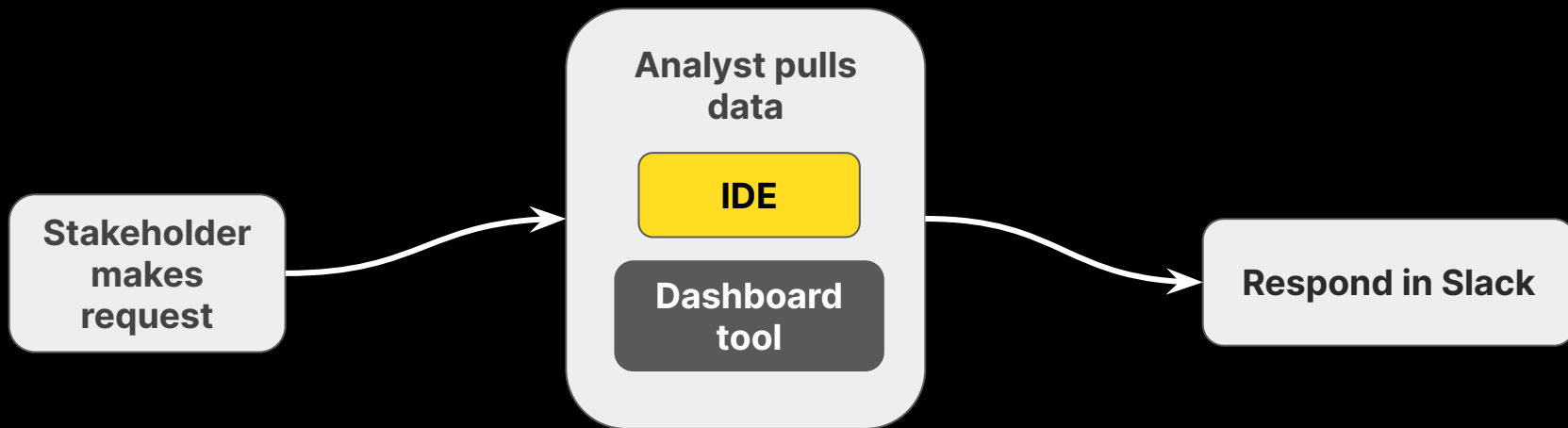




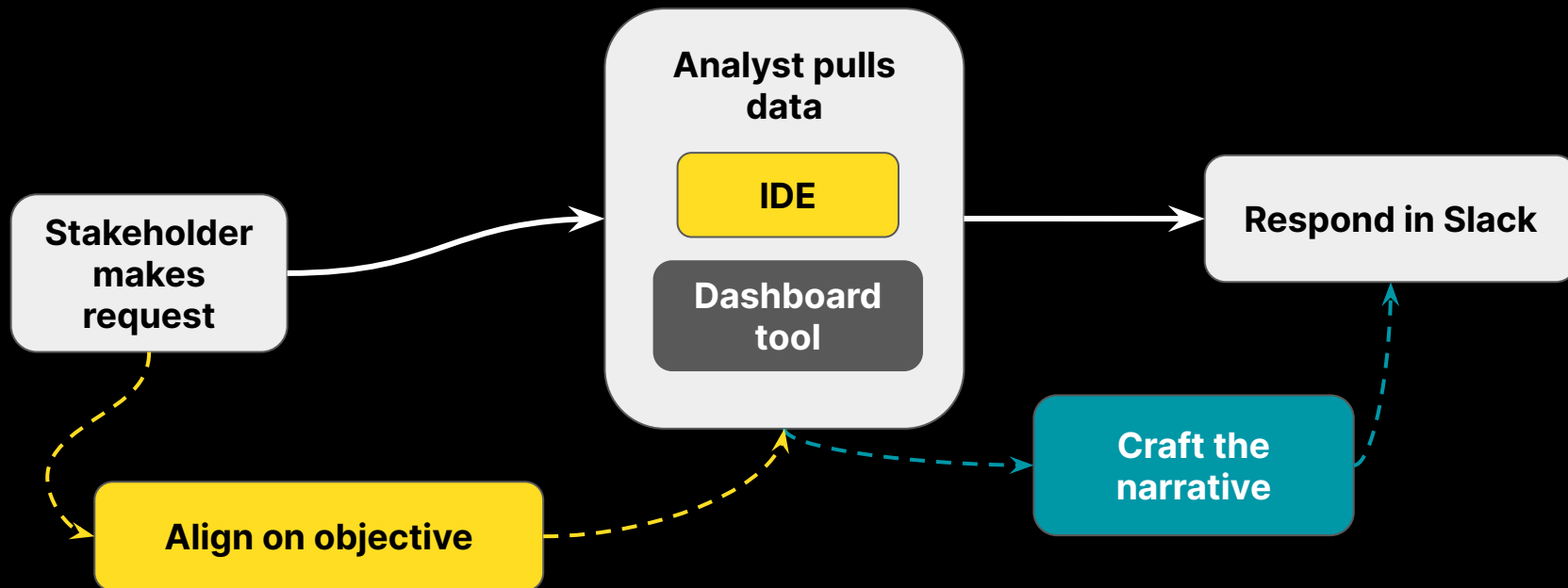
Robert Yi
CPO @ hyperquery

