How to be a **10x** analyst
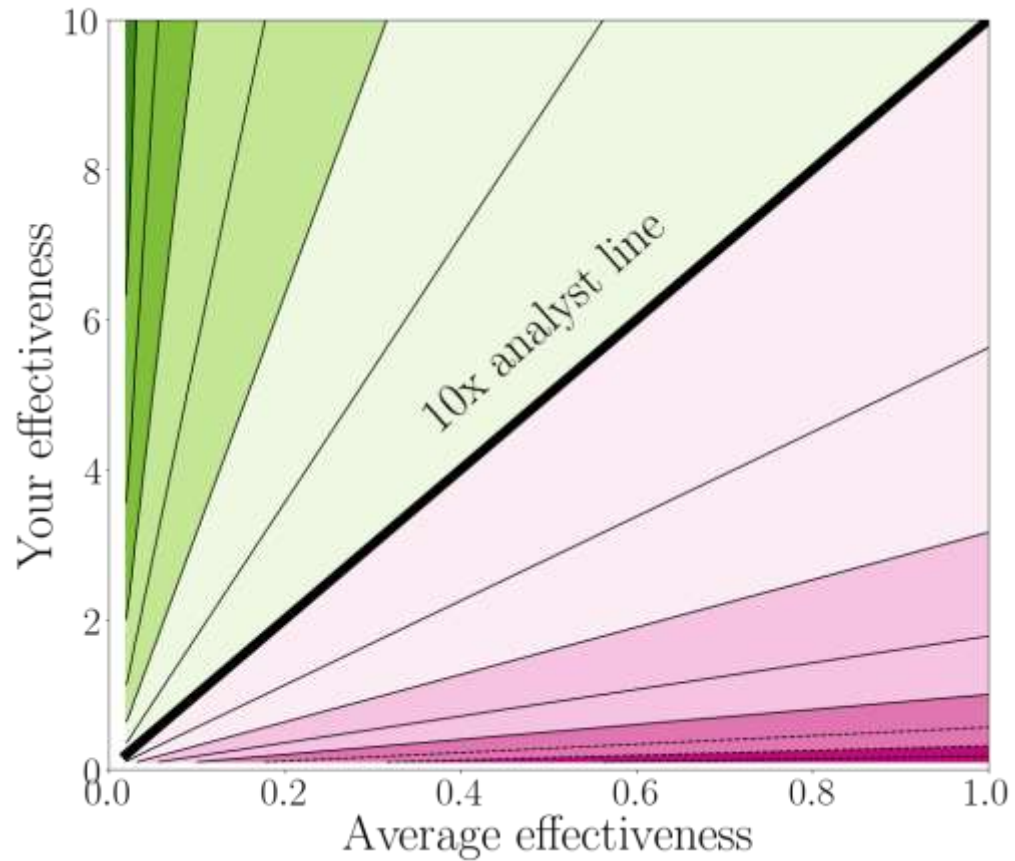
Robert Yi
CPO @ Hyperquery

How to be a **10x** analyst

Make everyone else 10x less effective.

Relative effectiveness

$$\frac{\text{Your effectiveness}}{\text{Average effectiveness}}$$

Relative effectiveness

1. Encourage others to work on interesting projects with ambiguous value.

1. Make it so your work can't be reused by anyone else.

SIMPLE SABOTAGE FIELD MANUAL

Strategic Services
(Provisional)

STRATEGIC SERVICES FIELD MANUAL No. 3

General Interference with Organizations and Production

(1) Insist on doing everything through "channels." Never permit short-cuts to be taken in order to expedite decisions.

(2) Make "speeches." Talk as frequently as possible and at great length. Illustrate your "points" by long anecdotes and accounts of personal experiences. Never hesitate to make a few appropriate "patriotic" comments.

(3) When possible, refer all matters to committees, for "further study and consideration." Attempt to make the committees as large as possible — never less than five.

(4) Bring up irrelevant issues as frequently as possible.

(5) Haggle over precise wordings of communications, minutes, resolutions.

(6) Refer back to matters decided upon at the last meeting and attempt to re-open the question of the advisability of that decision.

(7) Advocate "caution." Be "reasonable" and urge your fellow-conferees to be "reasonable" and avoid haste which might result in embarrassments or difficulties later on.

(8) Be worried about the propriety of any decision — raise the question of whether such action as is contemplated lies within the jurisdiction of the group or whether it might conflict with the policy of some higher echelon.

Kidding.

