

Analytics Engineer Case Study

Dr. Ryan North


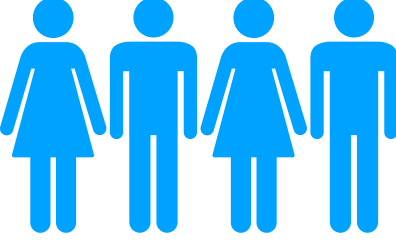
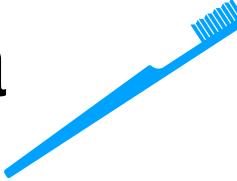
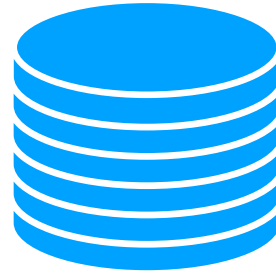
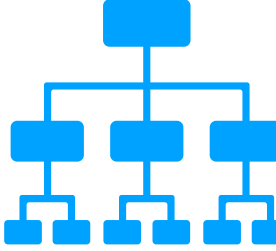

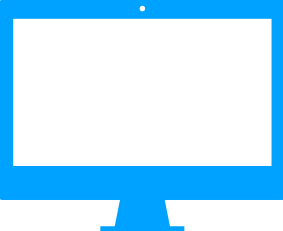
for LichtBlick - Data Analytics Engineer Position

Agenda

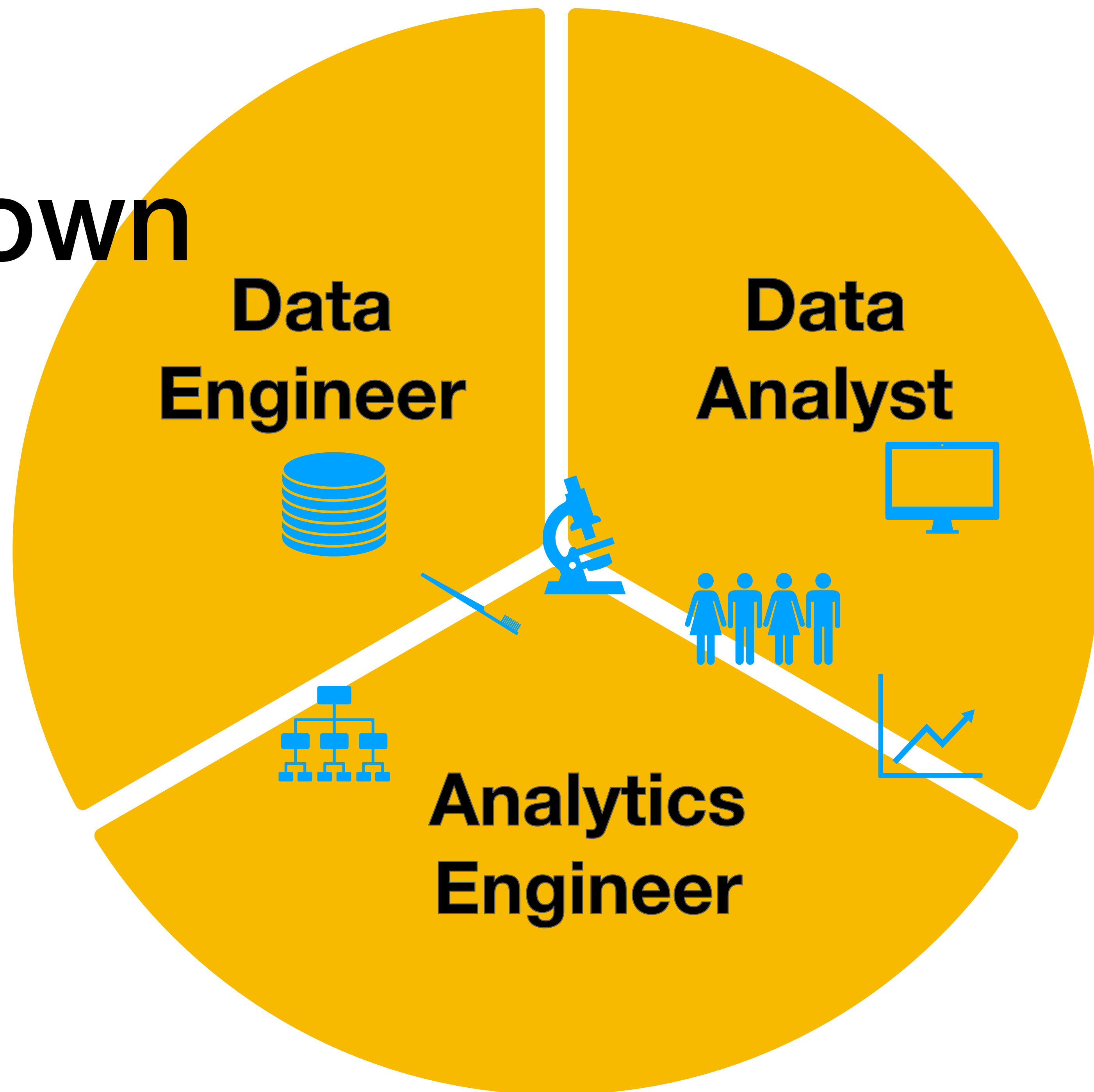
- Introduce myself and my role
- Create a data set to answer the question:
 - How did the average revenue per contract develop in a given time frame?