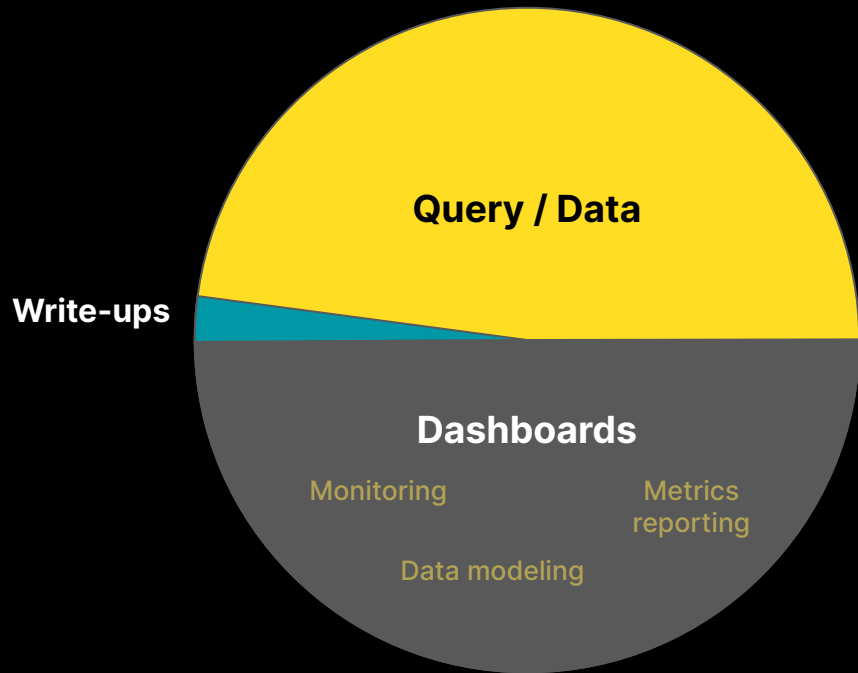
Dashboards, dashboards everywhere: How to Fix Analytics Collaboration

