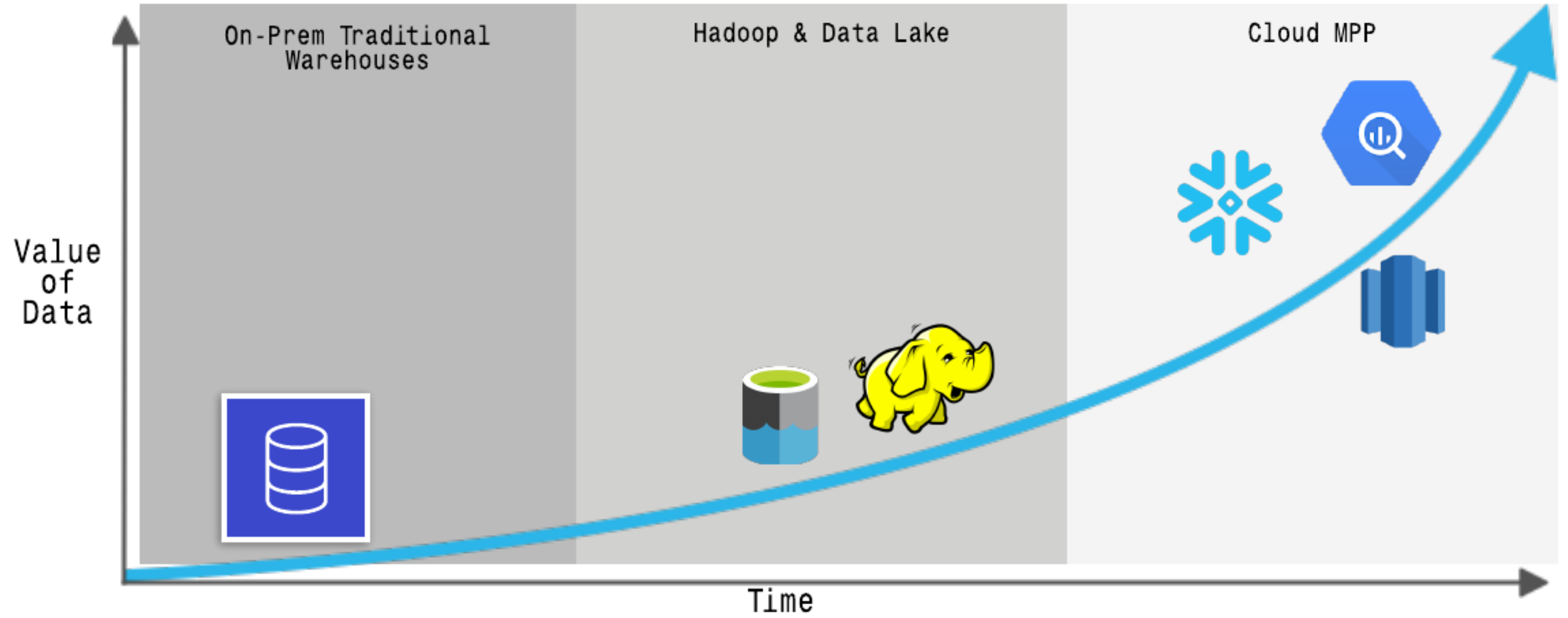


What is
Analytics
Engineering?

About me

- >> Lead data @ SnapTravel
- >> Stitch + Snowflake + DBT stack
- >> Love advising/helping people