The Role of an Analytics Engineer

Project Tasks

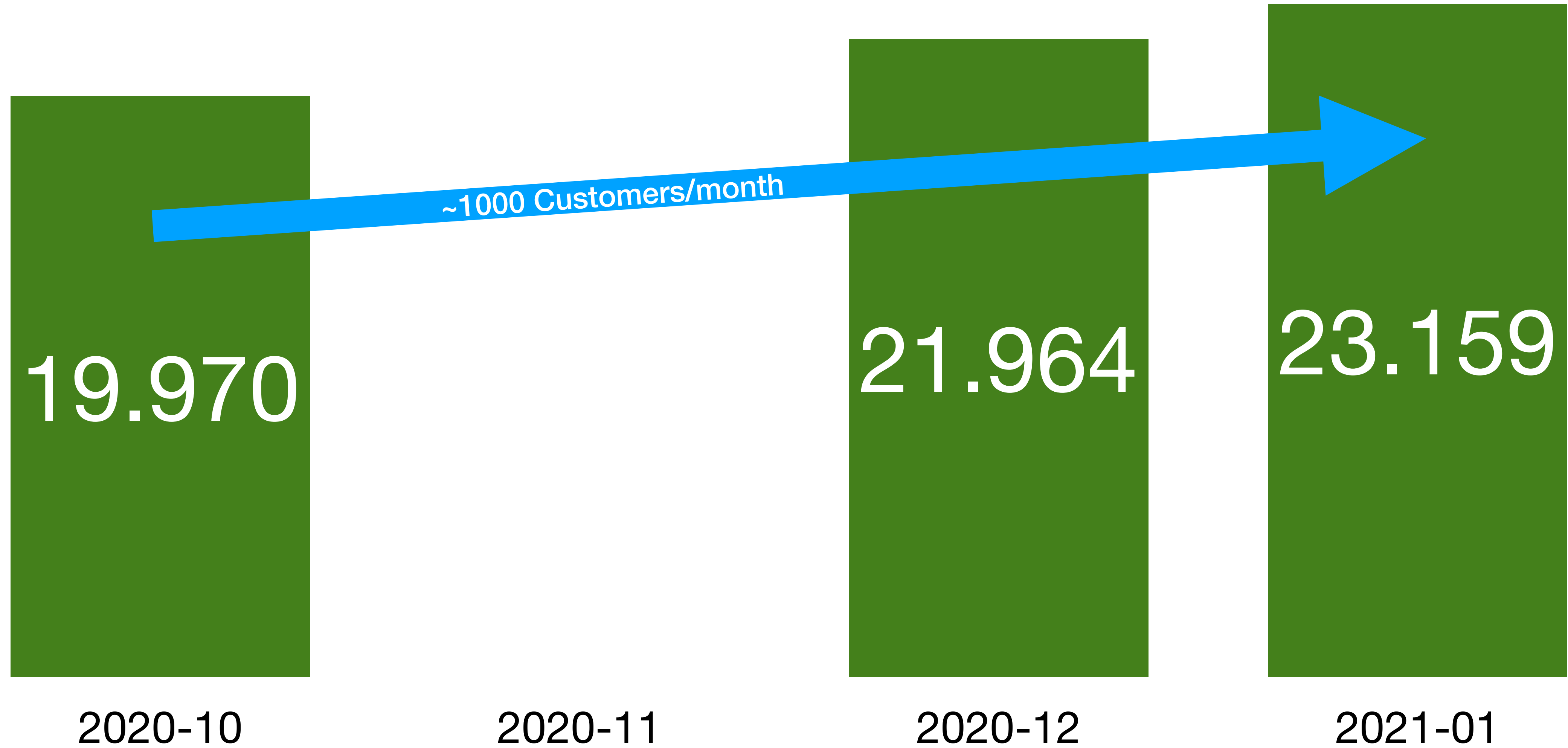
- Get familiar with data 
- Get familiar with Stakeholder requirements 
- Develop ETL pipeline: extract, transform, load
 - Extract data and ensure validity (clean, process) of the data 
 - Load data in structured way in DWH 
 - Include data historization (best practices) 
 - Make data accessible for further analysis
- Determine average revenue per contract 
- Prep for meeting with Stakeholder 

