Data Stack: 0 to 100 in under a week

Greg Ratner CTO @ Troops

Twitter: @GregRatner

TROOPS

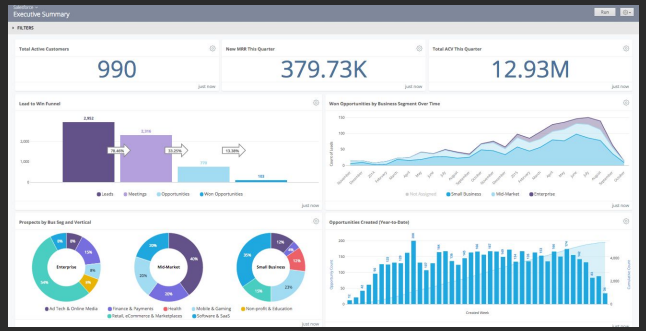
Motivation

- Transparency in customer behavior
- Signed contract with Looker
- Resource-constrained team
- Less than 1 week to go-live

Goals

- Blueprint for data stack from scratch
- Understand how different pieces fit together

Requirements



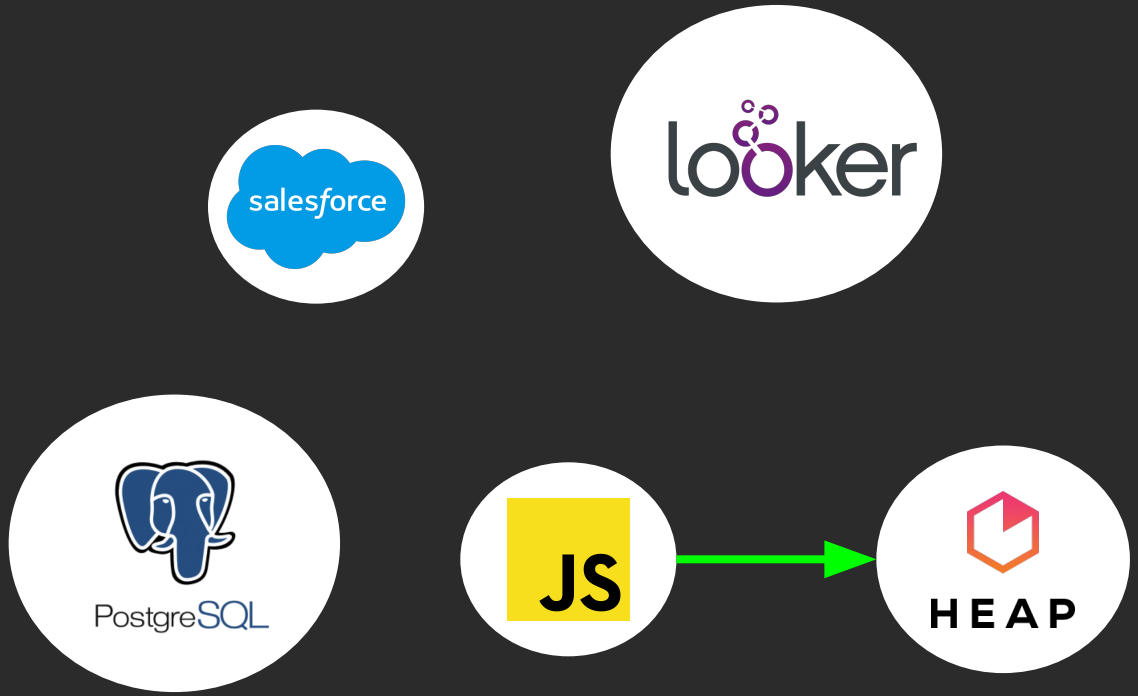
Salesforce

Website
Click Events

Product DB
Event Data

TROOPS
troops.ai

Starting State: Disjoint Datasets



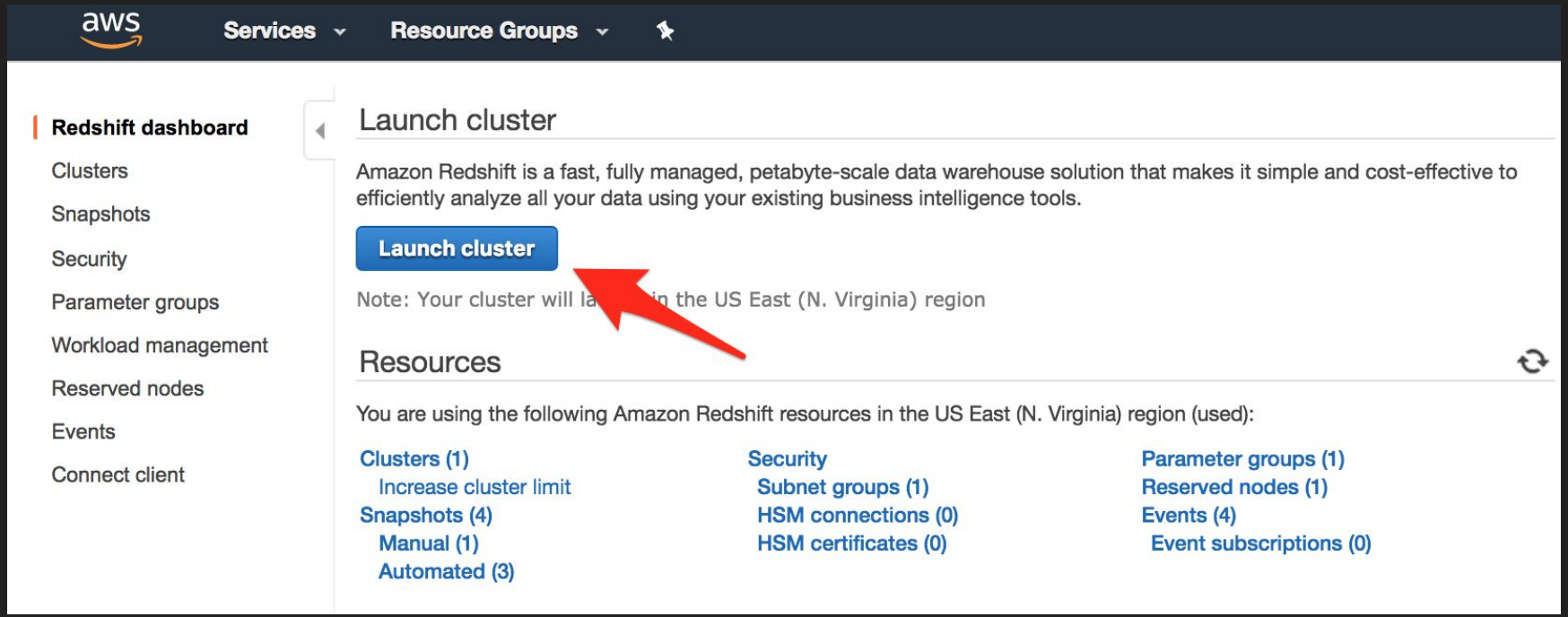
How do we connect the dots?