Journey so far – Data Storage



>> Image for MPP in the cloud

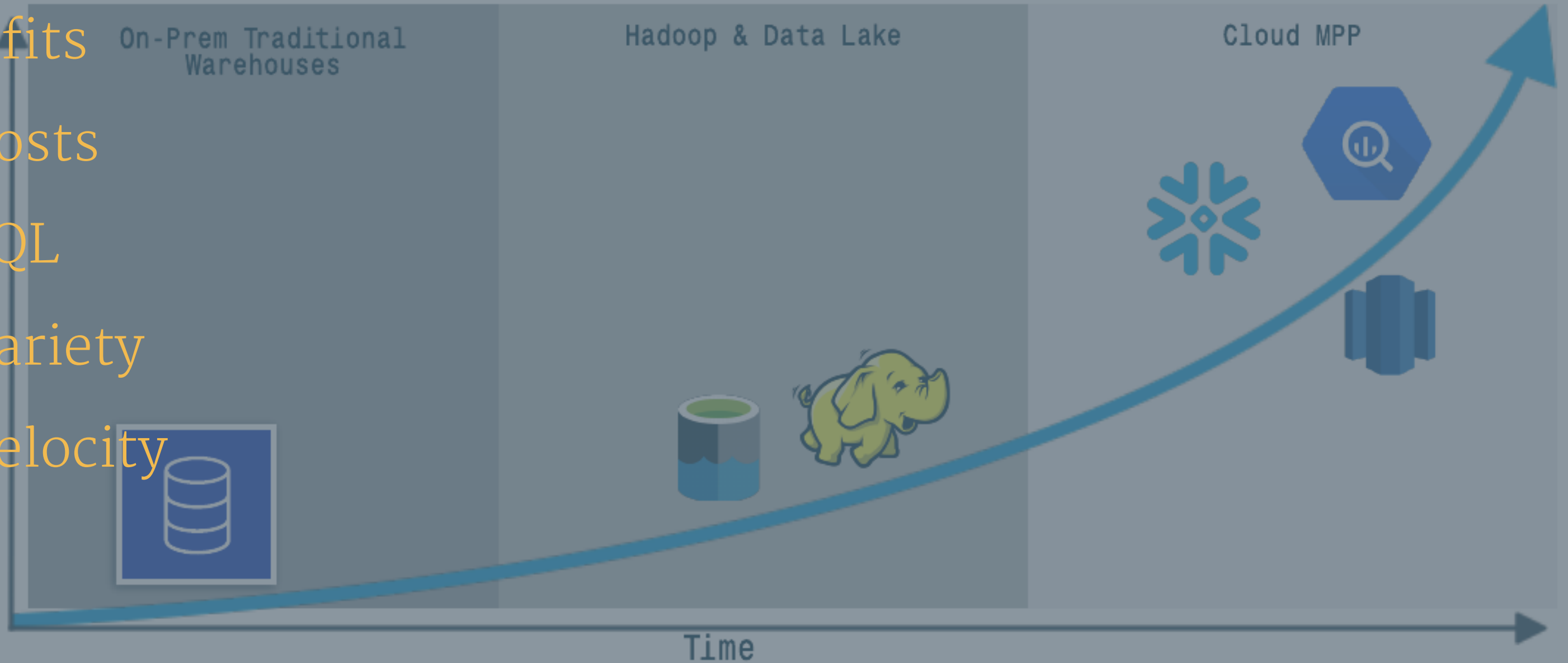
>> Benifits