Task Breakdown

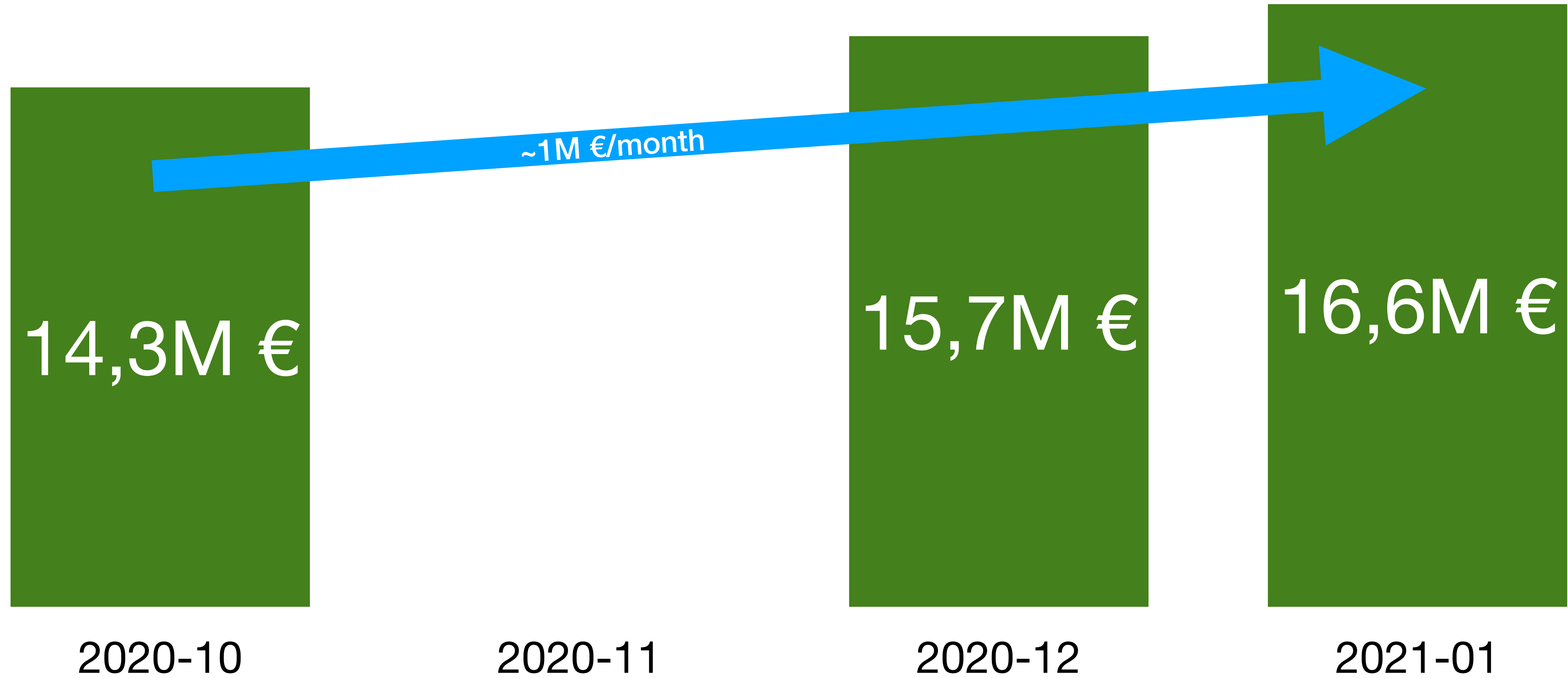


How did the average revenue per contract develop in a given time frame?

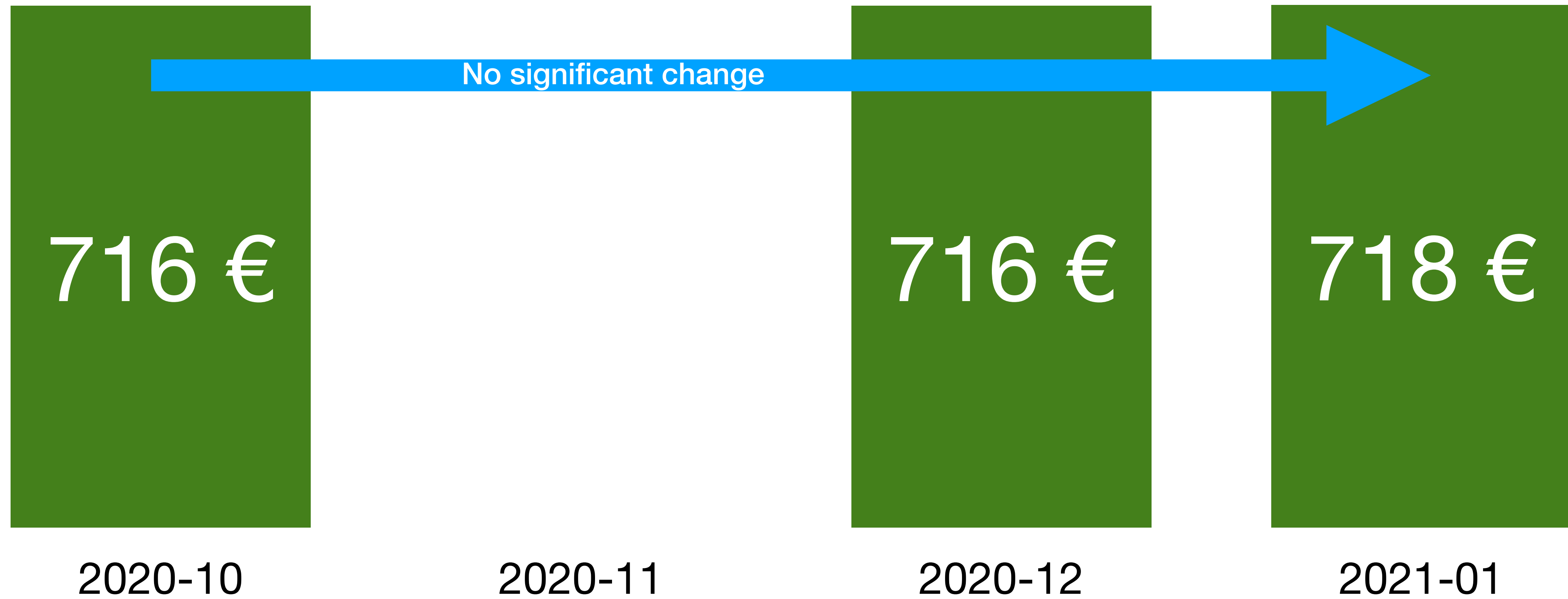
Number of Active Contracts



Total Average Annual Revenue (€)



Average Annual Revenue/Contract



Takeaways

- ca. 1000 new customers/month
- 1 Million € increase in revenue/month
- Increase in revenue is due to increase in customers, not revenue/customer

Questions?