SYNAPSE

THE UX OF DATA

@CALEXITY

LEXROMAN.COM/UXOFDATA

DUCHESS DATA

ART BY ELI JORGENSEN

USER DEFENDERS PODCAST

I'M LEX ROMAN

I'M LEX ROMAN

FIND ME @CALEXITY

THE BLK TUX
invision
BURNER®
Carbon Five
PROSPER
NISSAN
macy's

THERE IS A DISCONNECT HAPPENING

PRODUCT PERSON

DATA PERSON

PRODUCT
PRODUCT
PRODUCT
PRODUCT

PRODUCT PERSON

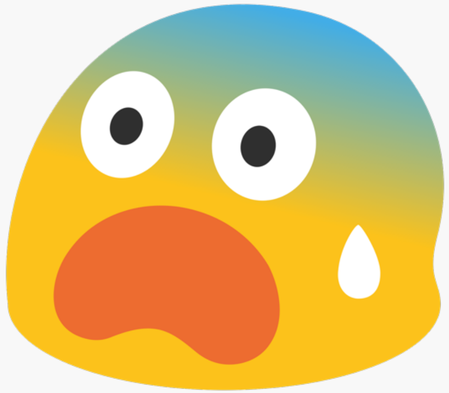
DATA PERSON

PRODUCT PERSON

DATA PERSON

@CALEXITY

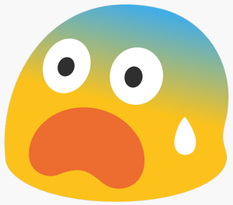
GAP OF CONFUSION



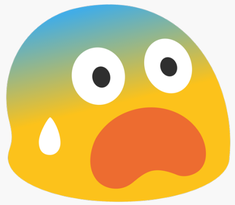
PRODUCT PERSON

DATA PERSON

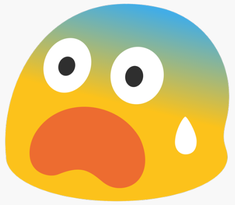
@CALEXITY



DESIGN

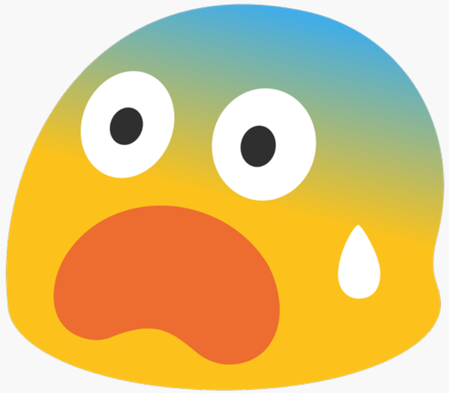


MARKETING



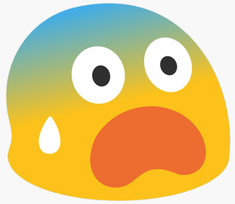
ENGINEERING

GAP OF CONFUSION

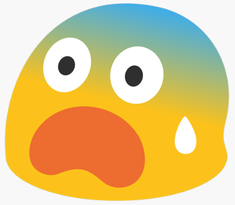


PRODUCT PERSON

DATA PERSON



STRATEGY



ANALYST

@CALEXITY

$2.68M
New MRR
775
15
Days Left
Tracking to Quota
$33.10M
New ACV
80%
Pipeline Distribution
Pace (Q over Q)
neilpatel.com
Audience Overview
1,071,309
701,445
1,606,321
00:01:35
74.46%
59.29%
Zendesk
Open Ticket Priority
Status Trend
Recent Tickets
1,665
Top Resolvers
11,121
Backing Impact
-1,611
very helpful!
thank you! :)
thank you so much!
thank you!
thanks so much! :)
New Tag
Choose from over 30 tag types.
ADD A NEW TAG
Description
EDIT DESCRIPTION
Now Editing
001 - Newest workspace
Workspace Changes
2
Modified
1
Added
0
Deleted
MANAGE WORKSPACES
Conflict found
Overview
Tags
Triggers
Variables
Folders
button1
Dashboard
$150,500.00
Atlanta Luxury Property Rehab
17%
$5,250.00
bugsnag
INTERCOM
mixpanel

TFW NO ONE UNDERSTANDS THE DATA

HOW DO PEOPLE ON YOUR TEAM EXPERIENCE DATA?

ROLES

SYSTEMS

CAPABILITIES

ROLES

SYSTEMS

CAPABILITIES

I WONDER HOW MANY PEOPLE DO X,Y,Z

WAYNE FROM MARKETING

BUT I DON'T KNOW WHO CAN HELP. I GUESS I'LL JUST MAKE SOMETHING UP AND SUCK AT MY JOB.

WAYNE FROM MARKETING

@CALEXITY

DATA SCIENCE

DATA ENGINEERING

PRODUCT

BUSINESS ANALYSTS

NO CLEAR OWNERSHIP

MARKETING

DESIGN

ENGINEERING

@CALEXITY

WHO'S IN CHARGE?

OF DEFINING PRIORITIES
OF CHOOSING TOOLS
OF ADDING USERS
OF THE DATA INFRASTRUCTURE
OF EVENT NAMING
OF QA-ING DATA
OF REPORTING OUT
OF TEACHING OTHERS
OF DATA INTEGRITY

“WHO CAN HELP ME WITH GOOGLE ANALYTICS?”