>> Costs

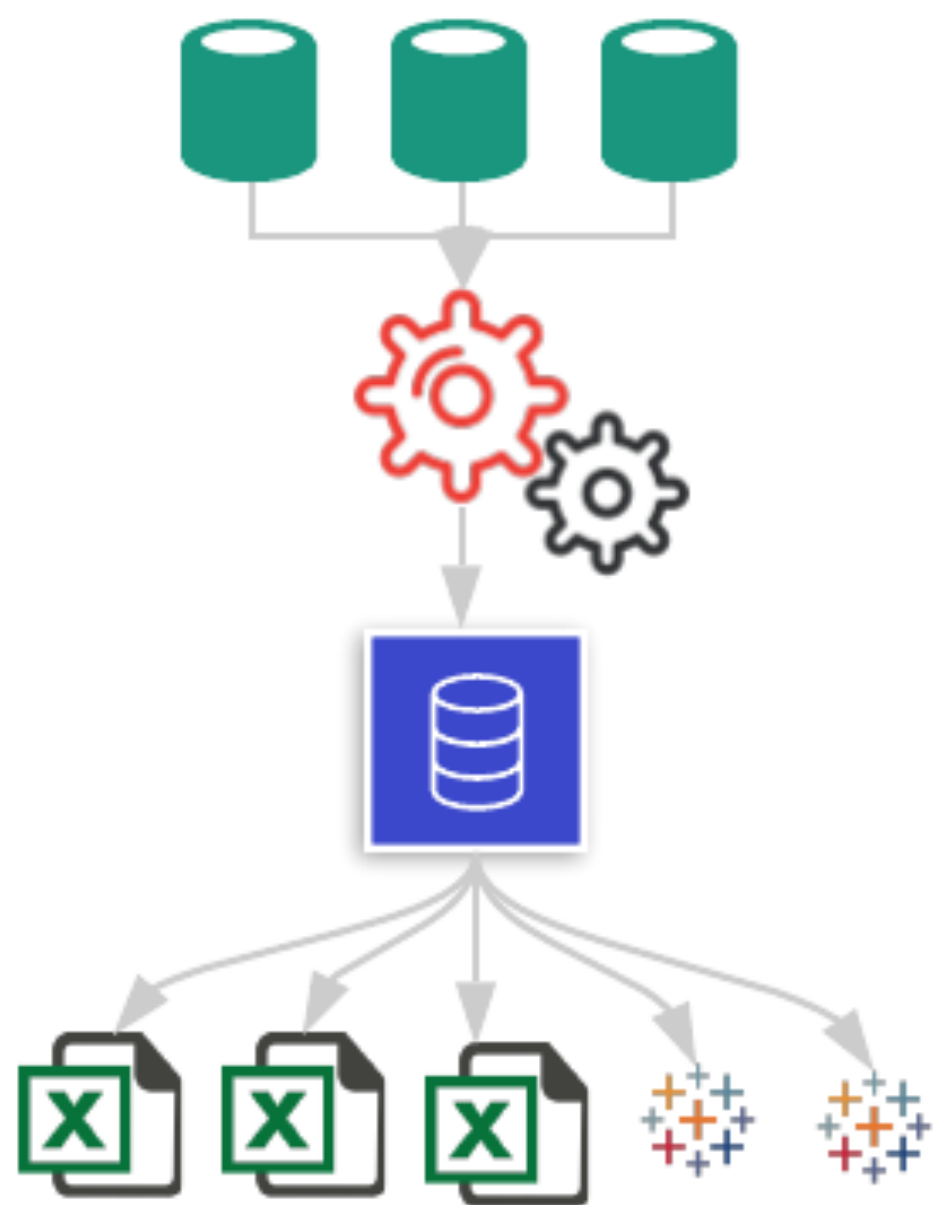
>> SQL

>> Variety

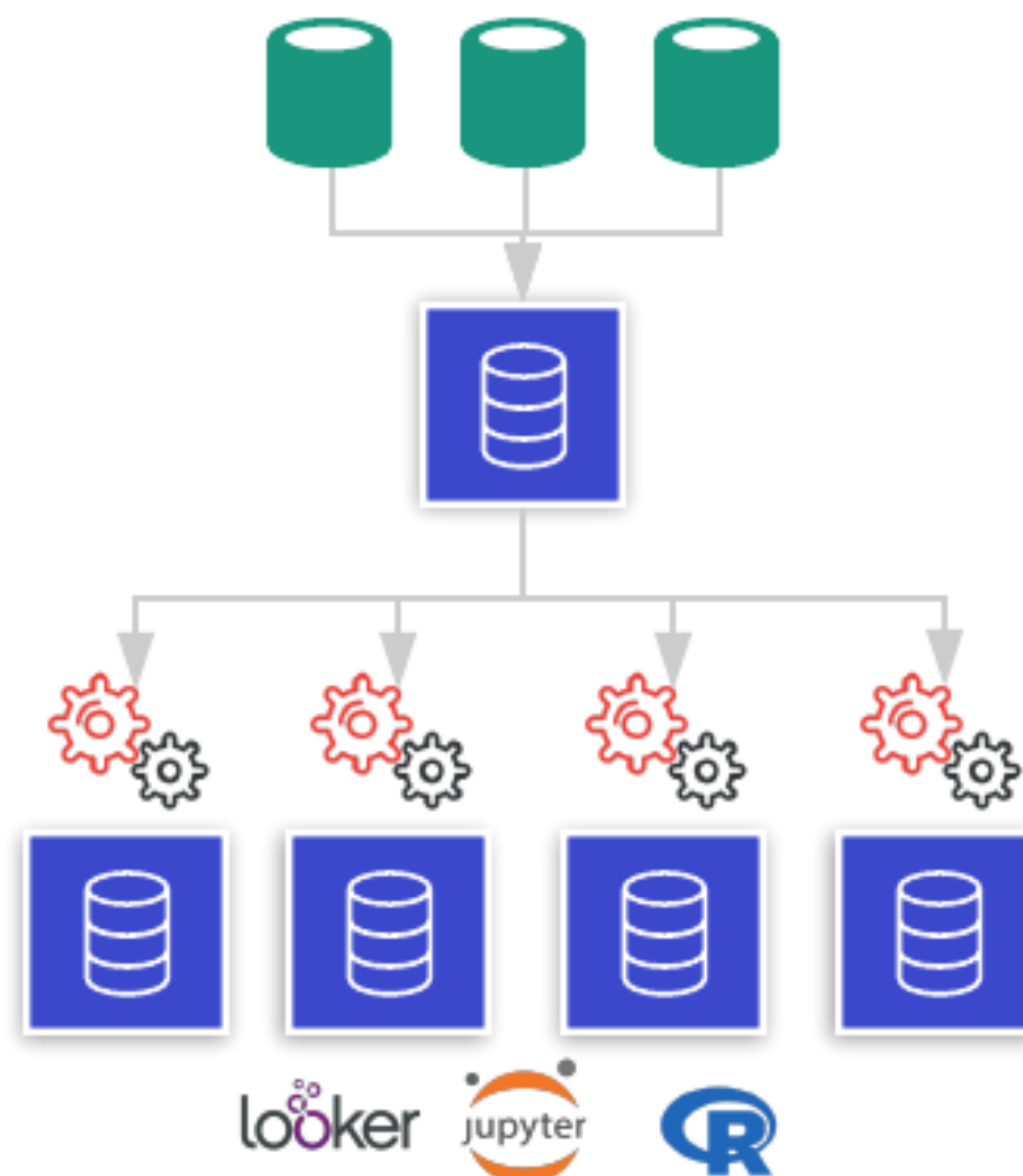
