

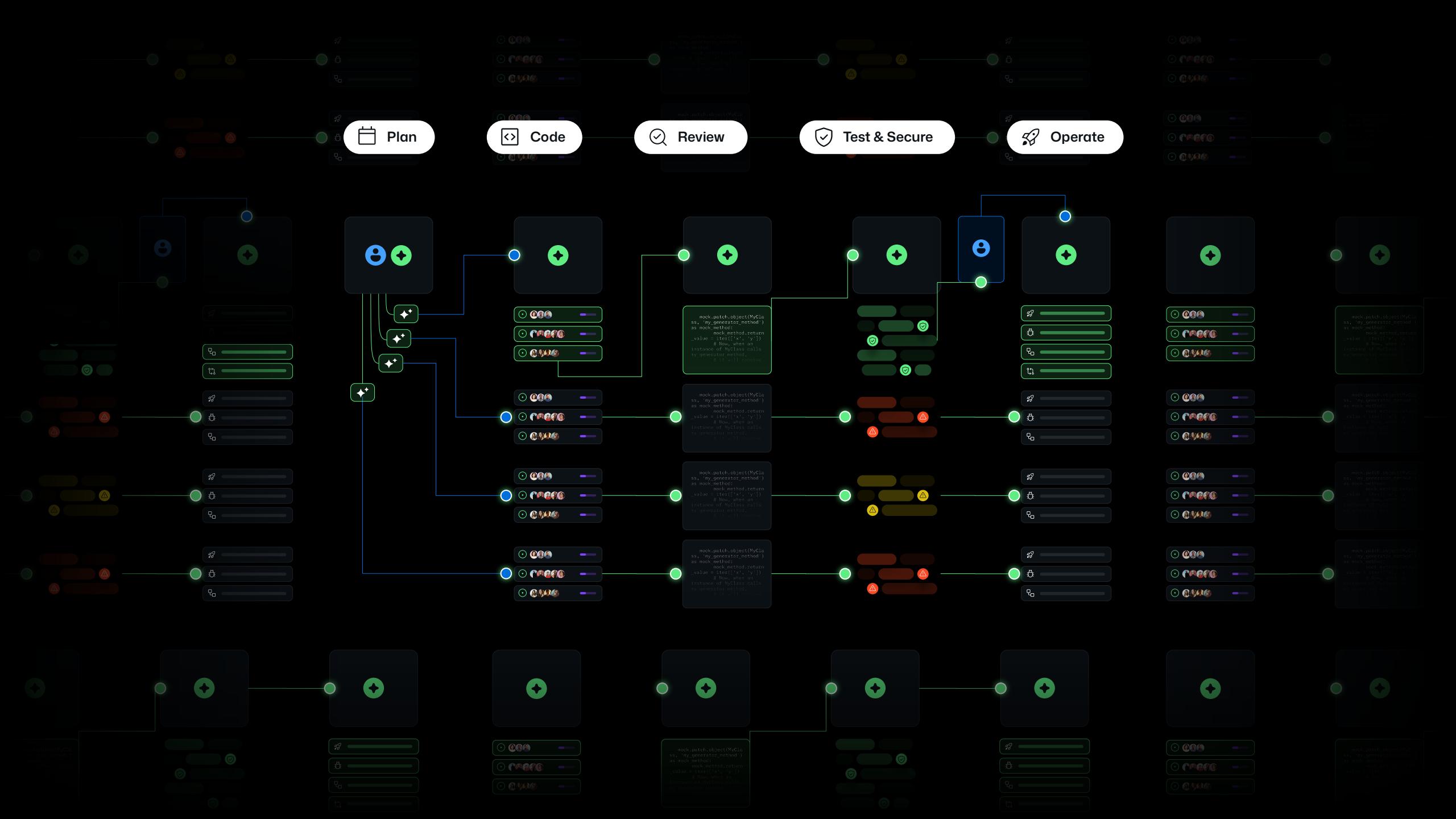


# From DAGS to Insights

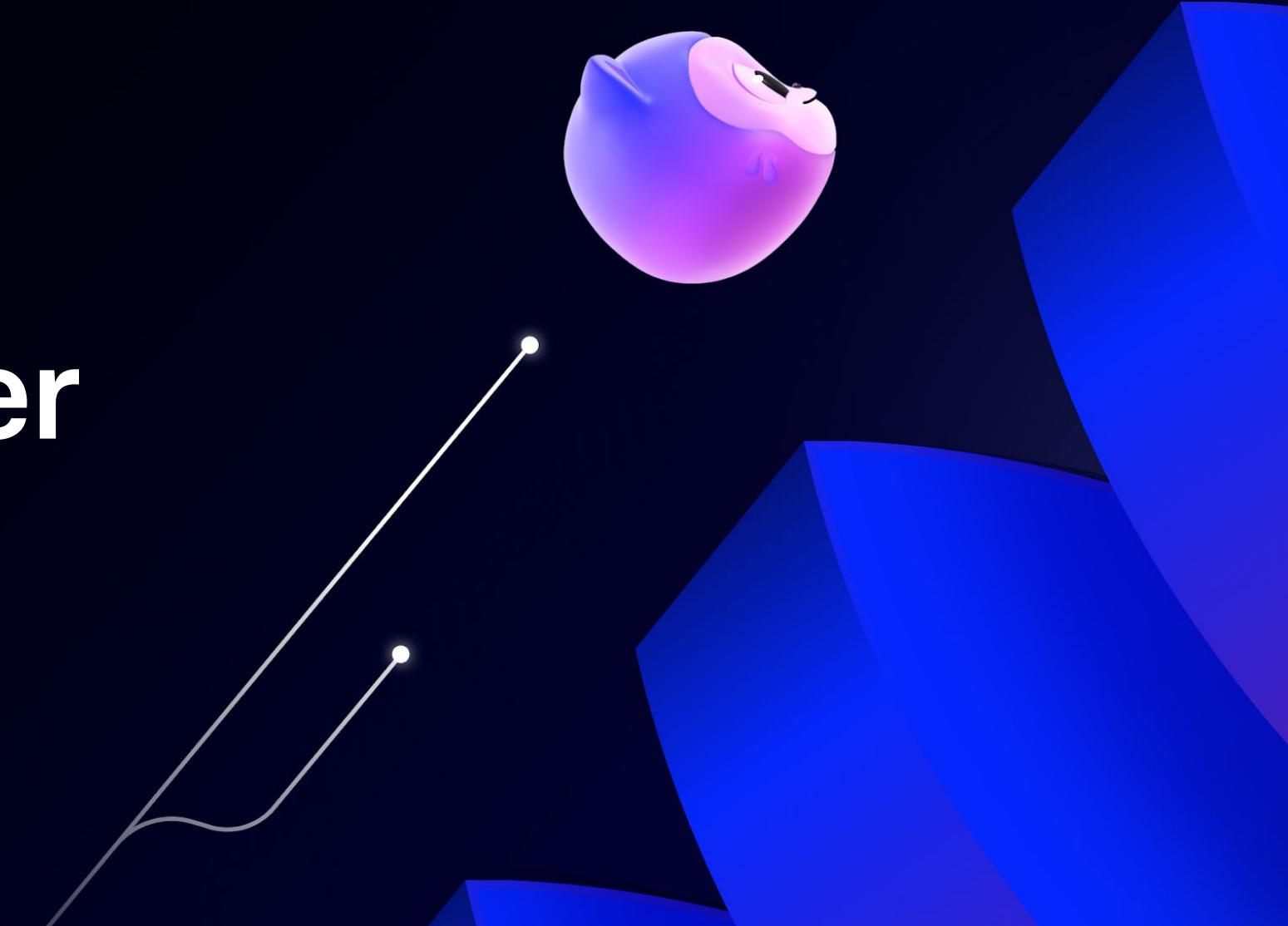
Tala Karadsheh - GitHub

3.0

**What do billions of events a day tell us about developer behavior?