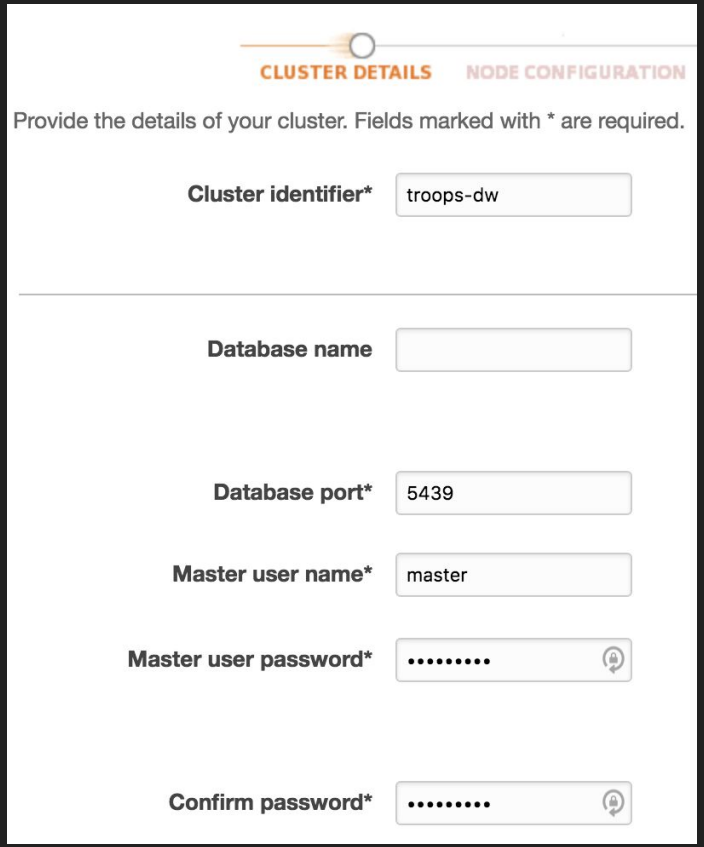
Step 1: single source of truth

Data Warehouse

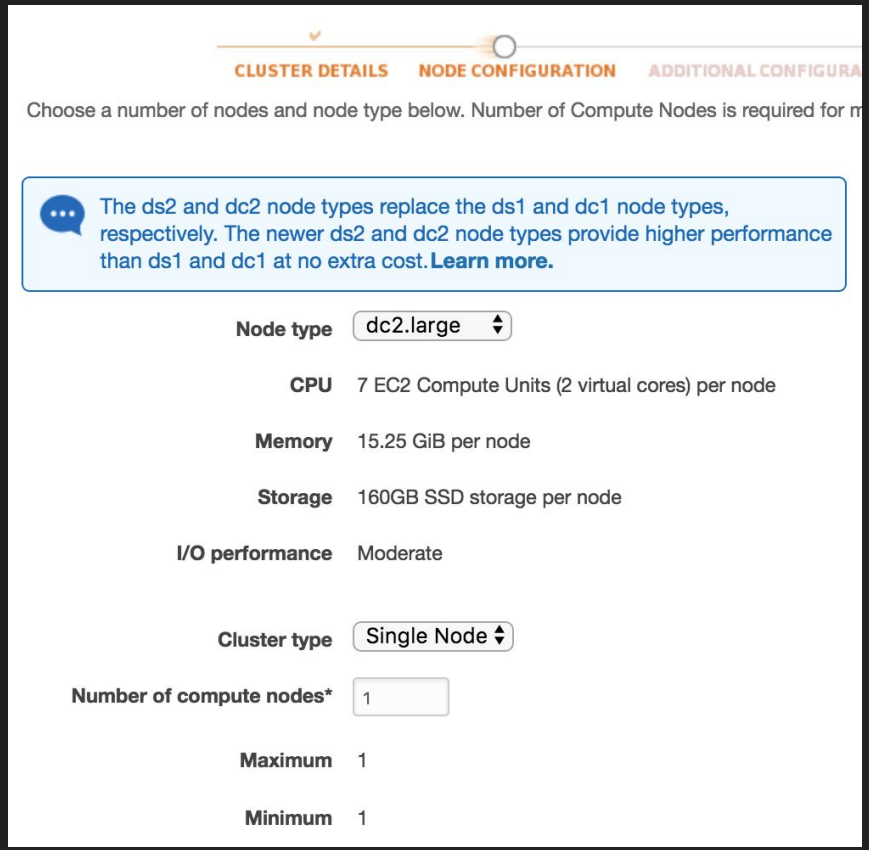
- So why not just SQL on RDS?
- Best Bets: Amazon RedShift or Google BigQuery