“RACHEL IN MARKETING OR JUAN IN ENGINEERING”

TECHNIQUES

ONE ON ONES
SEND OUT SURVEYS
HOLD WORKSHOPS
JUST DECIDE YOURSELF
BETTER ORG CHARTS
TRY ONE THING AT A TIME
HOLD SMALLER GROUP SESSIONS

SCORE! NOW I KNOW WHO CAN HELP ME

WAYNE FROM MARKETING

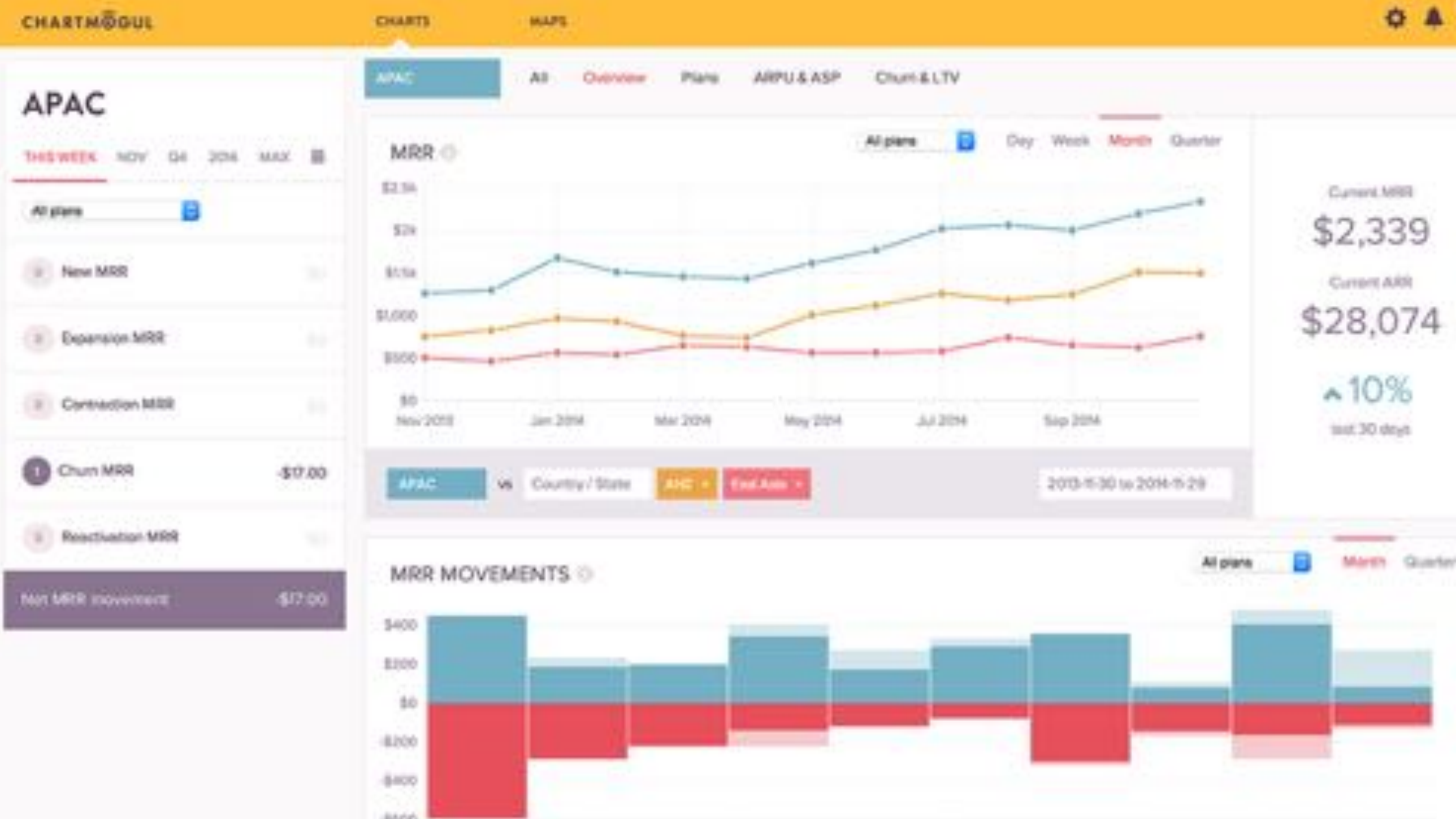
ROLES

SYSTEMS

CAPABILITIES

I'M LOOKING FOR A THING

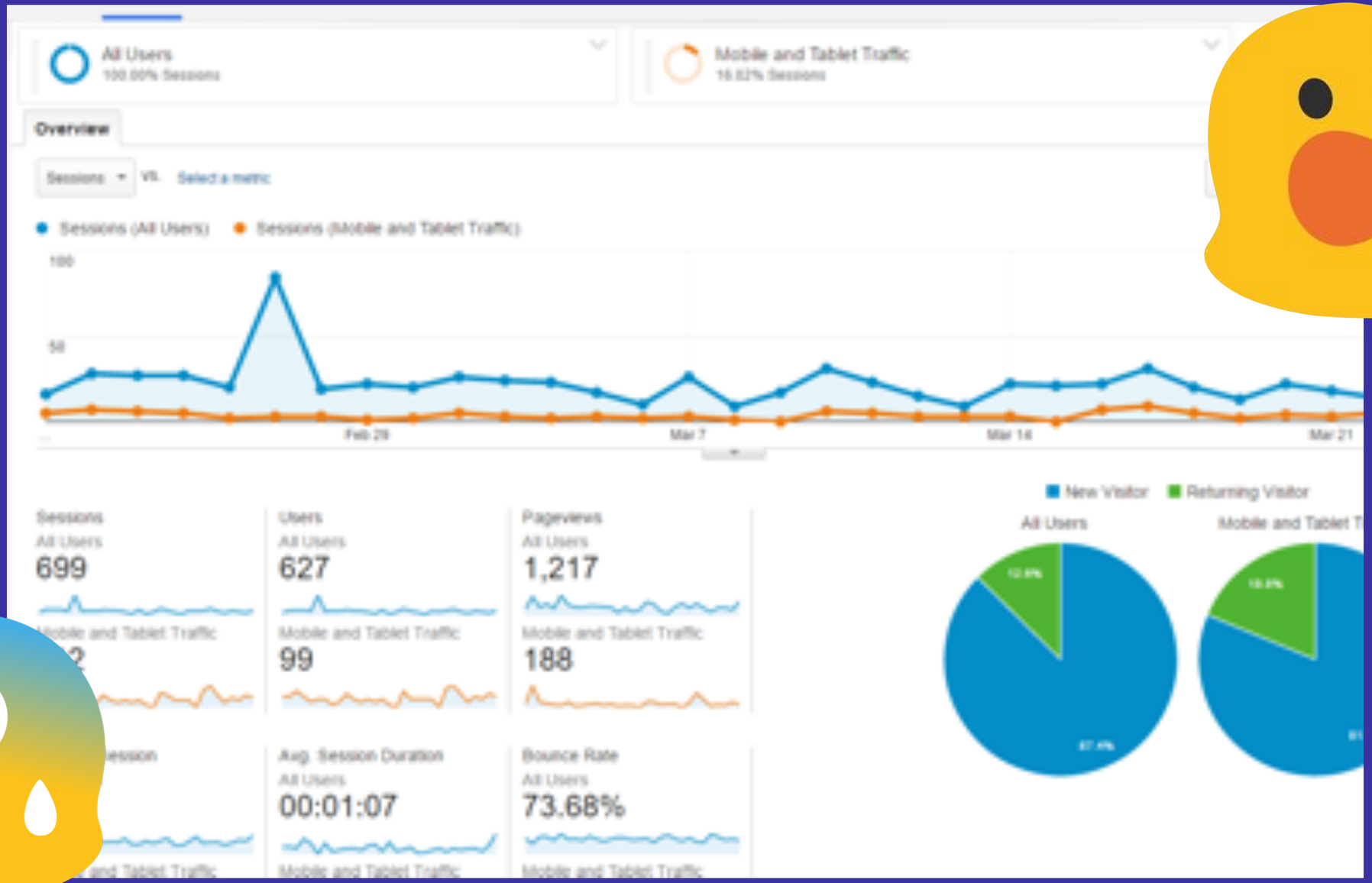
SOPHIA FROM PRODUCT


CHARTMOGUL
CHARTS
MAPS
APAC
All
Overview
Plans
ARPU & ASP
Churn & LTV
APAC
THIS WEEK
NOV
Q4
2014
MAX
All plans
New MRR
Expansion MRR
Contraction MRR
Churn MRR
-$17.00
Reactivation MRR
Net MRR movement
-$17.00
MRR
All plans
Day
Week
Month
Quarter
$2.5k
$2k
$1.5k
$1,000
$500
$0
Nov 2013
Jan 2014
Mar 2014
May 2014
Jul 2014
Sep 2014
Current MRR
$2,339
Current ARR
$28,074
10%
last 30 days
APAC
vs
Country / State
2013-11-30 to 2014-11-29
MRR MOVEMENTS
All plans
Month
Quarter
$400
$200
$0
-$200
-$400

404!
CAN'T FIND
THING!

