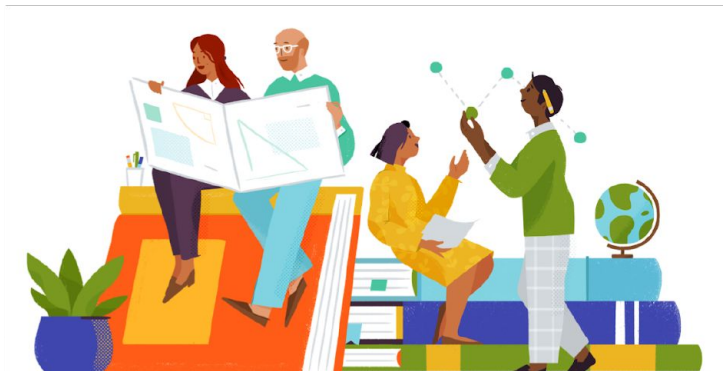


Balancing Broad Data Access With Usability at Scale

Austin Wilt



Data Product Management at Slack



3 Key Data PM Principles



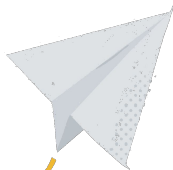
Increase curation as you broaden the audience



Balance foundational investments with immediate value to the business



Connect your engineers with their end users

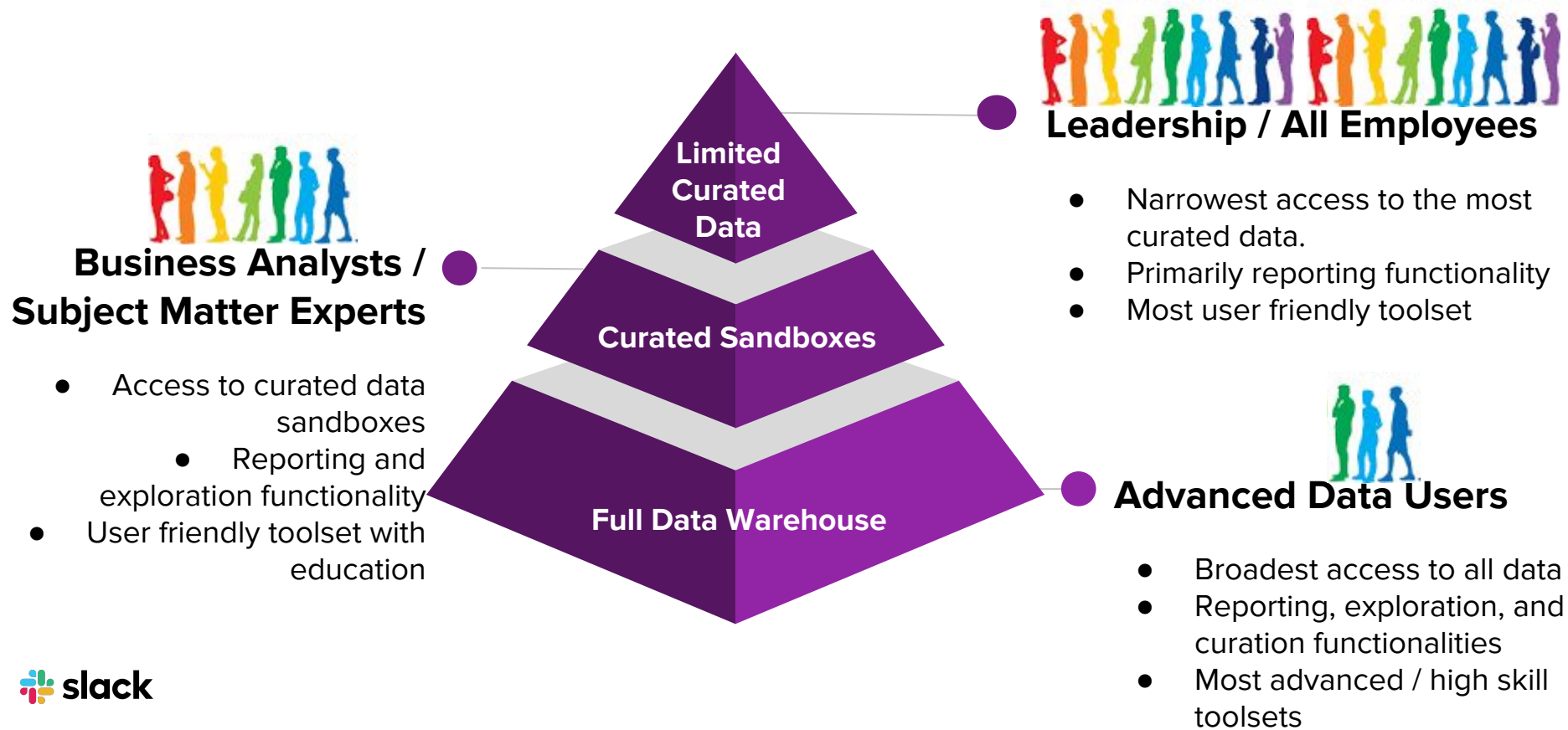




Increase curation as you broaden the audience



Define Audiences



Develop a Curation Strategy

Define

- Work with the business to define datasets
- Create detailed definitions
- Translate to engineering requirements
- Education and adoption