What it's not:
The toxic 10xer

Shekhar Kirani @skirani · Jul 11, 2019
1. 10x engineers hate meetings. They think it is a waste of time and obvious things are being discussed. They attend meetings because the manager has called for a "Staff meeting" to discuss the features and status.

46   191   695

Shekhar Kirani @skirani · Jul 11, 2019
2. Timings in the office for 10x engineers is highly irregular. They tend to work when very few folks are around. If there is a crowd or all-hands meeting, they are not visible. Most of them are late-night coders and come late to the office.

34   125   641

Shekhar Kirani
@skirani

3. 10x engineers laptop screen background color is typically black (they always change defaults). Their keyboard keys such as i, f, x are usually worn out than of a, s, and e (email senders).

6:02 AM · Jul 11, 2019

Kidding.

What it's not:
The toxic 10xer

pedram @pdrmnvd · Mar 3
Replying to @imrobertyi and @DataCouncilAI
oh boy. I think the idea of 10x analysts or 10x engineers has been pretty harmful, since we end up tolerating pretty awful behavior under the illusion that they are 10x more productive than the average employee when in reality they're shipping unmaintainable and fragile code.

4   51   2,094

It's not going to scale unless I go in there and scrape all the Dinesh off.

Why the toxic **10x**er has no place in analytics

Our strongest levers are not technical.

1. We are our own **PMs**.
2. Analytics is **interfacial**.

Why the toxic 10xer has no place in analytics

Analytics is not a purely technical domain.

So how do we be 10x analysts?

Andrew Therriault ✓
@therriaultphd

Replying to @pdrmnvd @imrobertyi and @DataCouncilAI

I think if you define 10x in terms of code you're doing it wrong. A great coder might be 2x or even 3x average, but 10x means something fundamentally different. The extra contribution comes from being really good at something other than code (domain, product, architecture, etc.).

8:43 AM · Mar 3, 2023 · **371** Views

About Me

Life raft

Grad school

wayfair

pylift

"I want to be closer to the business"

airbnb

whale

Excuse me sir do you have a moment to talk about our lord and savior

hyperquery

How to be a **10x** analyst

Robert Yi 🐳 ✔ @imrobertyi · Mar 3

What makes a 10x analyst?

This'll be my talk for @DataCouncilAI this year, and I want to get some outside opinions from you smart folks. If you respond I'll include it in the talk. 🙂

💬 20   🔁 3   ♡ 33   ⯈ 9,367   ⬆

What are we **10x**-ing, even?

Let's do some analytics analysis

Our objective:
business value.

Business Value

impact x **reach**

Effect on top-line metrics

How many decisions / people are affected

How to be a 10x analyst

1. Pursue **impact**.
2. Pursue **reach**.

1. Encourage others to work on interesting projects with ambiguous value **(impact)**.

1. Make it so your work can't be reused **(reach)** by anyone else.

How to be a **10x** analyst
Part 1: How to maximize **impact**

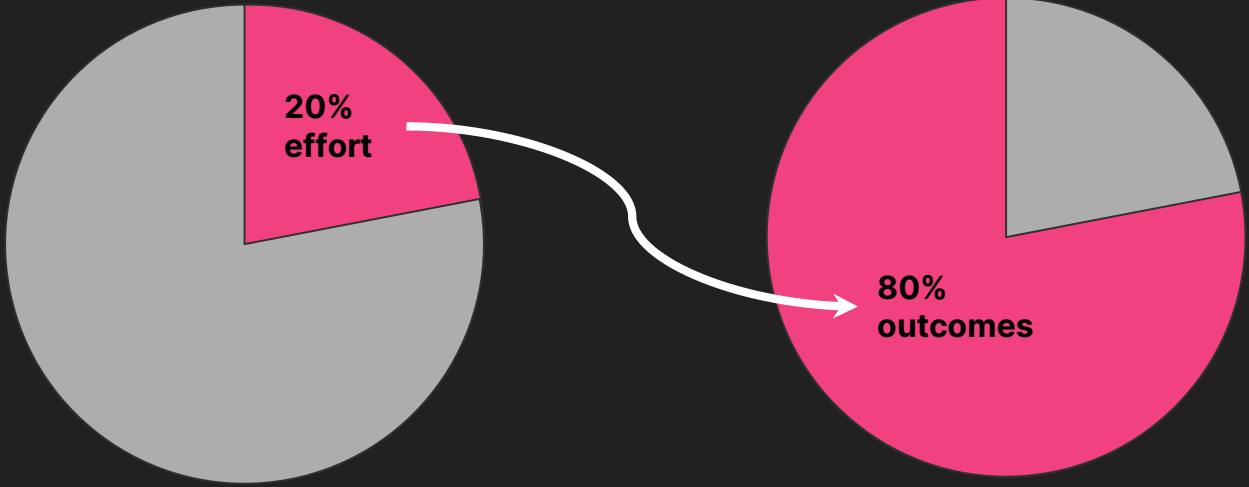# Pursue and prioritize by **impact**

Lauren Balik
@laurenbalik

Replying to @imrobertyi and @DataCouncilAI

Reporting into the C-Suite, and them alone.

