**Pipeline Ownership Assignment**

**Pipelines and Responsibilities**

1. **Unit-Level Profit for Experiments (Profit)**
   * **Primary Owner**: Nifesimi
   * **Secondary Owner**: Ivan
2. **Aggregate Profit Reported to Investors (Profit)**
   * **Primary Owner**: Zach
   * **Secondary Owner**: Rahul
3. **Aggregate Growth Reported to Investors (Growth)**
   * **Primary Owner**: Rahul
   * **Secondary Owner**: Nifesimi
4. **Daily Growth Needed for Experiments (Growth)**
   * **Primary Owner**: Ivan
   * **Secondary Owner**: Zach
5. **Aggregate Engagement Reported to Investors (Engagement)**
   * **Primary Owner**: Nifesimi
   * **Secondary Owner**: Zach

**On-Call Schedule**

1. **Rotational Schedule**:
   * Rotate on-call responsibilities weekly to ensure fairness.
   * Assign each team member to one week of on-call duty every four weeks.
2. **Holiday Coverage**:
   * Create a holiday exception plan where:
     + Each person has the opportunity to swap shifts for planned holidays.
     + If someone is unavailable during their assigned holiday week, the secondary owner covers the responsibility.
3. **Example Schedule**:

| **Week** | **On-Call Engineer** | **Back-Up Engineer** |
| --- | --- | --- |
| 1 | Nifesimi | Ivan |
| 2 | Zach | Rahul |
| 3 | Ivan | Zach |
| 4 | Rahul | Nifesimi |

**Run Books for Investor-Reported Metrics**

Each run book should include:

1. **Pipeline Overview**:
   * Purpose of the pipeline.
   * Key metrics it calculates.
2. **Data Sources**:
   * Input datasets and dependencies.
3. **Pipeline Steps**:
   * ETL stages (Extraction, Transformation, Loading).
   * Scheduled jobs and their triggers.
4. **Failure Scenarios**:
   * Common points of failure and their indicators.
5. **Alerts**:
   * Notifications for pipeline failures or degraded performance.
6. **Resolution Steps**:
   * Step-by-step troubleshooting guide.
   * Contacts for additional support.

**Potential Pipeline Issues**

1. **Unit-Level Profit Pipeline (Experiments)**
   * **Issues**:
     + Errors in profit computation logic leading to skewed results.
     + Delayed data ingestion impacting experimental decisions.
2. **Aggregate Profit Pipeline (Investors)**
   * **Issues**:
     + Data duplication causing over-reported profits.
     + Loss of investor trust due to delayed reporting.
3. **Aggregate Growth Pipeline (Investors)**
   * **Issues**:
     + Mismatch in growth metrics from upstream datasets.
     + Seasonal data fluctuations misinterpreted as errors.
4. **Daily Growth Pipeline (Experiments)**
   * **Issues**:
     + Inconsistent data refresh times causing partial updates.
     + Experiment results misaligned with growth trends.
5. **Aggregate Engagement Pipeline (Investors)**
   * **Issues**:
     + Incorrect handling of outliers leading to unrealistic engagement metrics.
     + API timeouts when querying external systems for engagement data.