>> Velocity



Journey so far – Analytics

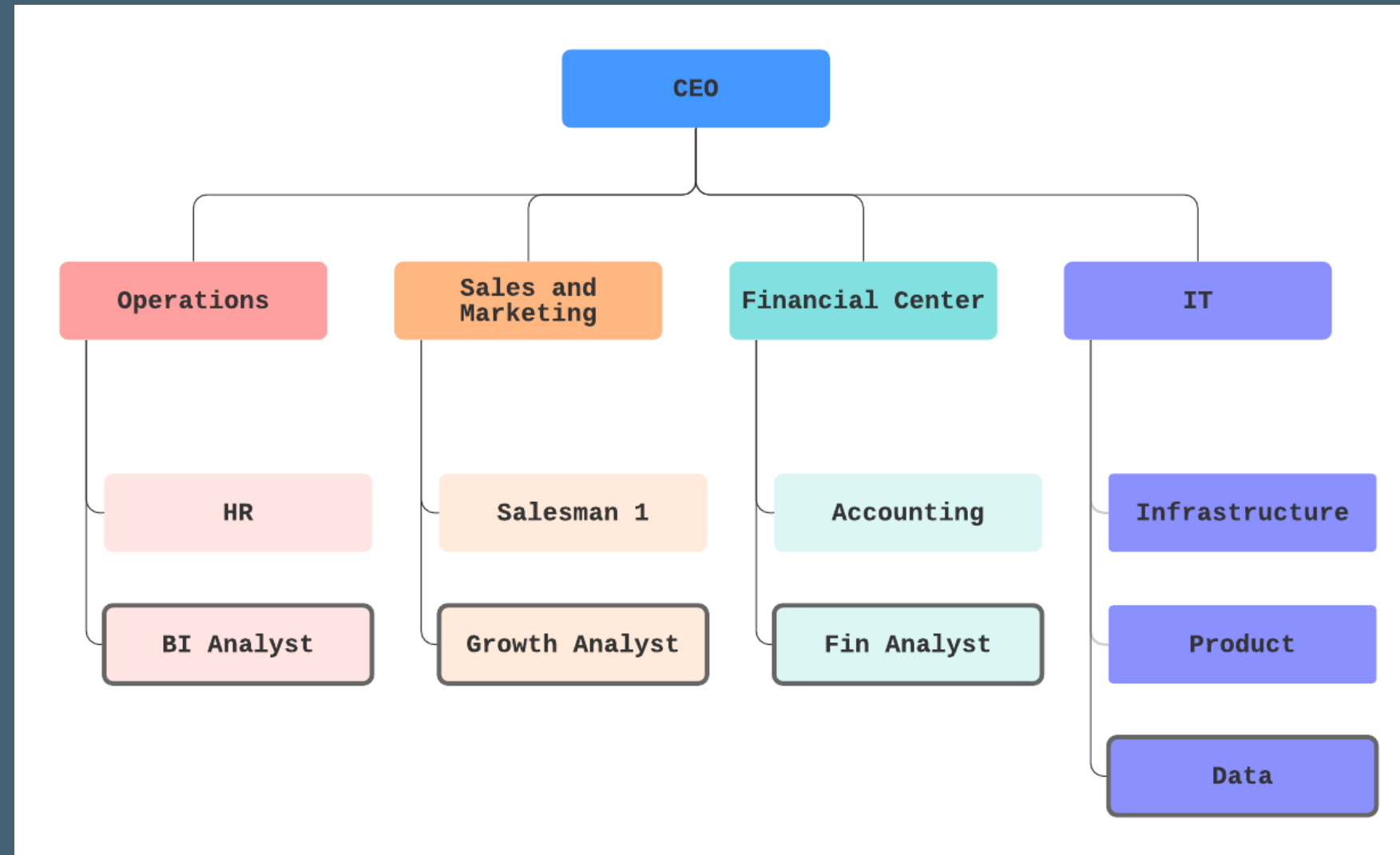


Data Dictatorship