**



# Business Superpower





**150M**



Developers

**4M**

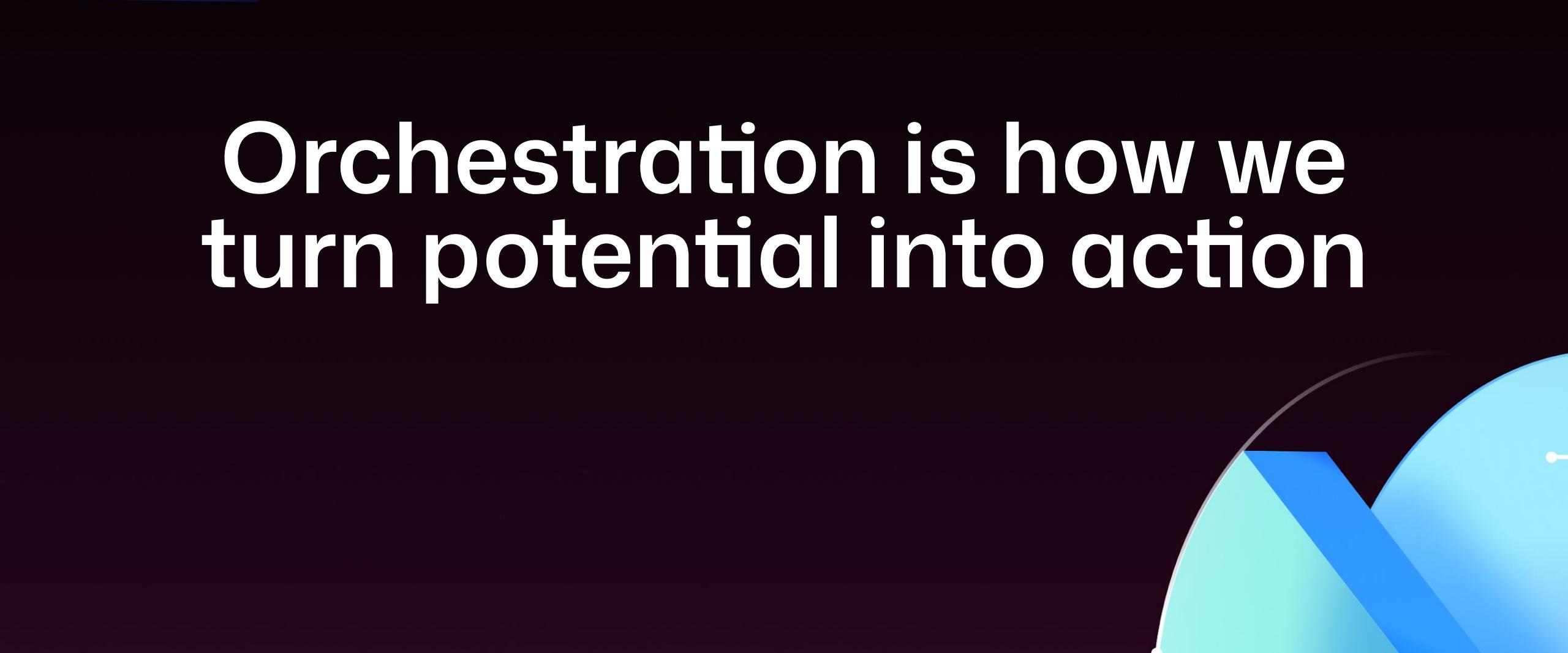


Organizations

**5B**



Annual Contributions



**Orchestration is how we  
turn potential into action**