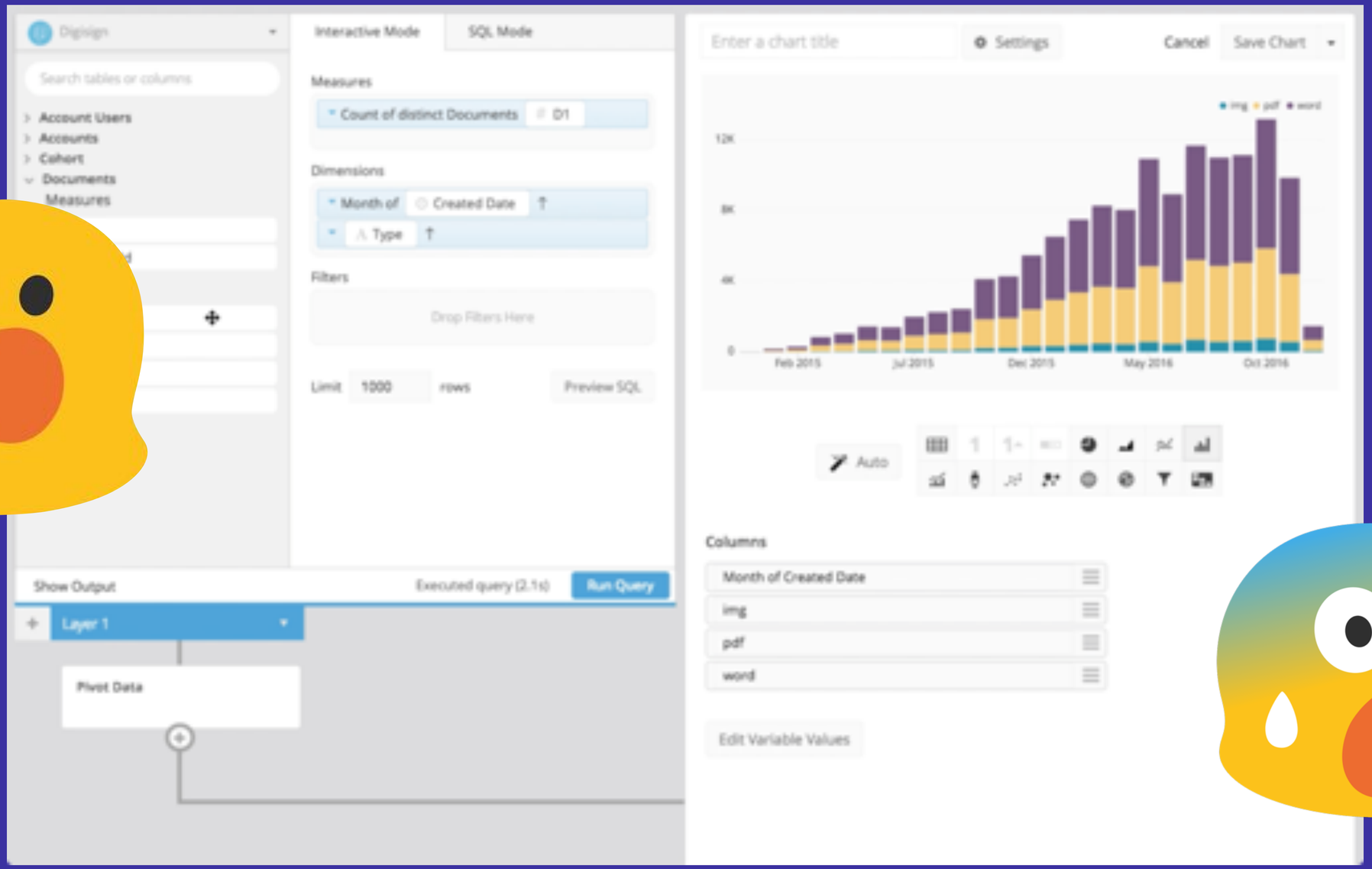
SOPHIA FROM PRODUCT

CHOOSE TOOLS YOUR TEAM UNDERSTANDS



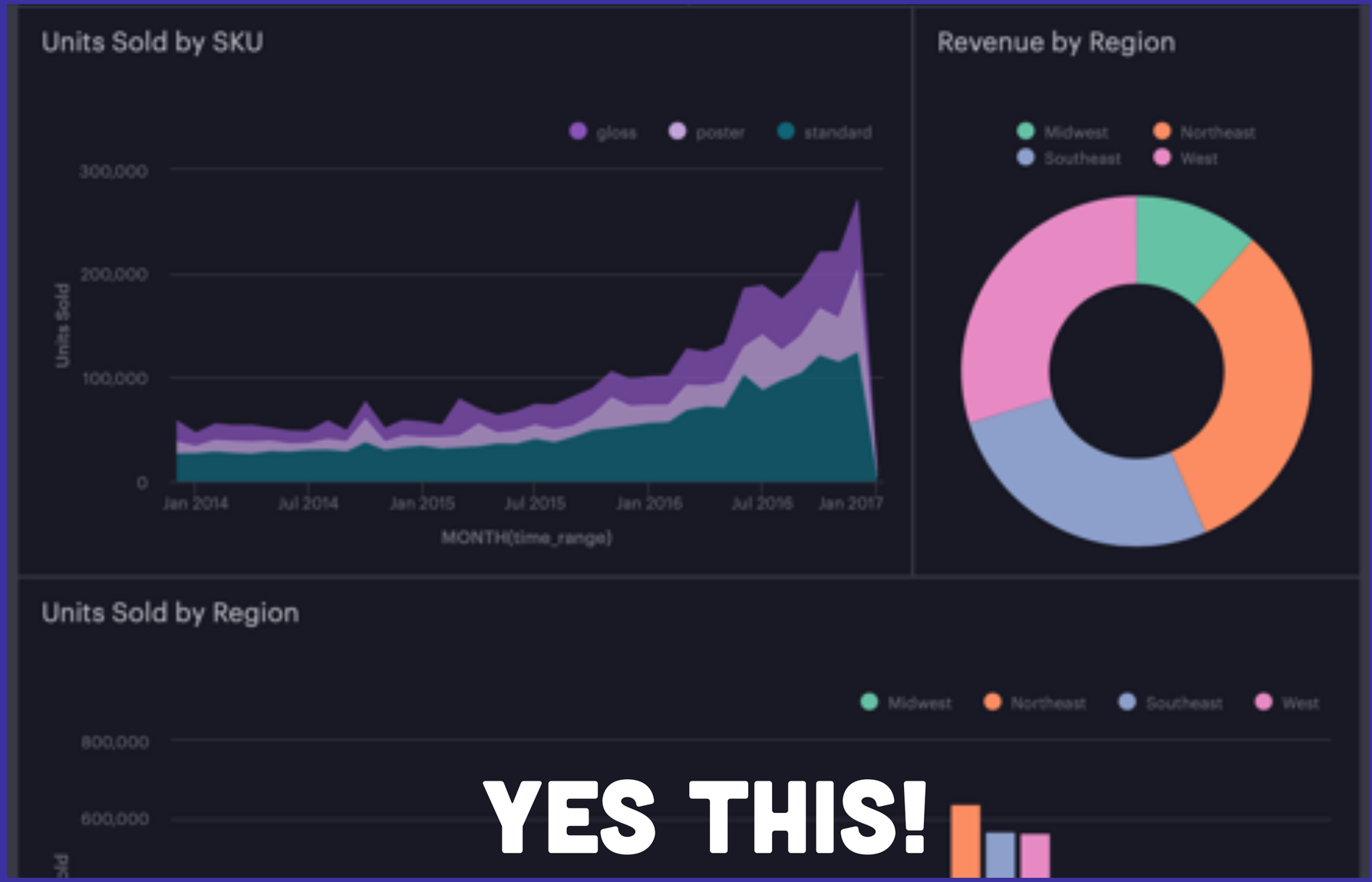
IT DOESN'T HAVE TO BE THIS WAY

@CALEXITY



WHAT AM I LOOKING AT

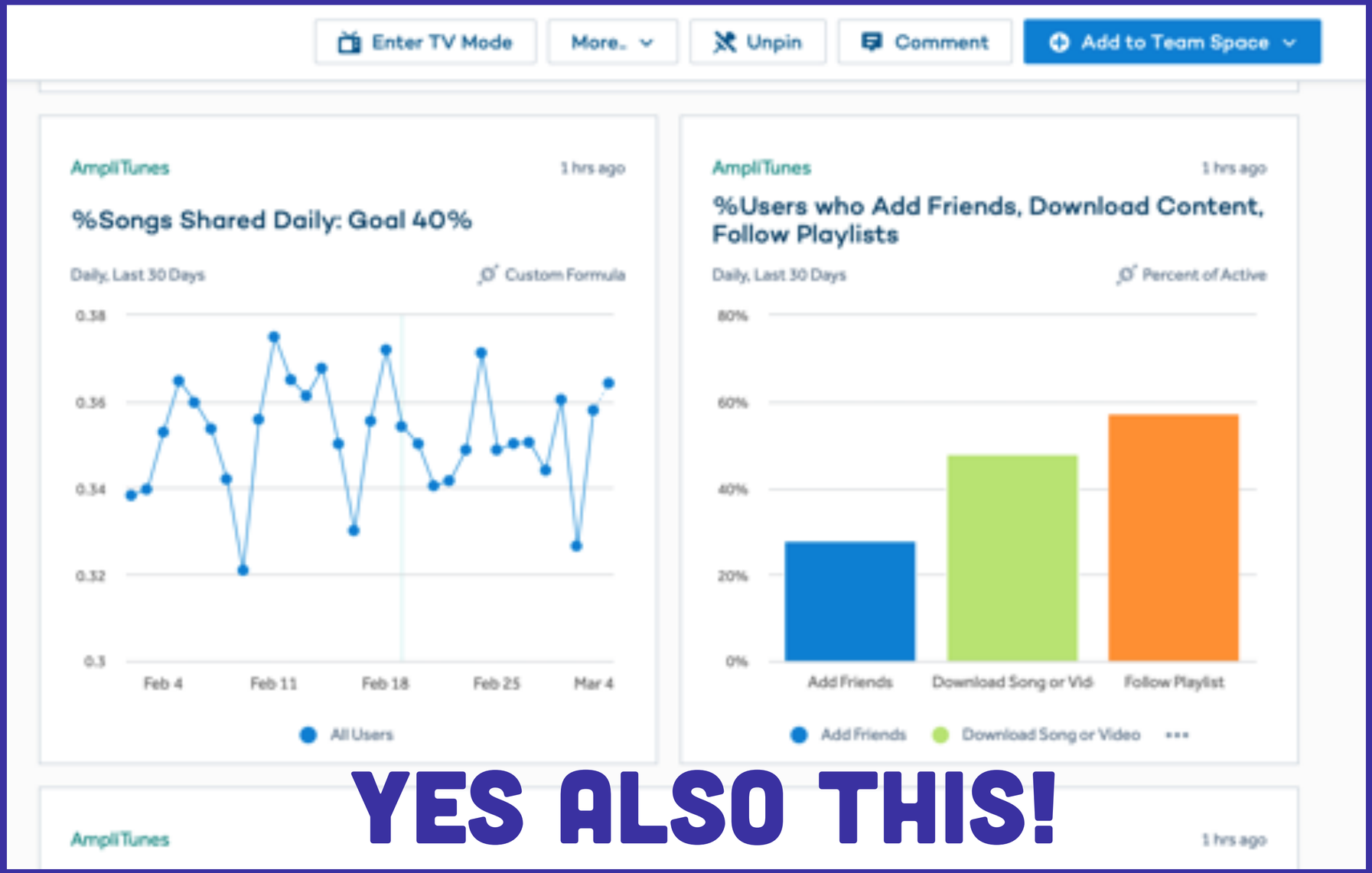
@CALEXITY



YES THIS!

