Remember these:

* USE STAR
* Look into camera
* Speak loud

Intro:

I am sure you guys have looked at my cv and I wont explain one-by-one about each and every bullet point. I think what is relevant today is to tell you a few headlines of where I am and how I can help Visable.

I need to admit something here. I have wasted a lot of resources during my data career, especially in the beginning. I have made systems that only myself and a couple people used and didnt take the company anywhere. Like many people out there, I am a data geek like many out there who loves to develop Python and SQL and I have over 7 years of experience with complex Python/SQL/BigData, ETL, data warehousing, NoSQL and many more. But now if you ask me where I am I would say, I freak out when I remember when I was junior and I would **release a dataset without properly testing it**, or when I used a **technology** only **because it was cool**, or I wrote **ETL pipelines which broke** and I didnt know it until someone found some missing data in my dashboards. Interestingly, after talking to people working at very big companies in Berlin and even US, almost anyone says **data quality** and actually **providing value to the business users** are big challenges. It gives me an interesting insight. The insight is: the data industry is full of geeks who love to develop but not sure if what they build is useful or not. This is my inspiration now.

Nowadays, my focus is on how to run projects **being extremely frugal with resources**, and spend time only on **solving problems** and **making something people would love and use everyday**, have a vision and know what we want to do for the next two years. This is what many other team leads out there are missing. I would be happy to get deeper into some examples and success stories.

Part two:

Running a team requires change management and breaking the rules. At HL I joined as the first BI guy and they added me under the tech team. The CTO designed the infra based on his own app development needs but had no proper data analytics setup. After a year of using OLTP to run dashboards I raised the flag that we had several unnecessary pipelines and transformations and wrong settings that blocked us from helping the business get proper insight. As a result nobody trusted the data team as the numbers were incorrect and they tried to find their own data directly from different sources, there were no single source of truth and data was everywhere in a very messy manner. During almost three years, I fixed all of the mess and it required me constant push and patience and empathy with the CEO and the team members and luckily a CPO joined and helped the process so we could clean up the mess.

How’s your team management style?

I run my team as a modern startup. We have a vision that all of us obsessively follow. We keep each other accountable against the vision. We have no hierarchy and we run the team like a startup within a company with a group of founders coming up with solutions and closely collaborating together. We have end-to-end ownership. As a learner myself who loves to develop and update himself regularly, I make it a culture within the team to have learning KPIs and update. I had a junior member who wanted to be fluent with SQL and I tailored a learning program for her to become a great SQL developer in a quarter. After I left the company she also left and got a BI job at accenture.

My hands on projects:

* Notification system for marketing performance (deep learning for forecasting the leads and achieving customer KPIs)
* Notification system for data accuracy and compliance
* Caculating the marketing ratios for clients accurately ROAS, CPL, etc. using complex data modeling, ML techniques.
* Finding the industry benchmark for marketing KPIs that helped the company pitch new clients better, retain current clients, and optimize their campaigns better
* Setting up data pipelines, coding/testing data models, setting up data marts using dbt.

Questions:

* Market share? Market leader? What is the market size? Where is the company?
* Company wise and team wise challenges?
* What should I expect in 6 months working at the company?
* What are the top three customer problems that the company is trying to resolve?