We're **not really involved** in decision-making

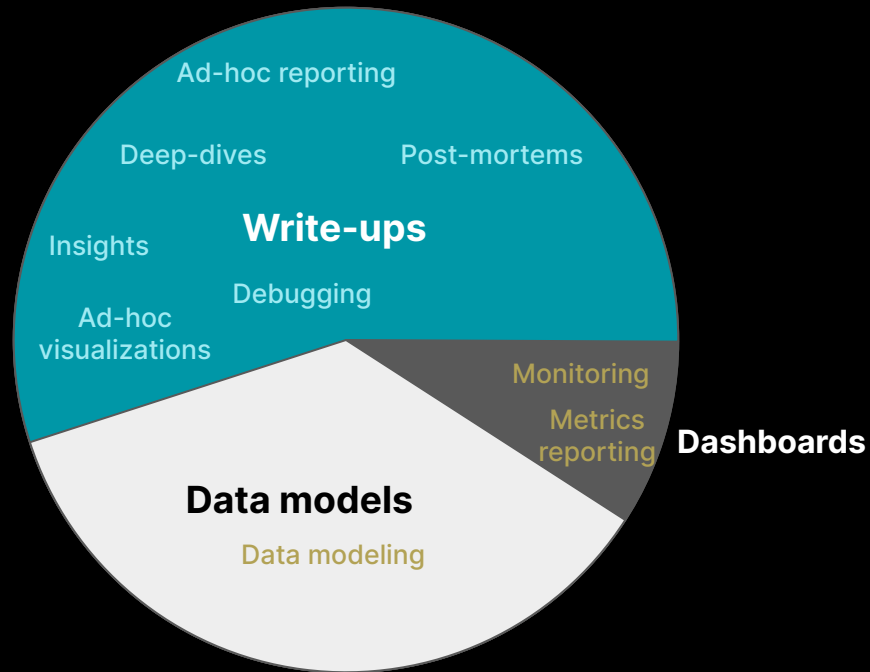
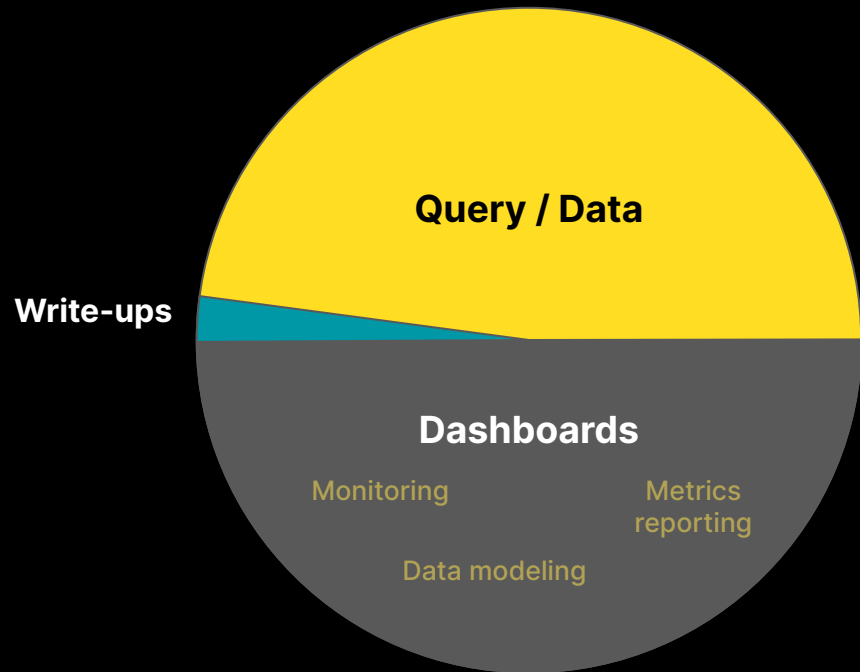


How **should** we be involved?





We need a new tool
because there's too
much friction.



➤ hyperquery

Decision-making
Data team as a product team
Data-as-a-service
Modern data stack
Modern data experience
DBT should be capitalized
Horizontalization
Bundling and unbundling
Centralized org design
Trashboards
Cloud data warehouses
Event-driven architecture
Metrics layer
Data mesh
Decision science
Self-service

You cannot enter worlds for
which you do not have the
language.

Ludwig Wittgenstein

Truth is a thing of this world: it is produced only by virtue of multiple forms of constraint. And it induces regular effects of **power**.

Michel Foucault

A stupid man's report of what a clever man says can never be accurate, because he unconsciously translates what he hears into something **he can understand.**

Bertrand Russell

➤ hyperquery





Robert Yi
CPO @ hyperquery

**PUT IT IN A
DOC**

IC analytics is fine. Other people are hard.