MODE ANALYTICS

@CALEXITY



YES ALSO THIS!

AMPLITUDE

@CALEXITY

WOW!

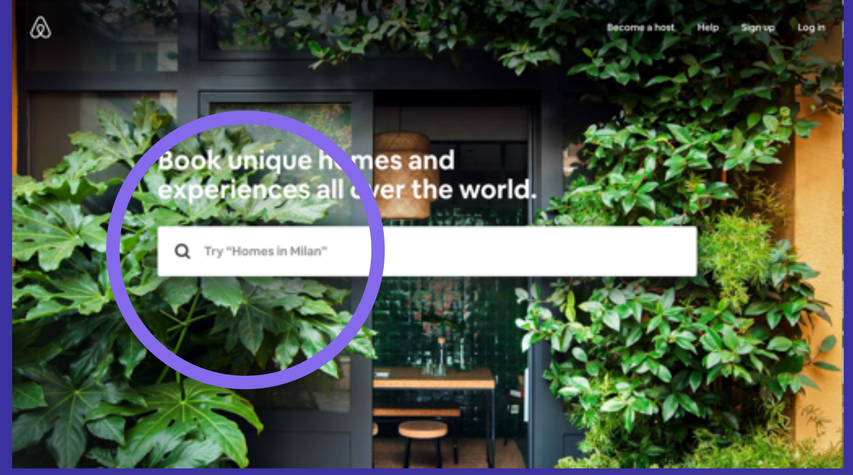
AMPLITUDE

@CALEXITY

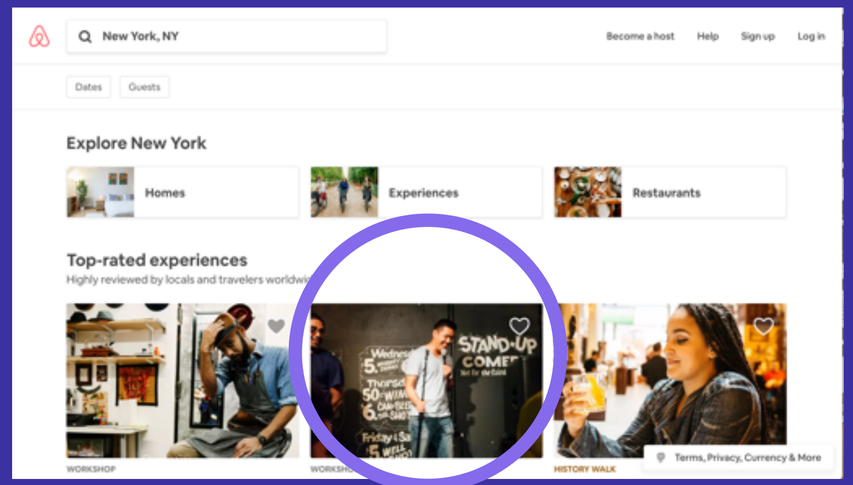
CONNECT DATA BACK TO HUMANITY

HUMANIZE NAMING CONVENTIONS

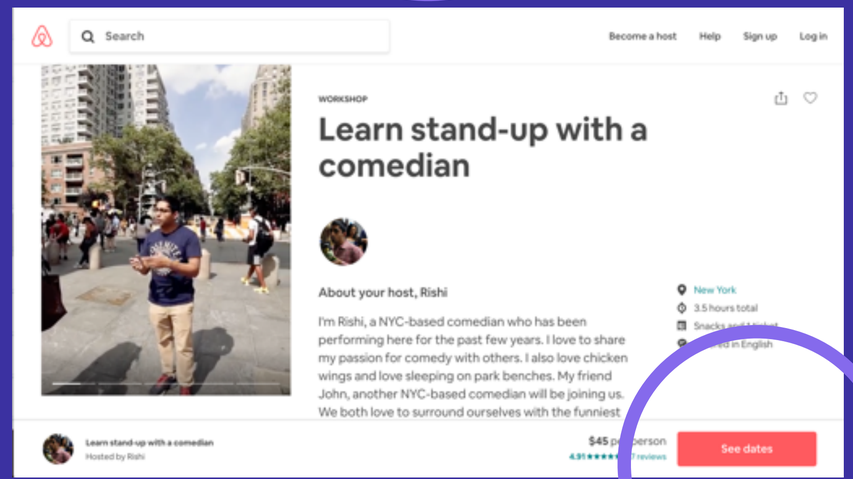
BOUGHT_ITEM
USER_BOUGHT_ITEM
PURCHASE
PURCHASED_DRESS
PURCHASE_DRESS
CHECKOUT
CHECKED-OUT
COMPLETED_PURCHASE
PURCHASECOMPLETED
CHECKOUT.COMPLETE
USER_CLICKED
USER.BOUGHT
BOUGHT_ITEM
USER_BOUGHT_ITEM
PURCHASED_DRESS
PURCHASE_DRESS
CHECKOUT
CHECKED-OUT