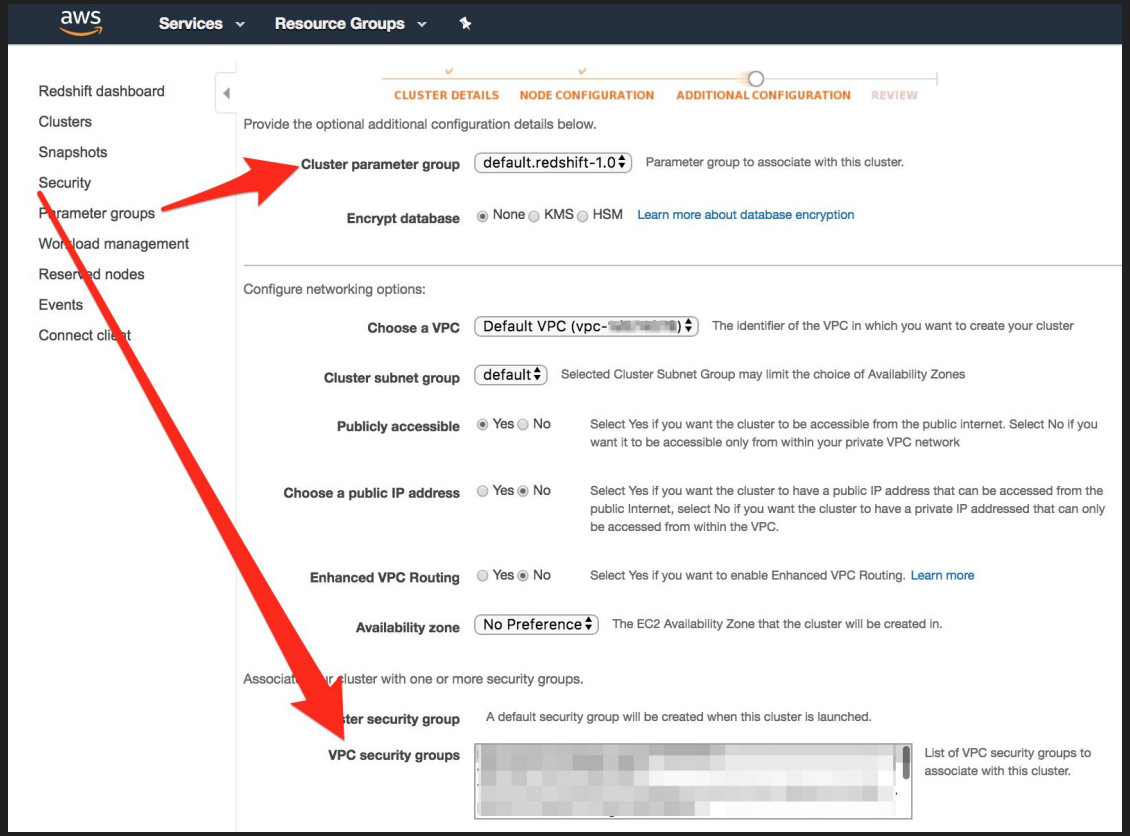
Let’s set up Redshift





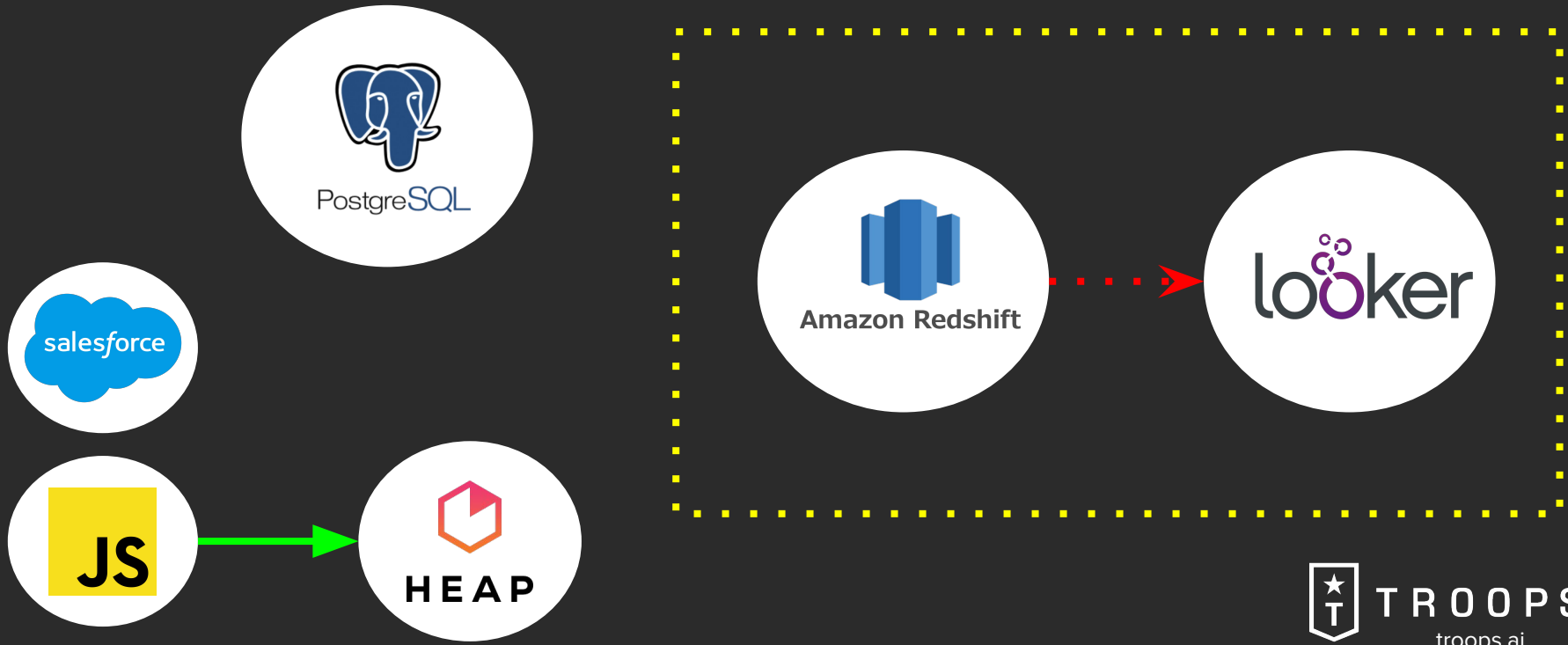
TROOPS
troops.ai