“

# Airflow is our lifeline

GitHub Engineer

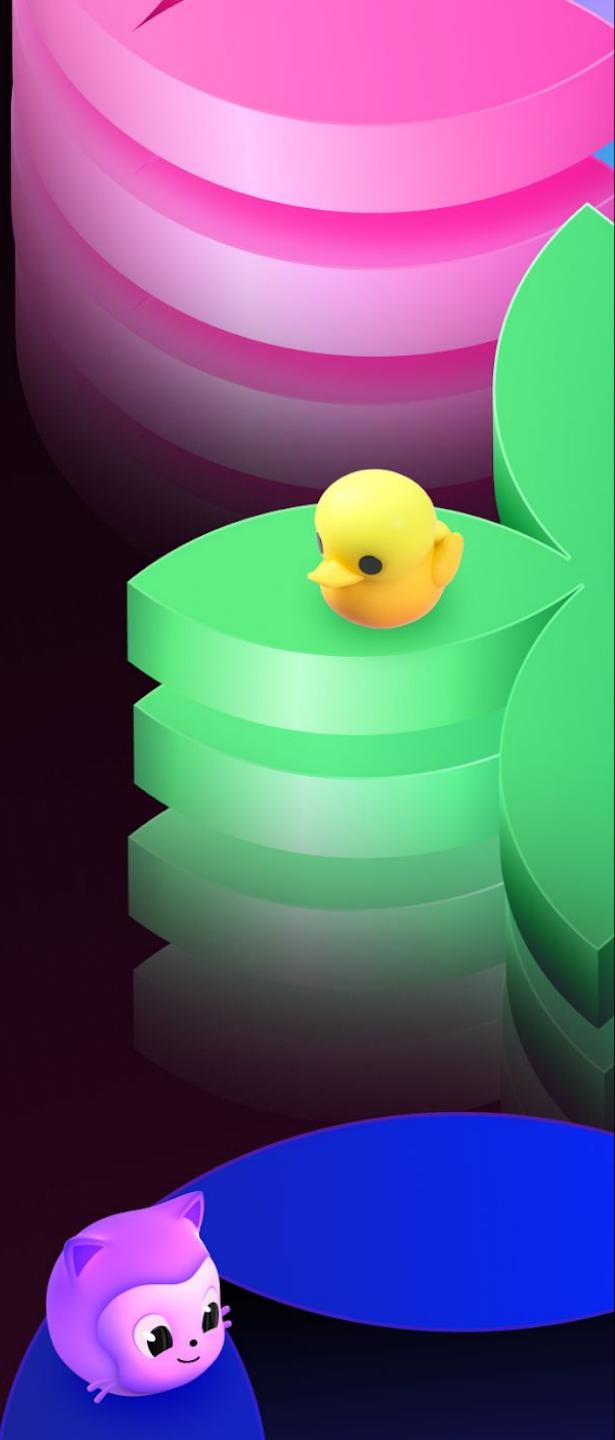
June 2025

“

# Airflow is sacred

GitHub Product Manager  
September 2025