Framing the
problem

Starting the work

Revisiting the
work later

**Often answer the
wrong questions.**

Worse decision-making.

**Past work is not
discoverable.**

Duplicate work.

**Past work is not
reproducible.**

Duplicate work.

How to fix it

Put work in a doc workspace.



Home

Search

Data

PRIVATE

> Core analytics

> Website visit analy...

WORKSPACE

> Analyst onboarding

> Team documentati...

> Customer analytic...

> Data pull request: ...

Warehouse

Trash

Setting

+ Invite people

Website visit analysis: December



Share

Website visit analysis: December



Kevin Kong Last updated a few seconds ago

H1 Key finding: 40% increase in aggregate visits comparing December 2021 to November 2021

We've calculated month over month visits for the last 2 years and noticed there's a 40% increase in the last month when calculated in aggregate. May simply be seasonal.

```
1 select
2   ds,
3   month_over_month_visits
4 from month_over_month_metrics
5 where ds between '2020-01-01' and '2022-01-01'
```

Jan 01, 2022 at 2:45PM

Table

Chart



ds	month_over_month_visits
2022-01-01	1.53
2021-12-01	1.10
2021-11-01	0.99
2021-10-01	0.91



Robert Yi
CPO @ hyperquery

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DOC**

Scenarios



Scenario 1

Covid has just started, you're working at Airbnb



Scenario 1: Covid @ Airbnb

“In what markets should we acquire targeted supply?”

What I did: made a dashboard.

Dashboard was never used...

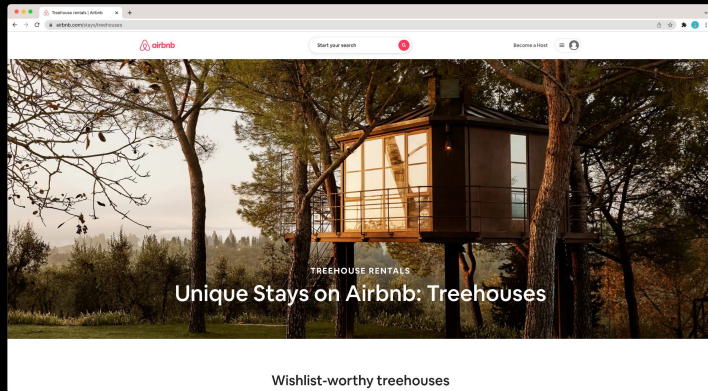
No one is going to
self-service a
dashboard to make a
decision.
Stakeholders want
your interpretation.



**PUT IT IN A
DOC**

Scenario 2:

Airbnb is
looking for new
business
opportunities.



Scenario 2

“How many treehouses do we have?”

What I did: pulled some data real quick.

Actual question: how do we broadly define treehouses so it can be a viable business opportunity?

✗ Answered the right question

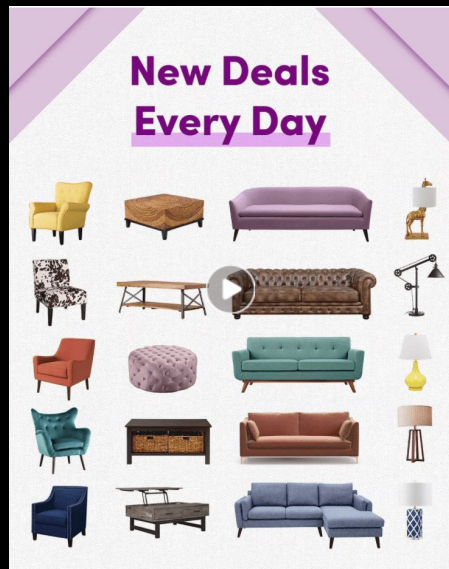
We would've
wasted less time if
we had aligned on
the objective in a
doc before
starting work.



**PUT IT IN A
DOC**

Scenario 3:

Your team's
algorithm just
spent 10x more
on ads than last
month.



Scenario 3

“Why is our ad cost so high?”

What I did: pulled some data real quick.