SEARCHED_EXPERIENCES



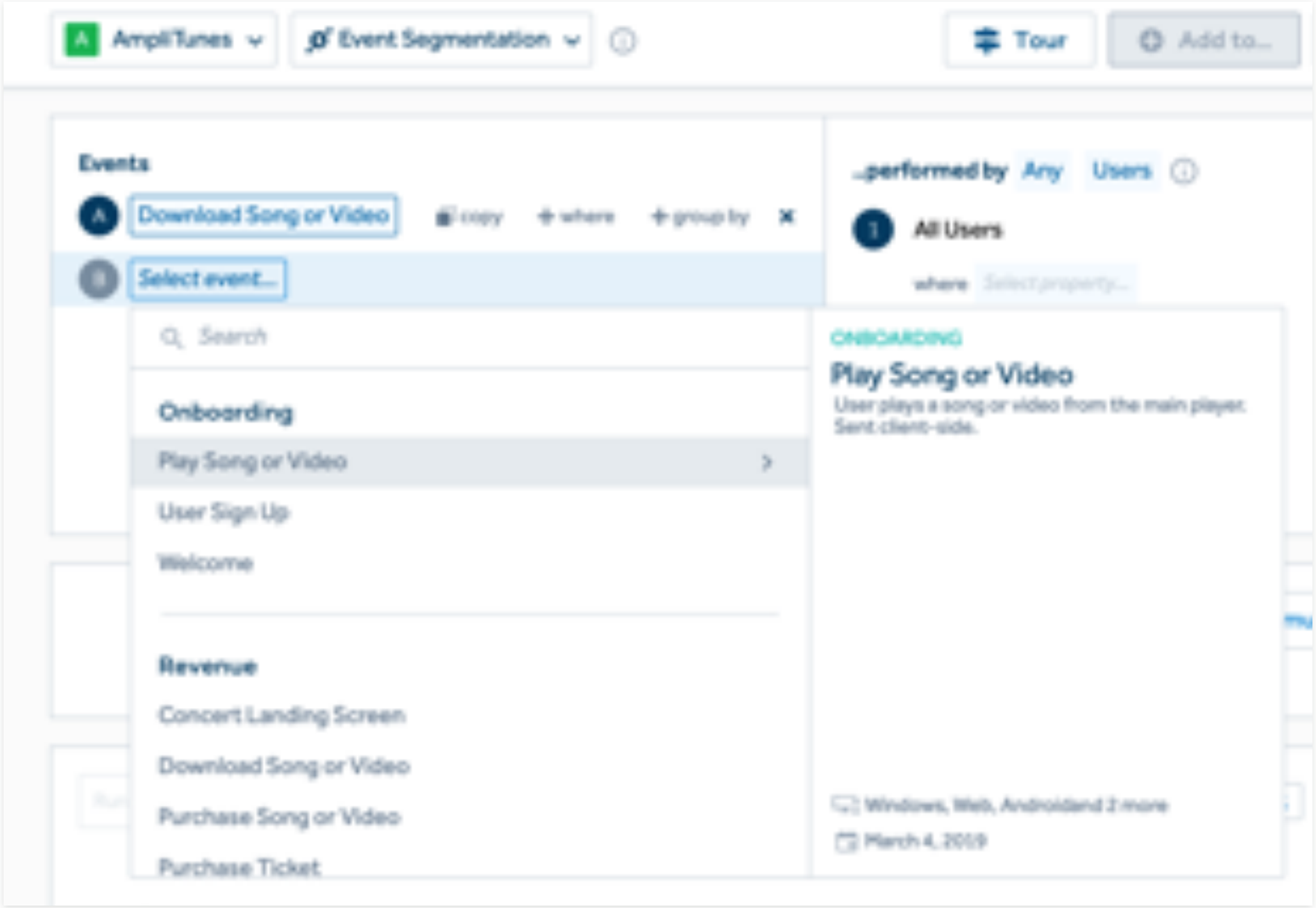
SELECTED_EXPERIENCE

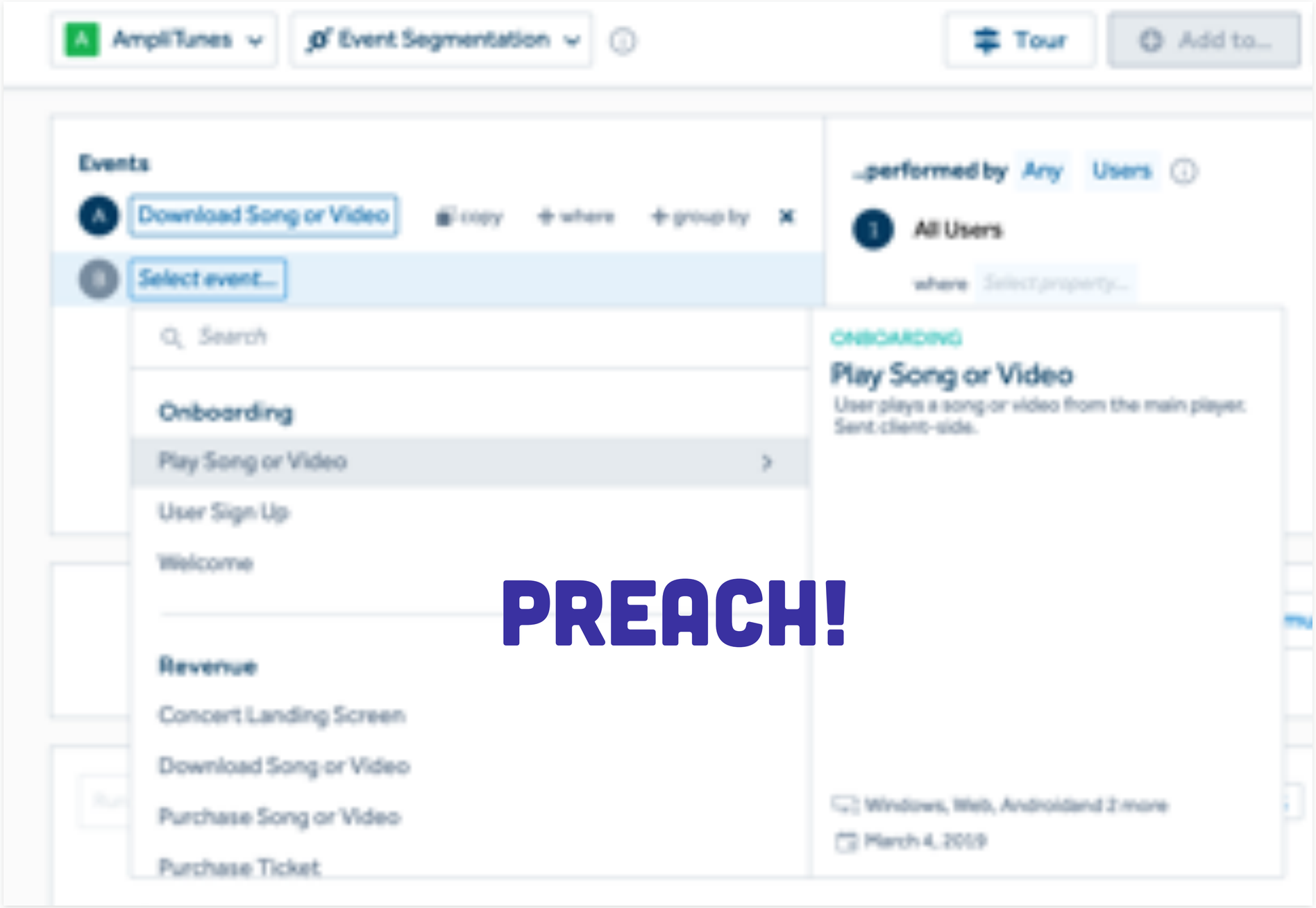


VIEWED_DATES

@CALEXITY

PUT DEFINITIONS AND INSTRUCTIONS WHERE PEOPLE ARE LOOKING


AmpliTunes
Event Segmentation
Tour
Add to...
Events
Download Song or Video
copy
where
group by
Select event...
...performed by Any Users
All Users
where
Search
Onboarding
Play Song or Video
User Sign Up
Welcome
Revenue
Concert Landing Screen
Download Song or Video
Purchase Song or Video
Purchase Ticket
ONBOARDING
Play Song or Video
User plays a song or video from the main player.
Sent client-side.
Windows, Web, Android and 2 more
March 4, 2019


AmpliTunes
Event Segmentation
Tour
Add to...
Events
Download Song or Video
copy
where
group by
Select event...
performed by Any Users
All Users
where
Search
Onboarding
Play Song or Video
User Sign Up
Welcome
Revenue
Concert Landing Screen
Download Song or Video
Purchase Song or Video
Purchase Ticket
ONBOARDING
Play Song or Video
User plays a song or video from the main player.
Sent client-side.
Windows, Web, Android and 2 more
March 4, 2019
PREACH!

HOORAY!
FOUND THE
THING!