# Orchestration drives business impact

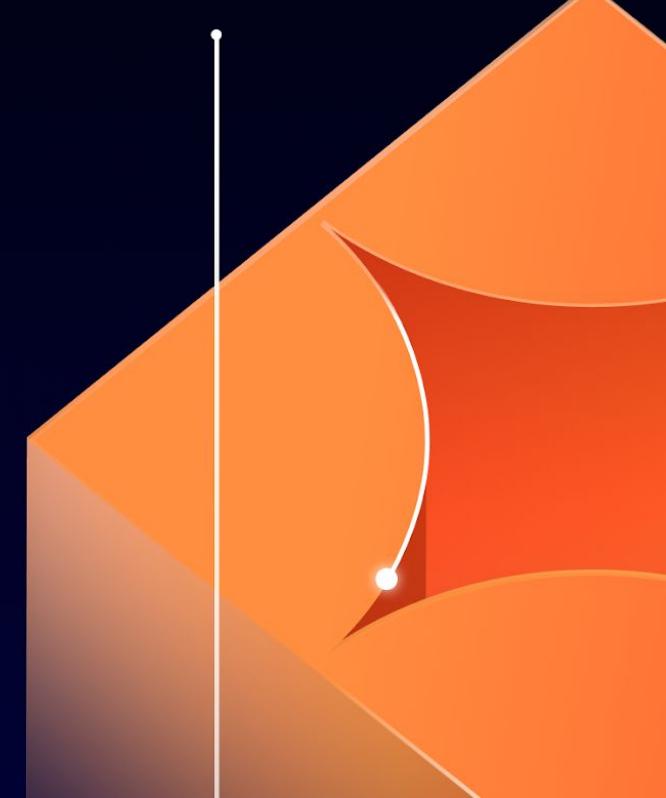


GitHub Business Use Cases

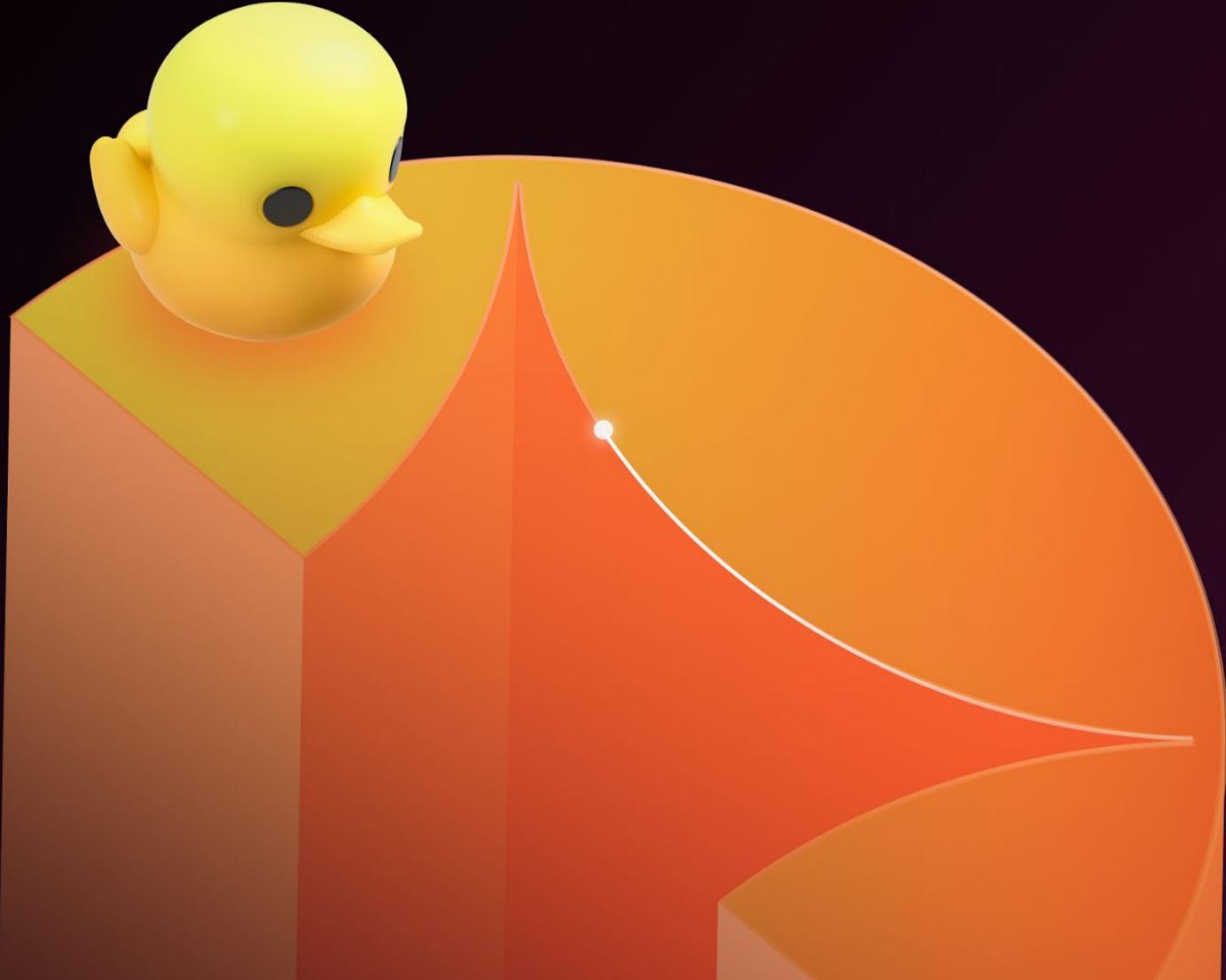
# Open Source Health Metrics

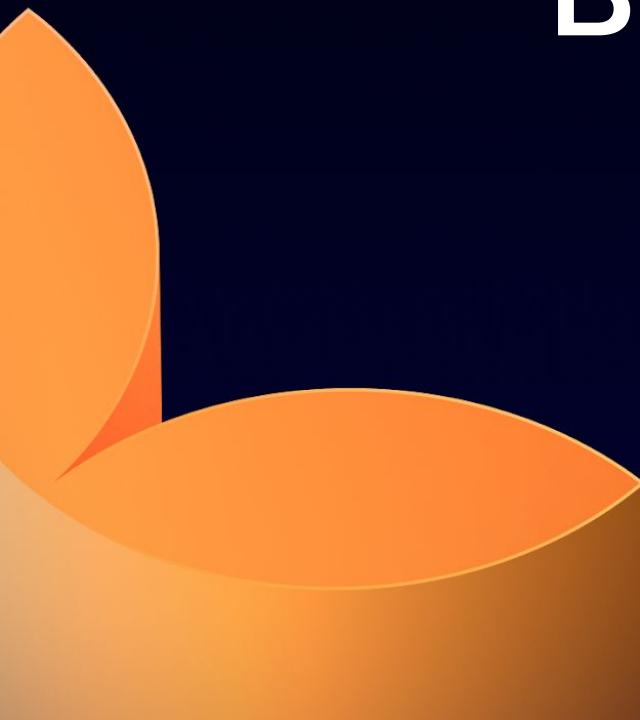
