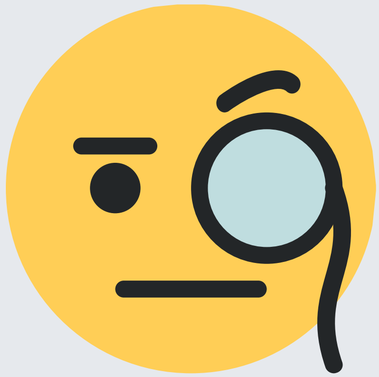
How to make sure analytics isn't a blocker for product development

Stefania Olafsdottir

CEO and cofounder of Avo

Whoami?



@stefaniabje

Mathematician and philosopher

Genetics at deCode

1st data person at QuizUp

Cofounded Viska and Avo

@stefaniabje

Ship product analytics code faster – without bugs

Team of engineers and data scientists

Worked together for 6 years

Solved this for QuizUp (100m users)

avo

PATREON | taxfix

fullstory /skip/ hipcamp

tripadvisor® Sotheby's

@stefaniabje

avo

With Avo, developers don’t waste time on implementing analytics code, and data teams don’t waste time on fixing data

@stefaniabje

How to make sure analytics isn't a blocker for product delivery speed?

Competitive digital product development moves at lightning speed

Product teams who win the market, ship and test well measured features fast

@stefaniabje

2000's:

Sporadic database snapshots

Isolated BI teams get requests for insights and create reports

Today:

Event streams creating holistic user behavior

Integrated data teams support self-serve analytics culture

Developers not only have to write great code to get products into the hands of the users

They have to write code to get data points into a data base for each important user interaction

Imagine being a Spotify iOS developer

@stefaniabje

13+ code paths to call

```
analytics.track(”play_song")
```

```
analytics.track(”play_song")

...
analytics.track(”playSong")

...
analytics.track(”play")

...
analytics.track(”song_played")

...
analytics.track(”playButtonPress")

...
```

@stefaniabje

Now imagine being a Spotify analytics manager

@stefaniabje

Do those with the new feature play more songs?

Join 6 different SQL tables

```
play_song          song_play

playSong           song played

play               play_button_press
```

Finally, imagine being a Spotify product manager

@stefaniabje

600 user actions tracked

```
Account Created | Payment Completed | ...
```

Each action = Billions of data points

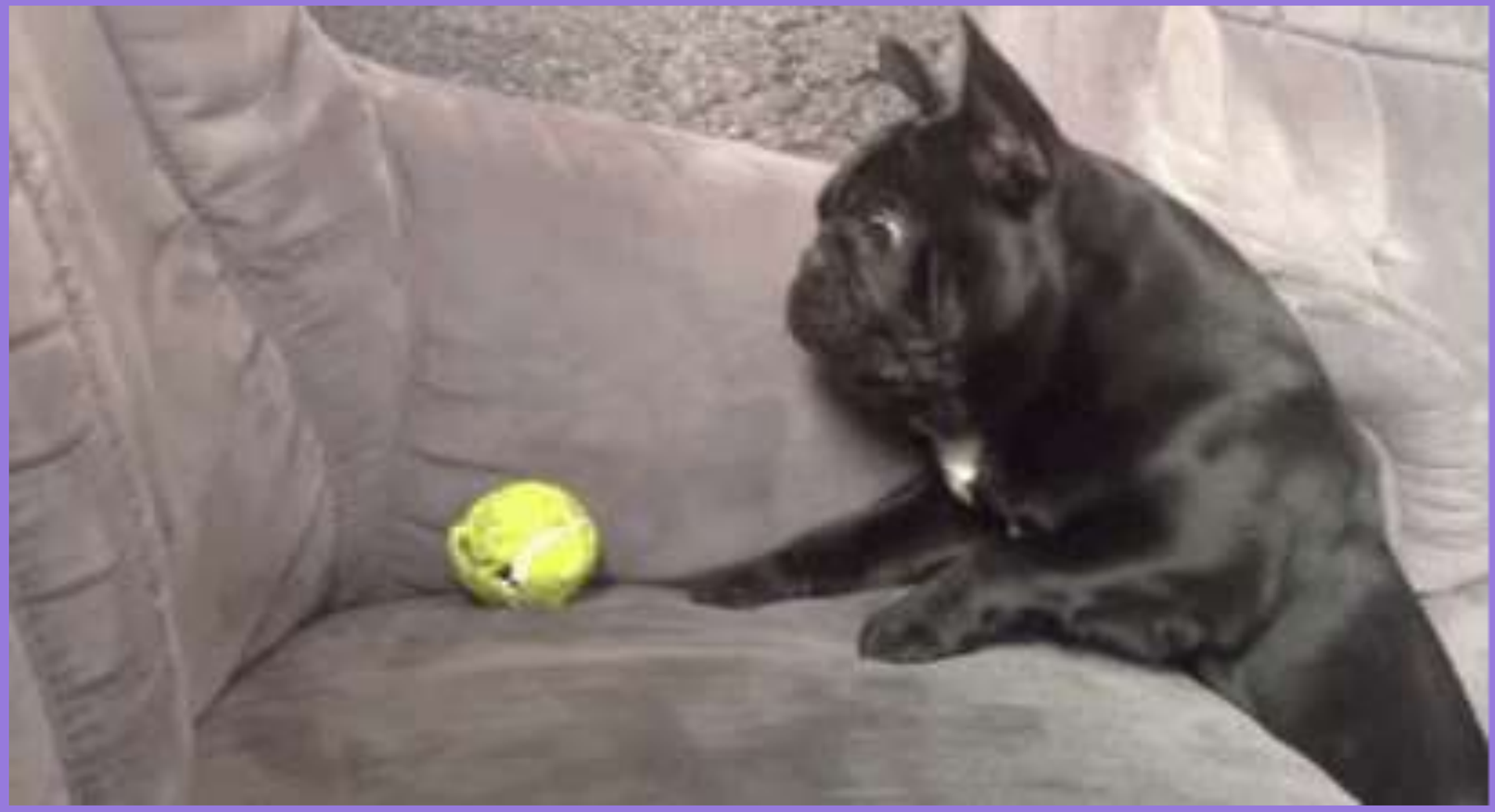
Billions of data points polluting their analytics and preventing decisions