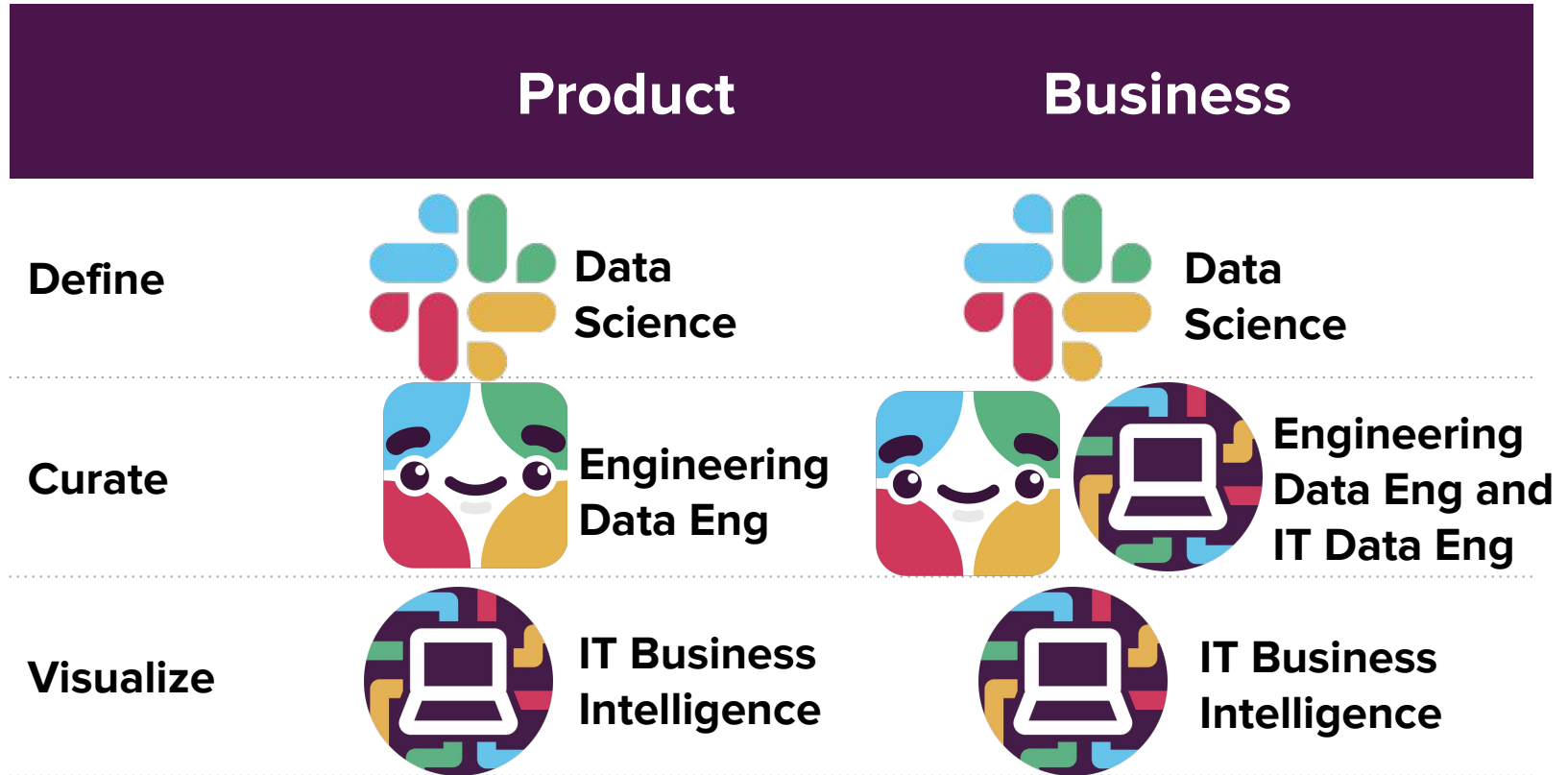
Curate

- Operationalize datasets
- Alerting, timeliness, testing, monitoring, etc
- Consider data model, standards, and repeatability

Visualize

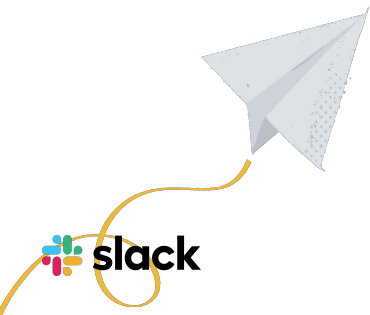
- Build data model for visualization tool
- Execute on reporting and exploration functionalities
- Education and adoption

Specialize, Divide, and Conquer!