SOPHIA FROM PRODUCT

ROLES

SYSTEMS

CAPABILITIES

I'M JUST NOT A NUMBERS PERSON

GERALD FROM DESIGN

A TEAM THAT UNDERSTANDS DATA MAKES
DATA-INFORMED DECISIONS

How Airbnb Democratizes Data Science With Data University

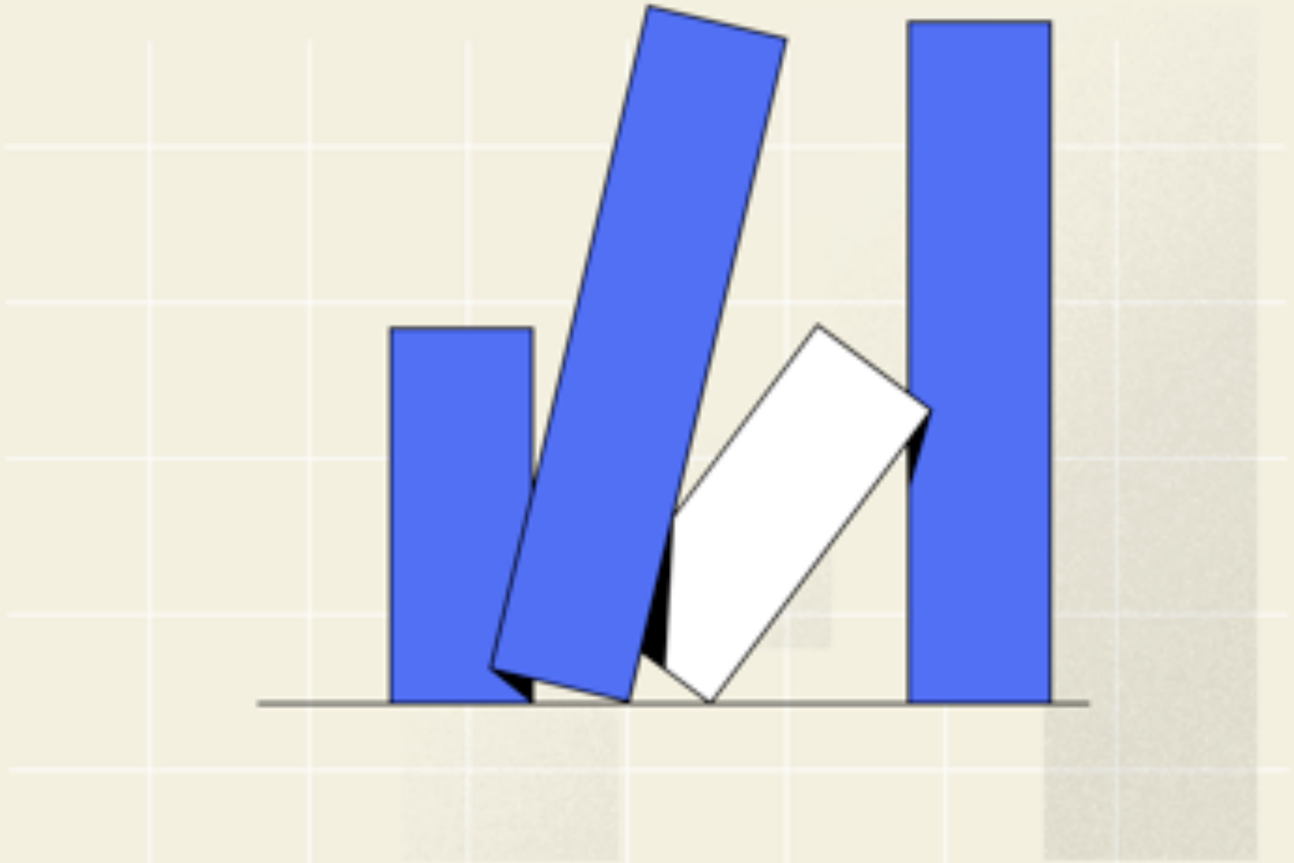
Jeff Feng
May 24, 2017 · 7 min read

By Jeff Feng, Erin Coffman & Elena Grewal

TEACH

- TUTORIALS
- LUNCHTALKS
- CHART REVIEWS
- SLACK MESSAGES
- BLOG POSTS

Topic	Method	Teacher
Intro to data	Onboarding Workshop	Sarah
Intro to SQL	Treehouse Online	Online
Intermediate SQL	Treehouse Online	Online
Our data pipeline	Workshop	Jesus
Intro to finance	Workshop	Kaja
How to run an AB test	Blog post	Zak
How to measure success	Workshop	Sarah
Facilitating data discussions	Lunch talk	Pietro



COURSE 1

Intro to Analytics

Here's how to think about analytics, the best way to choose metrics, different ways to use your data, and how to set yourself up for future growth.

START READING

Harvard Business Review

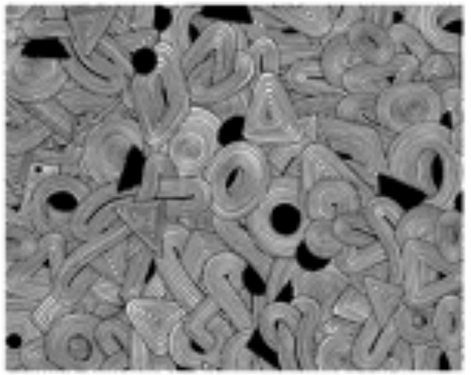
ORGANIZATIONAL CULTURE

IDEO's Culture of Helping

by Teresa Amabile, Colin M. Fisher, and Julianna Pillemer

FROM THE JANUARY–FEBRUARY 2014 ISSUE

SUMMARY SAVE SHARE 2 COMMENT TEXT SIZE PRINT $8.95 BUY



ARTWORK: FREEGUMS, CELESTIAL PLANE, 2010, FULLY TILEABLE INK DRAWING, 24" X 36"

Few things leaders can do are more important than encouraging helping behavior within their organizations. In the top-performing companies it is a norm that colleagues support one another's efforts to do the best