1 month later: “Why is our ad cost so high? Is this the same thing we saw last month?”



Answered the right question



Discoverable



Reproducible

**Saving this work
would've saved
a lot of time.**



**PUT IT IN A
DOC**

Scenario 4:

**Customers are
complaining
about your app
performance.**

Scenario 4

“How many queries are usually in a doc?”

What I did: did it in a doc.

*Actual question: how do we properly stress test our system?
Asked again two weeks later, found it.*

- ✓ Answered the right question
- ✓ Discoverable
- ✓ Reproducible

The screenshot shows the Hyperquery application interface. On the left is a sidebar with a navigation menu. The main area displays a query titled "What's the largest number of queries in a single doc?". Below the title, it shows the objective: "Look into the number of queries any of our customers have made in a single doc to determine how much we need to stress test our systems." The answer is "52". Below the answer, it says "As of Mar 4, the top three docs had 52, 41, 39 queries each (what...?).". A table is displayed with columns "document_id" and "count". The table contains five rows of data.

document_id	count
a0146603-1255-4831-a2cc-45e7d7d506b4	52
aba44d59-8145-4f71-96c4-443c3554e8b4	41
85115c90-81da-45f0-848a-6784c8f0675	39
85d0ec1-6a81-44a0-bc8b-8120f877a5f	35
dcd4bc75-efc8-423e-96de-e23fa1c817b	29

The deliverable is not only high-value, but reusable, high-leverage work.



**PUT IT IN A
DOC**

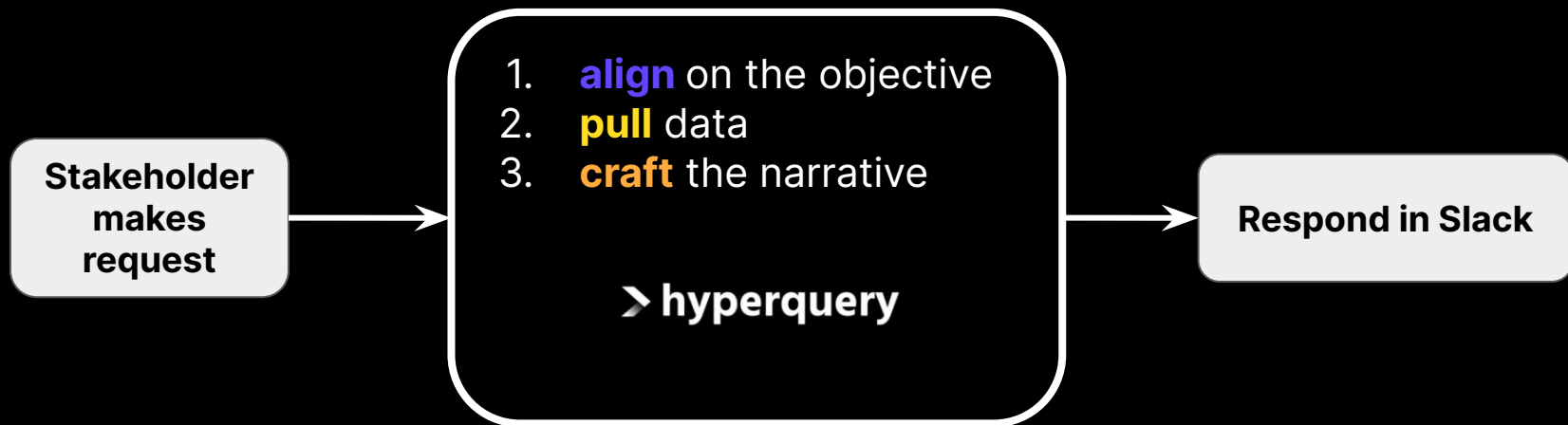
➤ hyperquery

Analytics is about **using data to make better decisions.**

Do work in a **doc** to be more involved
decision-making processes.

- Use a **doc** (**hyperquery**) as your deliverable.
 - Align on the **objective**.
 - Craft a **narrative**.

How to make better decisions



hyperquery & MDS