# Customer Success Signals

# GitHub Copilot



# Open Source Health Metrics





Airflow's Value

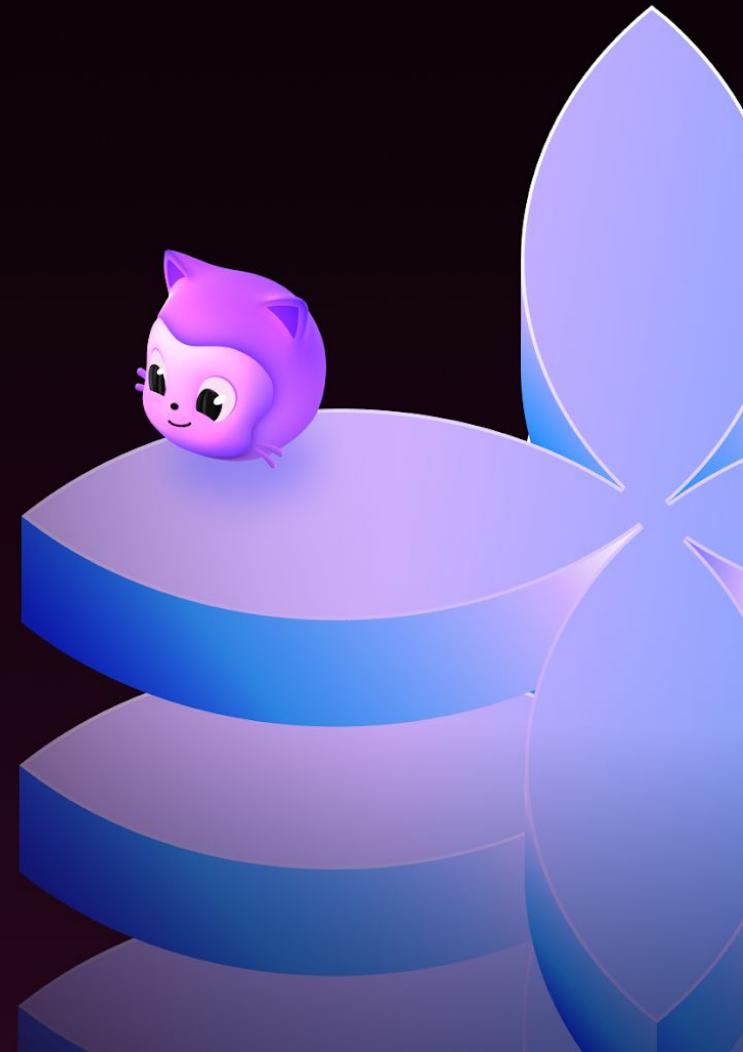
Daily metrics  
Backfills for redefinitions  
Lineage for audit