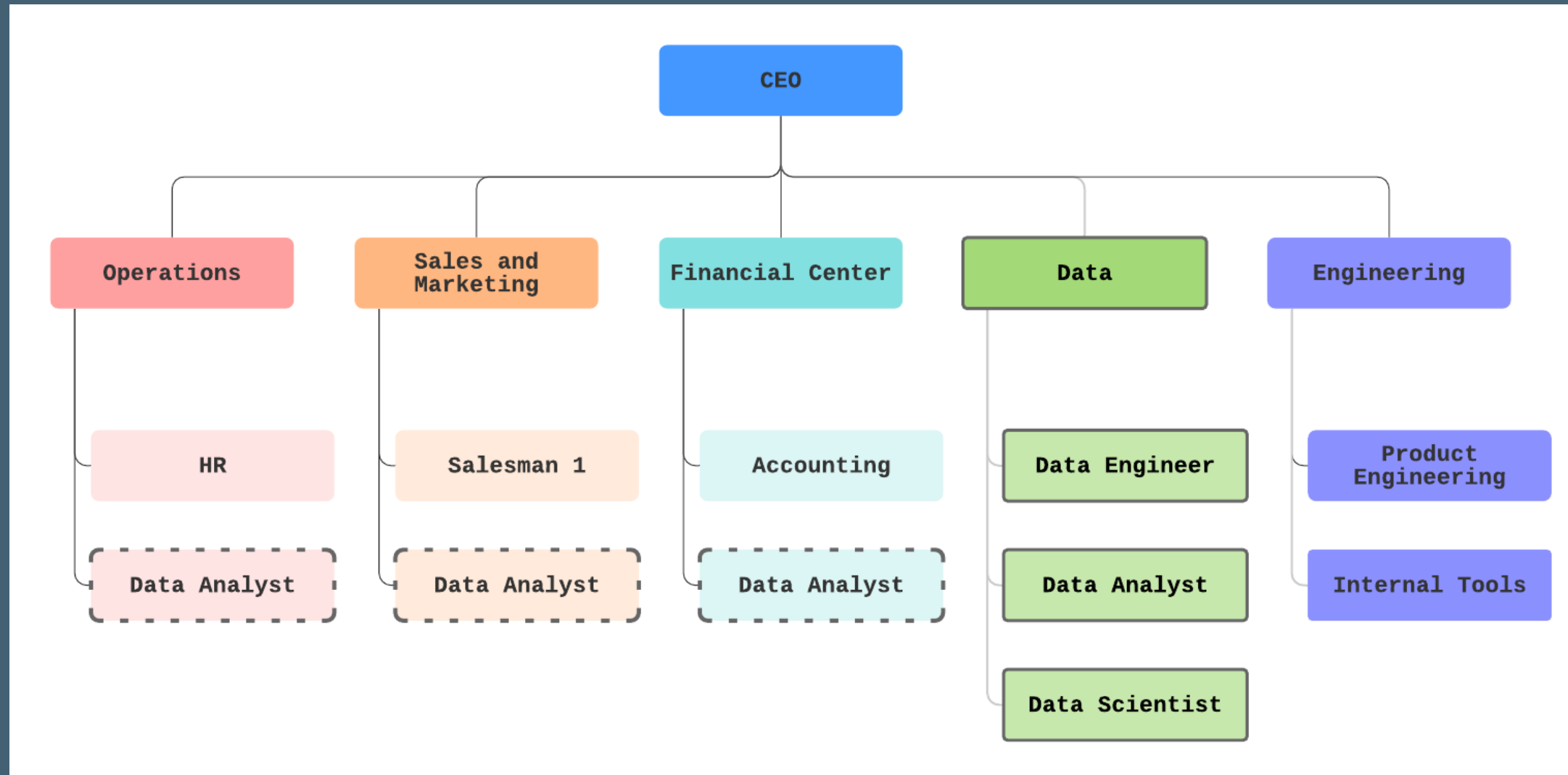


Data Democracy

Journey so far – Data Teams

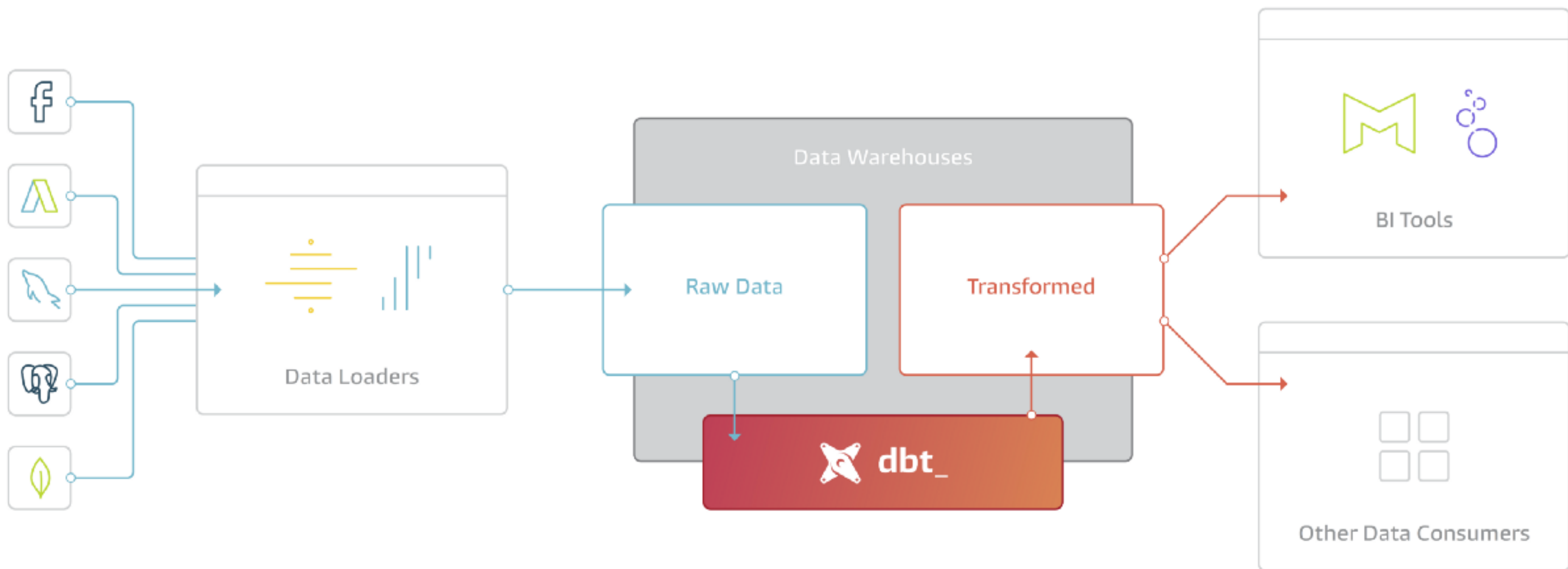


- >> Compute was expensive or complex
- >> Few Data team(s)
- >> Slow and bottleneck
- >> Away from domain experts