Results!

- Trustworthy, consistent data from higher quality data pipelines
- Self-serve data access!!!
- More time for data scientists to do analysis





Balance foundational investments with immediate value to the business



Previous Focus

- Ambitious quarterly planning to build for scale very far down the road
- Get very distracted by immediate business needs during the quarter



New Focus

- Balanced planning - allocating time to both immediate business needs and long term initiatives
- Guard time and shield resources for strategic initiatives
- Dedicate resources to the business and reinforce wins that drive immediate business value

Balanced Planning

Business Critical Initiatives

- Company OKRs
- Company initiatives we must support
- Keep the lights on

Strategic Projects

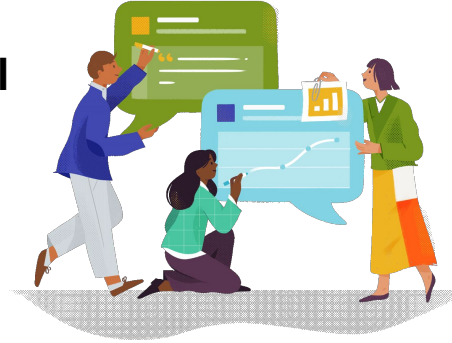
- Long term investments
- Foundational datasets
- Infrastructure overhauls
- Tech debt
- New tool explorations

Immediate Stakeholder Value

- Product datasets and updates
- Tool usability improvements
- Logging support
- Experiment support

Dedicated Resources

**Most of the team will
have responsibilities
across project types**



**Reserved for
Strategic Projects**



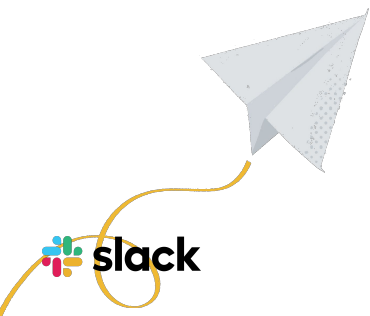
**Responsible to
Stakeholders**



**Wall some team members
off for dedicated work**

Results!

- Reliable delivery against business critical initiatives
- Meaningful progress against select strategic work
- Better prioritized stakeholder projects with more thoughtful engineering solutions



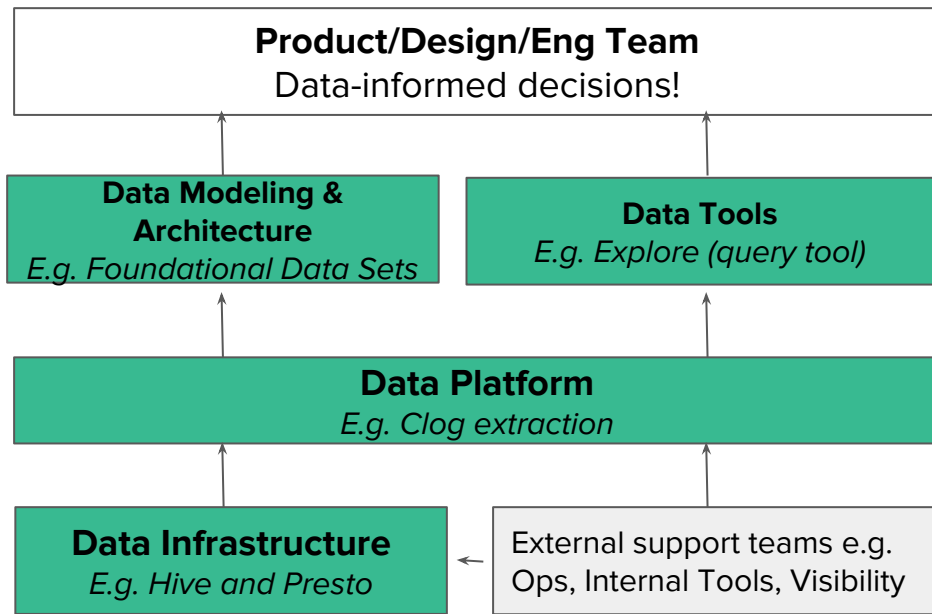
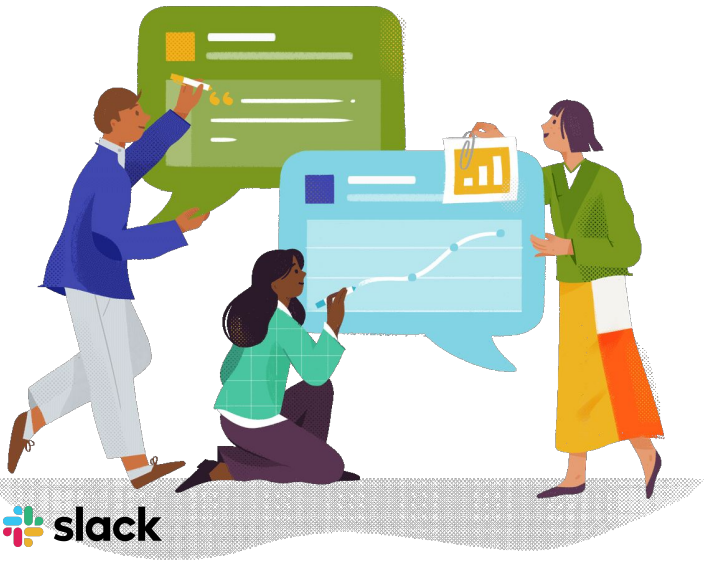