Key Takeaway

**Healthy maintainers means a  
healthy ecosystem -  
orchestration keeps that visible**

# Customer Success Signals

Onboarded → Adopted → Engaged → Growing





Airflow's Value

**Sensors for speed  
Anomaly detection  
Custom operators  
DAGs**

Key Takeaway

**When signals trigger plays,  
customers see value faster - and  
orchestration makes that loop real**



# GitHub's AI Developer Platform

## Policy & Governance



Plan

Brainstorming Agent

Issues

Planning Agent

Spaces



Code

Agent Mode

Coding Agent

Loops

Spark Workbench



Review

Coding Agent

Coding Review

Playwright

Pull Requests



Test & Secure

Actions

Autofix

Code Quality

Spark Runtime



Metrics

Models

Spark Runtime

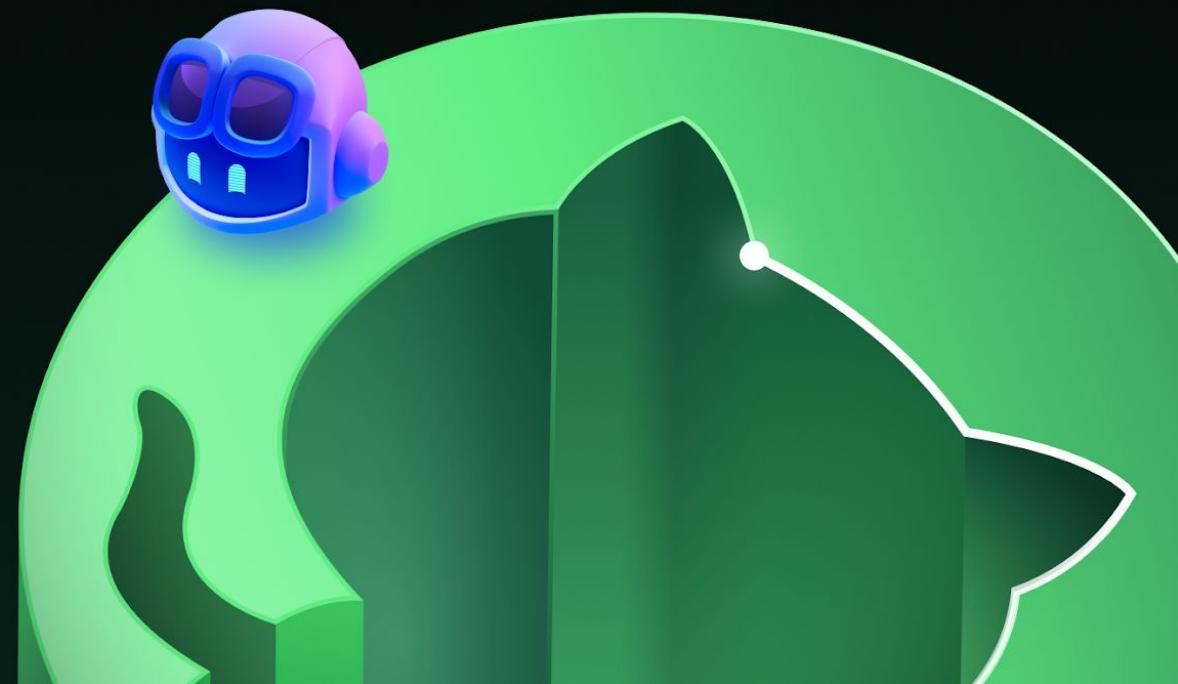
SRE Agent



Integrations & MCP

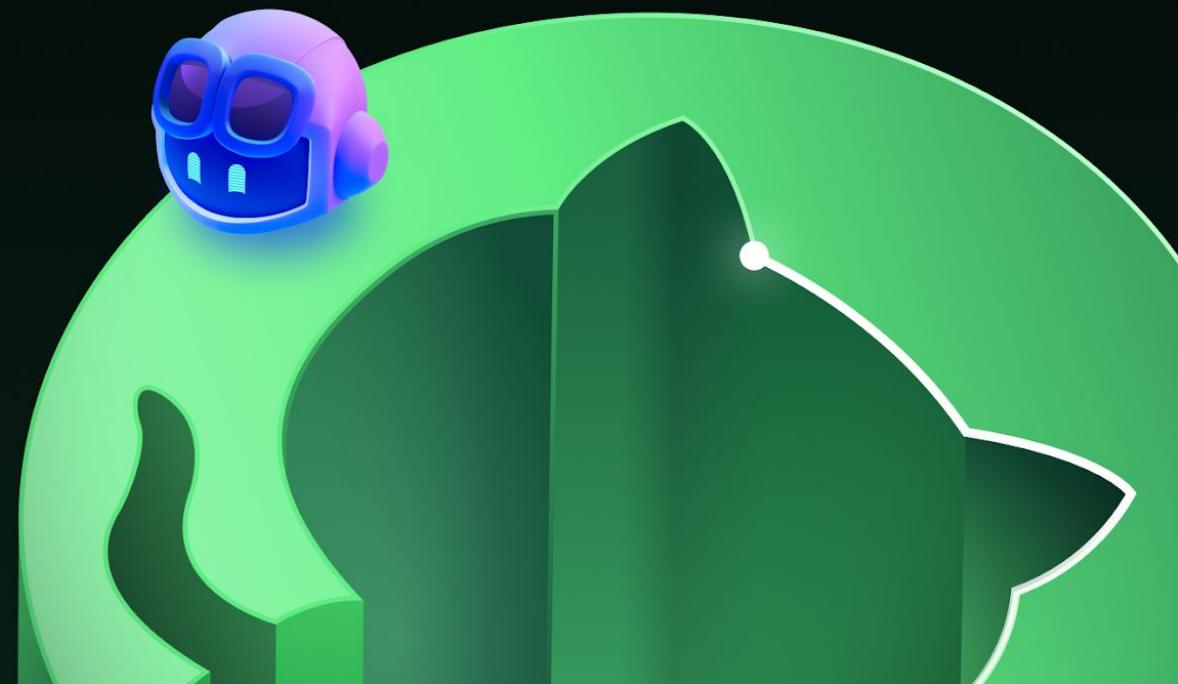
Airflow's Value

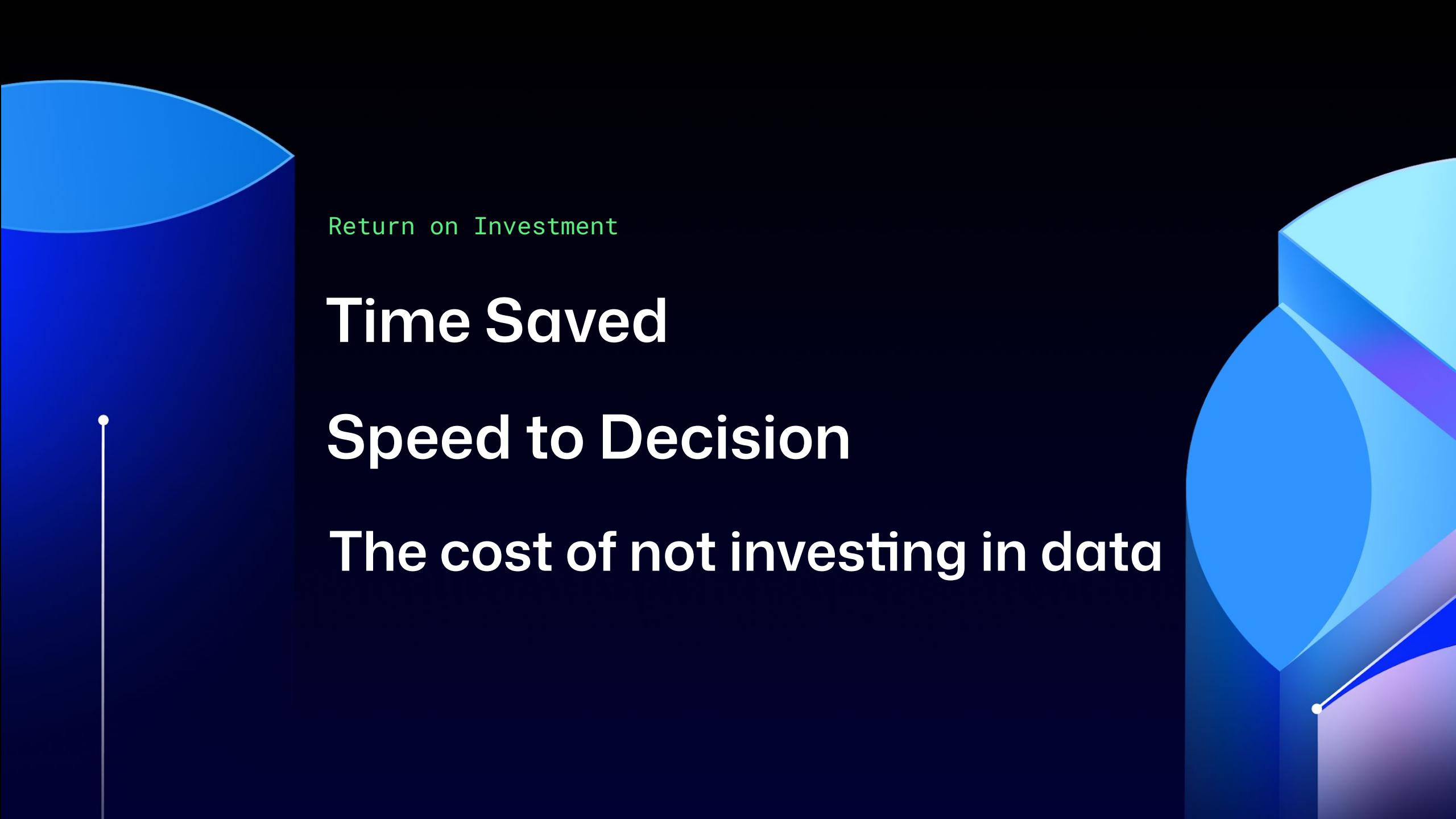
Sensors  
Validation  
Custom operators  
Safe