If you get bogged down with LOB dashboards and stuff, you're doomed to that. Your value decays with each nth analysis.

Pursue and prioritize by impact

20%
effort

80%
outcomes

The problem: this is easier said than done.
Story time.

Yes, prioritizing by **impact** is *hard*...

Projects we were excited about	Our most **impactful** projects
Massive self-service dashboard with 10 dropdowns *0*	Find Android bug in India *~10M/year*
Australia deep-dive *0*	Measure value of and scrap live chat *~3M/year*
Homepage host banner ranking *0*	Choose markets to generate targeted supply during COVID *~??M*

Yes, prioritizing by **impact** is *hard*...

How to prioritize by impact

JUST DO IT

Tip 1: Get business acumen

Invest in business acumen to **identify the highest leverage projects**.

Nate Sooter 🏌️
@NateSooter

Replying to @imrobertyi and @DataCouncilAI

Someone with a combination of deep domain expertise, excellent communication skills and the business acumen to recognize where data is highest leverage.

8:00 AM · Mar 3, 2023 · **409** Views

Joe Naso
@itsjoenaso

Replying to @imrobertyi and @DataCouncilAI

Experience in a given domain in a non-data role. For instance, having worked as a SEO Specialist or User Acq person and then moving to Marketing Analytics. Applies to every dept.

Same concept as SalesOps/RevOps people being former BDRs/ Account Execs

8:22 AM · Mar 3, 2023 · **177** Views

Tip 2: seek analysis / business fit

Iterate with stakeholders so your **work is used**.

How to be a **10x** analyst

Part 2: How to maximize **reach**

Analyses are more useful when discoverable.
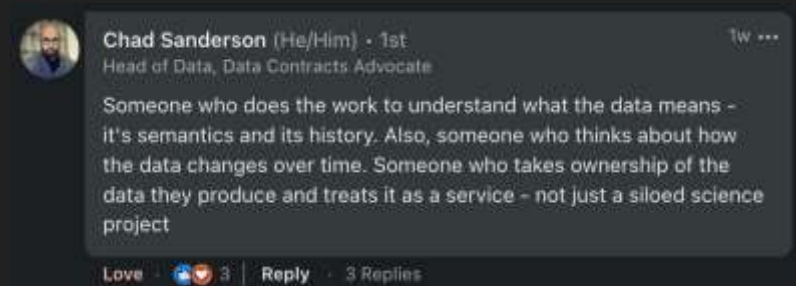
Dashboards are more useful when maintained.

How to maximize reach:
make sure your work is useful to others

How to maximize reach:
make sure your work is useful to others

For analyses, **share and centralize the learnings**.

Chuck Larrieu Casias @MrLarrieu · Mar 4
Replying to @Imrobertyi and @DataCouncilAI
I think there is just generally an outsized focus on individual performance in all of US culture. We are generally hyper individualist. But I've found my best work comes when in graceful concert with another person or a small group where our contributions blend and amplify

♡ 4   40

For dashboards, **maintain the service**.

Chad Sanderson (He/Him) · 1st   1w ···
Head of Data, Data Contracts Advocate
Someone who does the work to understand what the data means - it's semantics and its history. Also, someone who thinks about how the data changes over time. Someone who takes ownership of the data they produce and treats it as a service - not just a siloed science project