Fixing it is hundreds of thousands of $ in ETL

So what do we do? We spend weeks, after our features are ready, before we ship them, to make sure we have the right tracking.

We try and we try...

... but somehow we still ship bad data



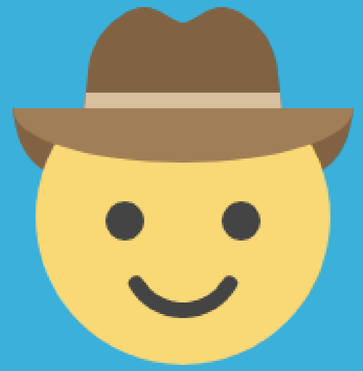
Product developers take time away from building product, to build home made solutions that no one wants to maintain

avo

We are constantly forced to choose between product delivery speed and reliable insights

Implementing reliable product analytics is complex

Invest in processes and infrastructure that make it simple



The "gather everything“ solution

Why *not* "gather everything"?

1.

Your data will overflow with noise, making it nearly impossible to use – especially for non-experts

2.

You won't *really* gather everything. You'll gather *some* things – and not necessarily what you need

The need for change

1. **Product development moves at lightning speed**
2. **Need to unblock through self serve analytics**
3. **Data must be reliable, relevant, and accessible without an expert**

5 signs you need to improve your self-serve analytics:

1.

Your human data team answers how many WAUs you have

2.

Your PMs can‘t look up the rollout speed of the new feature

3.

Your data team doesn‘t have time for the exciting opportunities you hired them for – because they‘re busy answering the basic stuff

@stefaniabje

4.

Your devs query the operational database to count DAUs

5.

Your data science intern is the only person who can calculate the user LTV, because you were able to squeeze it in as a research project

@stefaniabje

Isn‘t self serve analytics a pipe dream?

No, it‘s not.

Here‘s how you empower self-serve analytics

1. Plan your **relevant data**

2. Have infrastructure for **reliable data**

Relevant data

Define your KPIs. Iterate on them.

Involve the stakeholders: Devs, PMs, analysts.

Plan metrics ahead for each feature.

Relevant data: The stakeholders

Analysts: bird‘s eye of your data

PMs: know what metrics will matter

Devs: write code to get the data to your database

Relevant data: Plan your metrics (Success Meeting)

Include the **stakeholders**

Define **success**

Decide how you will **measure success**

Design the **data** you need for the metrics

Plan your relevant data

Do 👏 not 👏 skip 👏 this 👏

Three key infrastructure items:

1. Version control the source of truth for data structures
2. Automate validation of implementation
3. Monitor data regression

Most importantly...

Competitive digital product development moves at lightning speed

Product teams who win the market, ship and test well measured features fast

@stefaniabje

Out: Isolated BI teams and bottlenecked access to reports

In: Integrated data teams supporting self-serve analytics

Implementing reliable product analytics is complex

Invest in processes and infrastructure that make it simple

Thank you

Thoughts? Questions?

Please reach out if this resonates or you want to learn more about Avo

stefania@avo.app
@stefaniabje
www.avo.app

Reach out to knowledge share – or learn more about Avo

stefania@avo.app
@stefaniabje
www.avo.app