom Data Integration

Data Platform

DW Optimization

ML endpoints

## Analytics Engineer

**Clean and Modeled data**

**SDLC Analytics**

**Data catalog**

**Self-serve BI platform**

**Educate**

## Data Scientist

Domain expertise with data

Deep insight work

Predictions

Statistical/ML algos to solve business problems

A/B Experiments



# Things I propose we tease out

- >> Best practices to setup analytics projects
- >> 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?