Love · 😊❤️ 3 | Reply · 3 Replies

How to be a **10x** analyst

1. **Prioritize by impact**
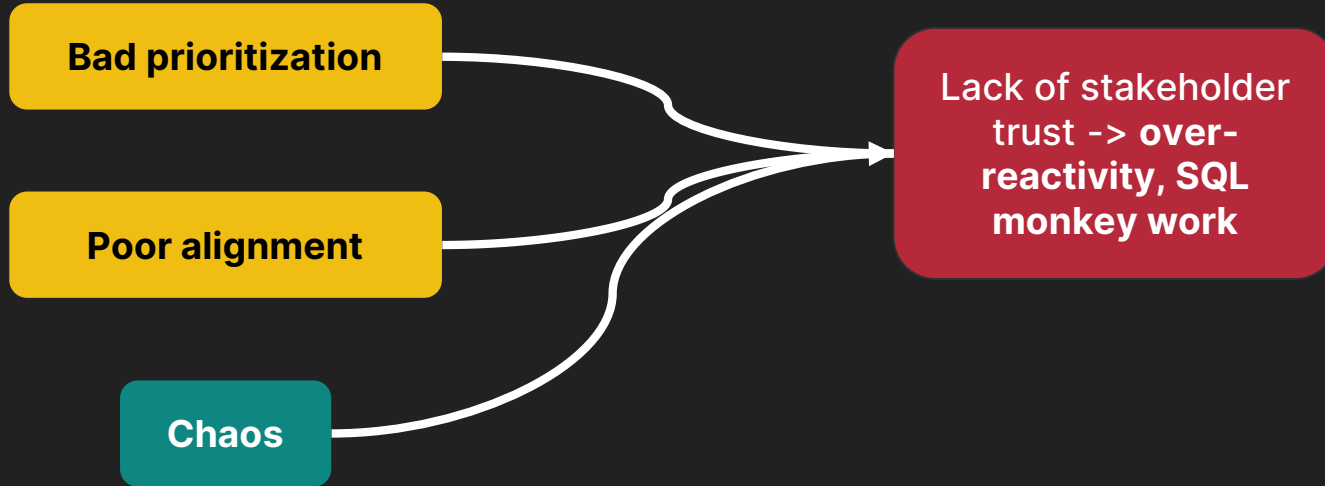   Invest in business acumen so you can identify high-leverage projects.
2. **Make sure your impactful work is used**
   Learn how to deliver your work so it has maximal impact.
3. **Make sure your work is useful to others**
   Centralize and share your analyses so their impact can reach beyond you. Maintain your dashboards (... and don't make too many), so they're actually useful.
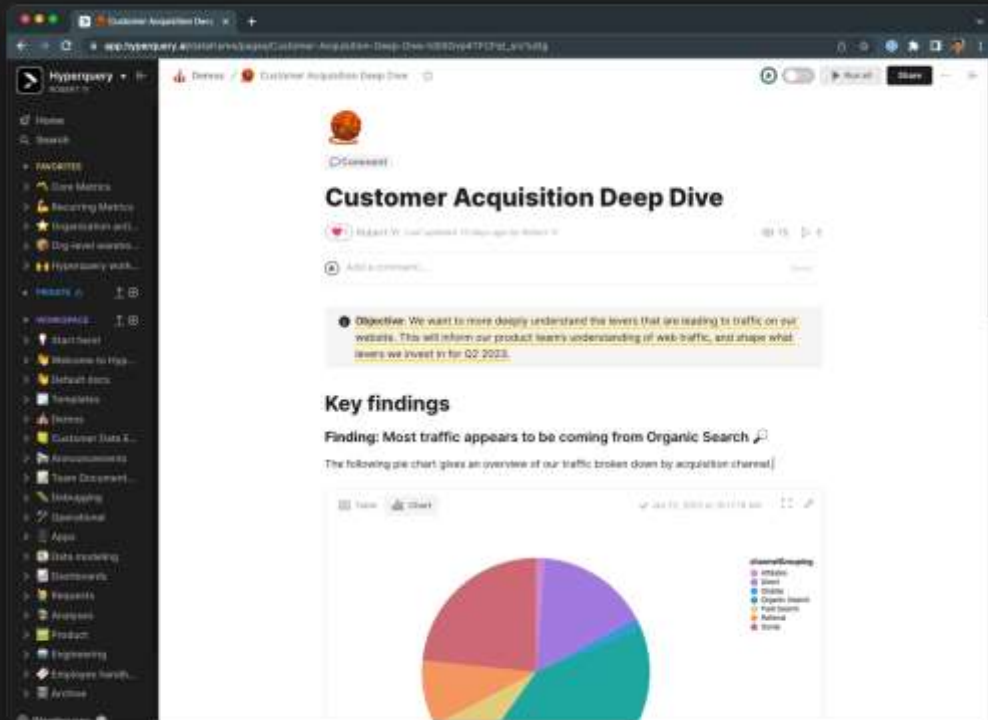
How to be a 10x lead / manager

1. **Mentor** others to think in this way.

2. Make this **easier** for everyone.

About Hyperquery 👋

We make it easier to **do 10x work**.

Hyperquery notebooks are the easiest way to create, share, and centralize your work.

Thank you! Questions?