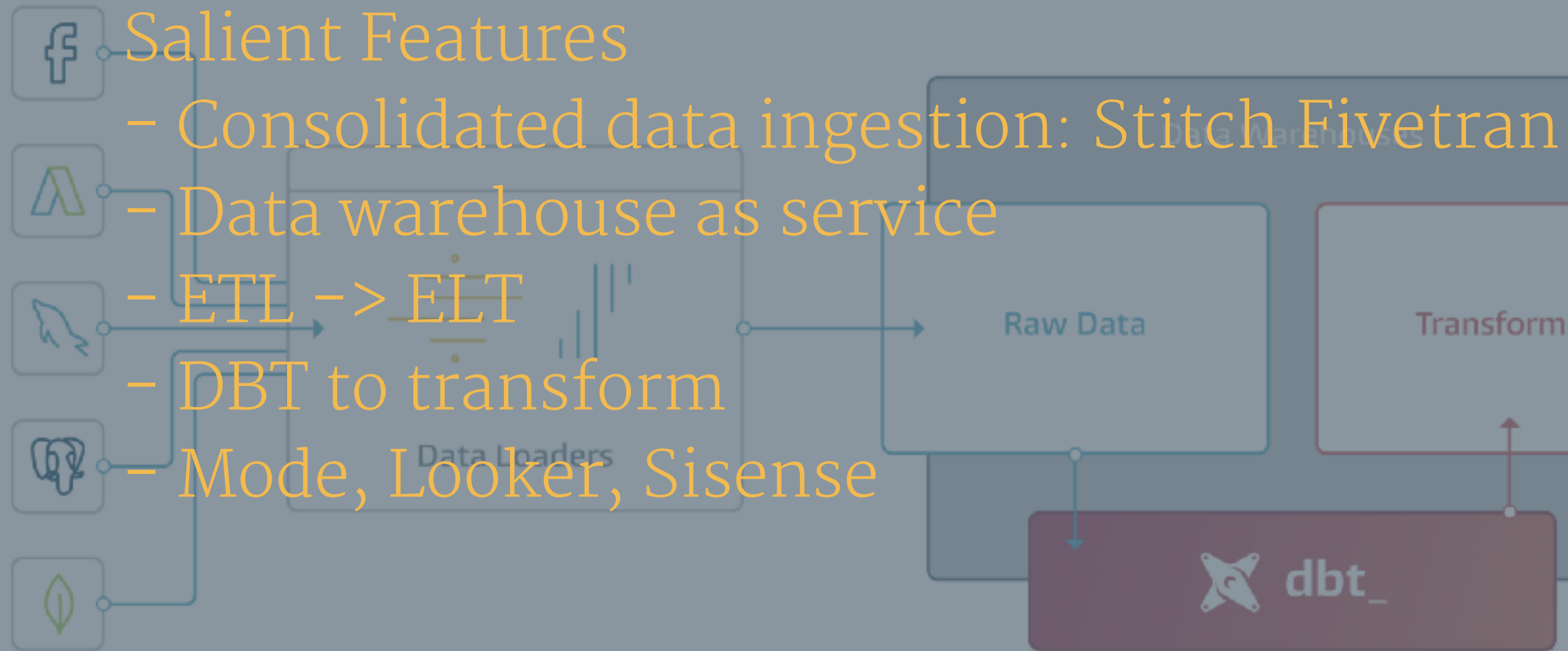


- >> Domain experts to work on data from source
- >> Collaborate via metadata
- >> Nimble
- >> Reuseable reports

A modern analytics stack



A modern analytics stack



A modern data team

Data Engineer

Analytics Engineer

Data Scientist

Enablers

Custom Data Integration

Data Platform

DW Optimization

ML endpoints

Data Security

A modern data team

Data Engineer	Analytics Engineer	Data Scientist
Enablers		Domain expertise with data
Custom Data Integration		Deep insight work
Data Platform		Predictions/Insights
DW Optimization		Staticical/ML algos to solve business problems
ML endpoints		
Data Security		

A modern data team

Data Engineer	Analytics Engineer	Data Scientist
Enablers	Clean and Modeled data	Domain expertise with data
Custom Data Integration	SDLC Analytics	Deep insight work
Data Platform	Data catalog	Predictions/Insights
DW Optimization	Self-serve BI platform	Staticical/ML algos to solve business problems
ML endpoints	Educate	
Data Security		



Things I propose we tease out

- >> Best Practices to structure analytics repos/projects
- >> Monolith vs Domain Specific
- >> Data as a service vs Data as a product
- >> Data Democratization
- >> Observability in Data

Future

Where do we go from here?