Key Takeaway

**Usage plus  
feedback equals  
better design - and  
Airflow makes that  
loop safe, fast and  
reliable**



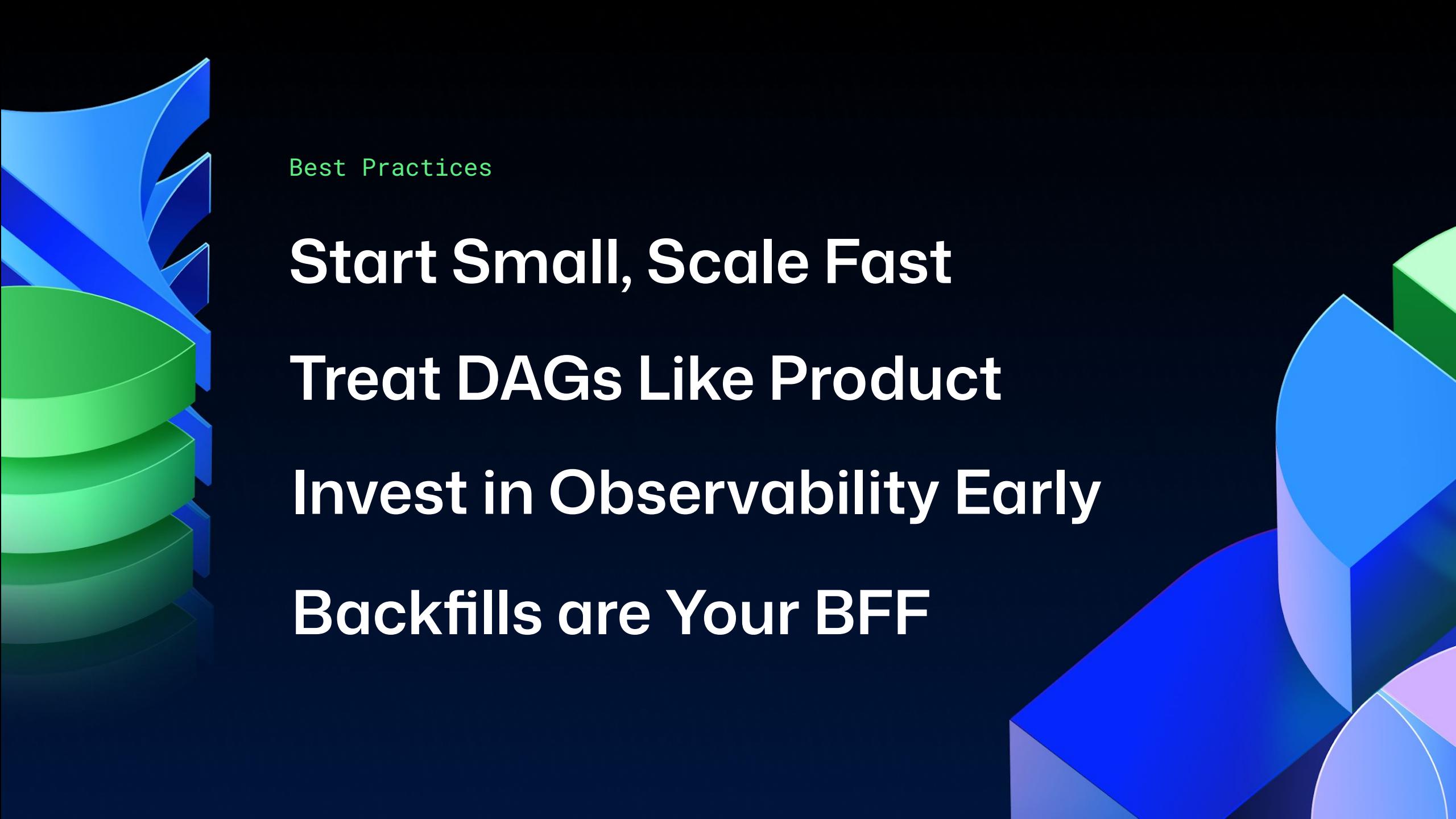


Return on Investment

**Time Saved**

**Speed to Decision**

**The cost of not investing in data**



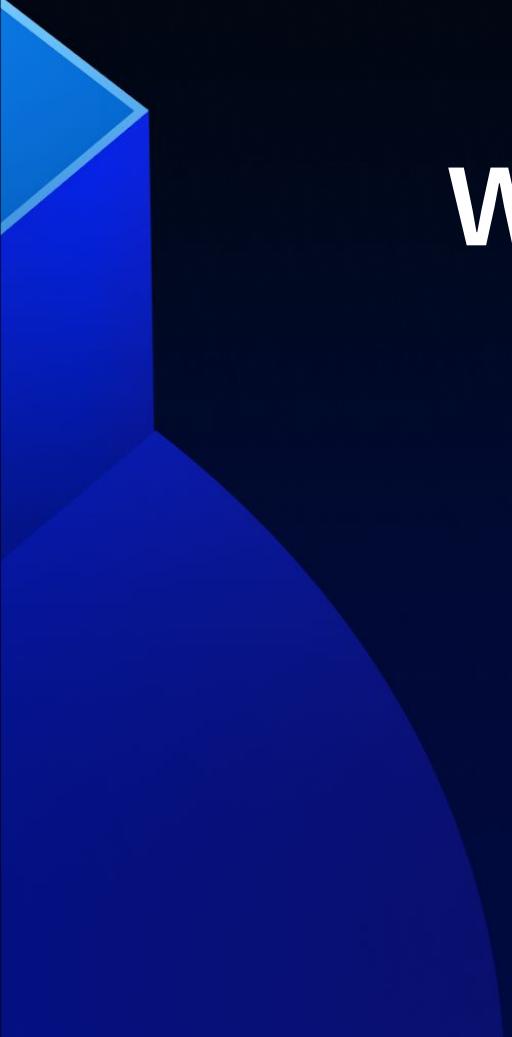
Best Practices

**Start Small, Scale Fast**

**Treat DAGs Like Product**

**Invest in Observability Early**

**Backfills are Your BFF**



**We orchestrate the questions we care about, and the answers change what we do.**



**Version our definitions**

**Backfill our truth**

**Ship decisions we can defend**



Orchestration fuels insights

**Let's build the future,  
together.**