Connect engineers with their end users

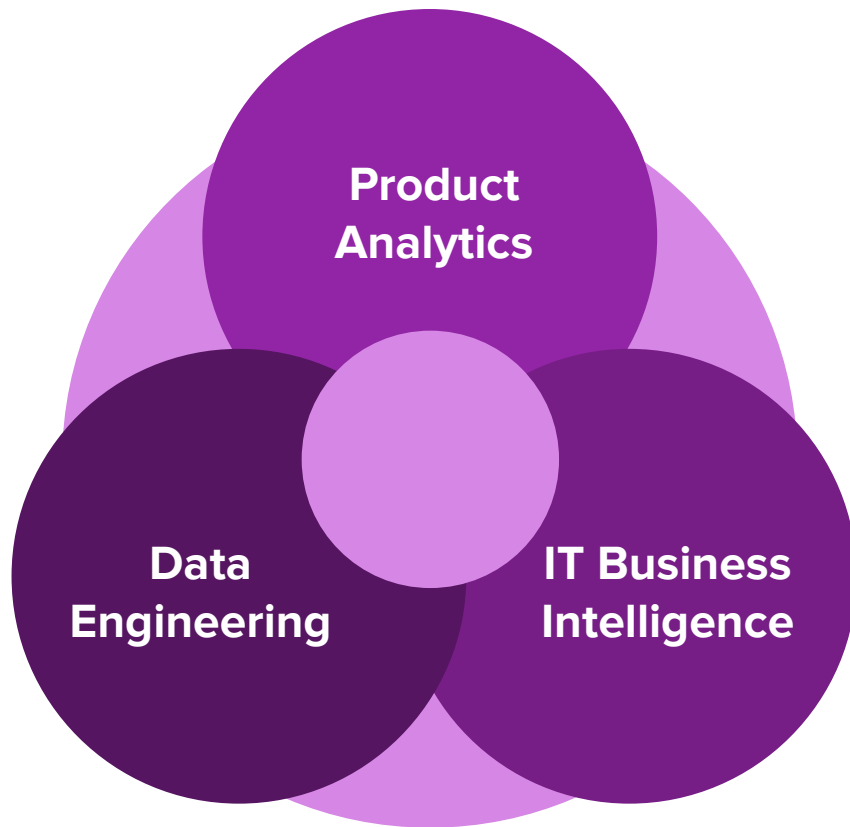


More contact, more context, more connection, better results.

- ❖ Define stakeholder responsibilities
- ❖ Connect engineers ↔ stakeholders
- ❖ Embed engineers alongside analysts

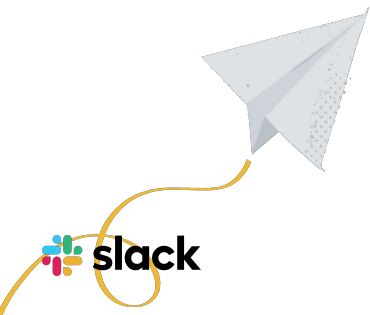


“Data Pods” Embedded in Product Teams



Results!

- High priority progress in data tools and experiments work
- Metrics in every product area with interactive self-serve visualization
- Repeatable and scalable data pipelines



Thank You!