ENCOURAGE QUESTIONS

WHAT IS THIS CHART?
WHERE IS THE DATA COMING FROM?
WHY DID THIS GO UP?
WHY DID THAT GO DOWN?
IS THIS THE RIGHT VIEW?
IS THIS THE BEST TIME PERIOD?
WHAT'S CHANGED?
WHAT ARE WE MISSING?
WHO SHOULD WE INVITE TO LOOK AT THIS?
IS EVERYONE LOOKING AT THE SAME THING?
HOW DOES THIS HELP GET US CLOSE TO OUR GOALS?
ARE WE SURE ALL THESE EVENTS ARE FIRING?
WHAT DO WE KNOW ABOUT THE THESE PEOPLE?
WHAT DO WE KNOW ABOUT THE THOSE PEOPLE?
WHAT ELSE DO WE NEED TO KNOW?
WHAT'S MY NAME AGAIN?

HELP

PAIR PEOPLE UP

USE SLACK CHANNELS

HOLD OFFICE HOURS

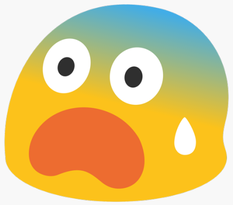
BE OPEN AND PATIENT

RECORD VIDEOS

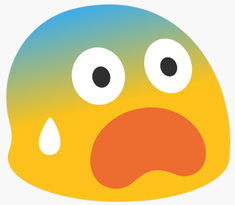
WOW! I CAN SEE THE IMPACT OF MY WORK!

GERALD FROM DESIGN

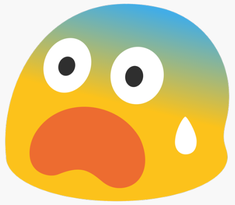
IT'S UP TO US TO FILL THE GAP OF CONFUSION



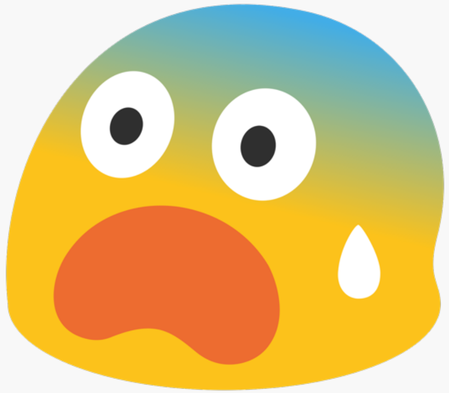
DESIGN



MARKETING



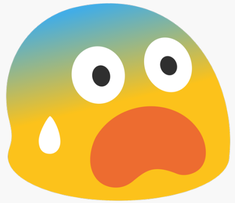
ENGINEERING



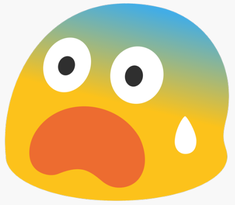
PRODUCT PERSON

GAP OF CONFUSION

DATA PERSON



STRATEGY



ANALYST

@CALEXITY

EMPOWER UNDERSTANDING WITH A BETTER DATA EXPERIENCE

DESIGN

MARKETING

ENGINEERING

CLEAR ROLES

INTUITIVE SYSTEMS

CAPABLE TEAM

PRODUCT PERSON

DATA PERSON

STRATEGY

ANALYST

@CALEXITY

I FEEL SO EMPOWERED! I KNOW HOW TO USE DATA!
(LITERALLY EVERYONE AT YOUR COMPANY)
@CALEXITY

THANK YOU

LEXROMAN.COM/UXOFDATA

SYNAPSE

THE UX OF DATA

@CALEXITY