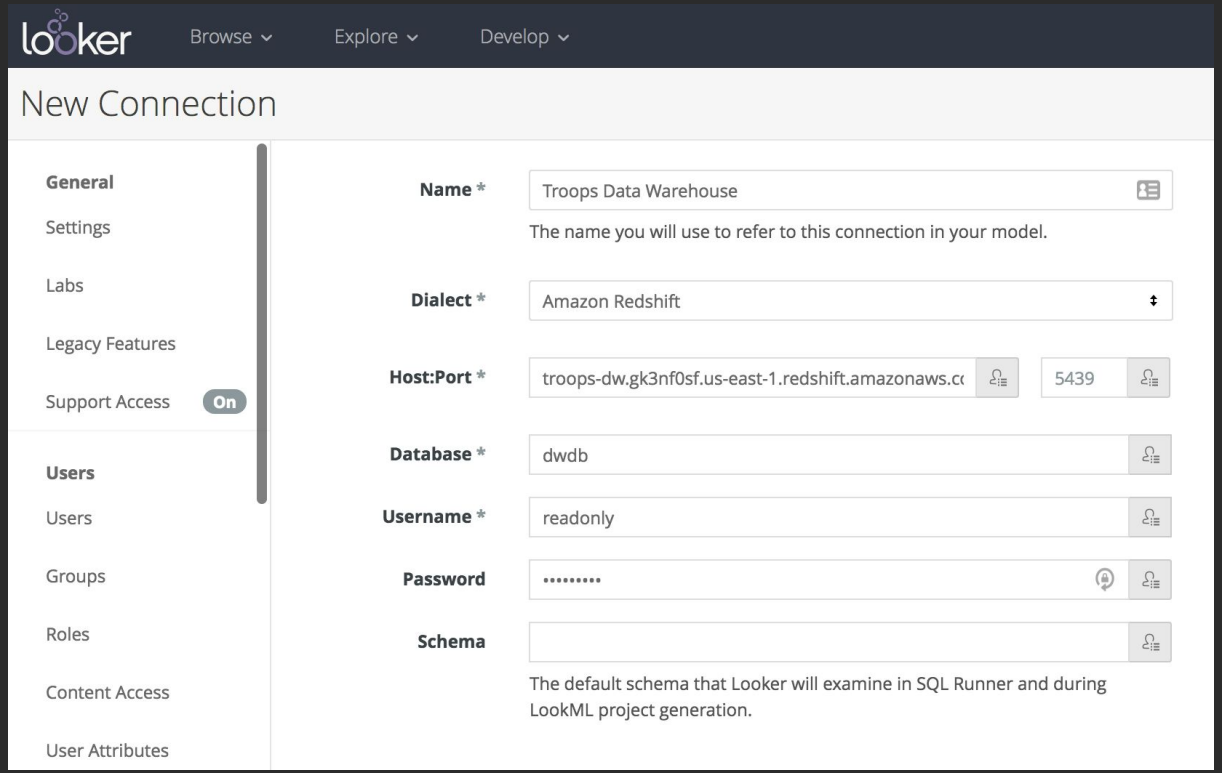


We got a Data Warehouse!

Step 2: Now let’s connect Redshift to Looker



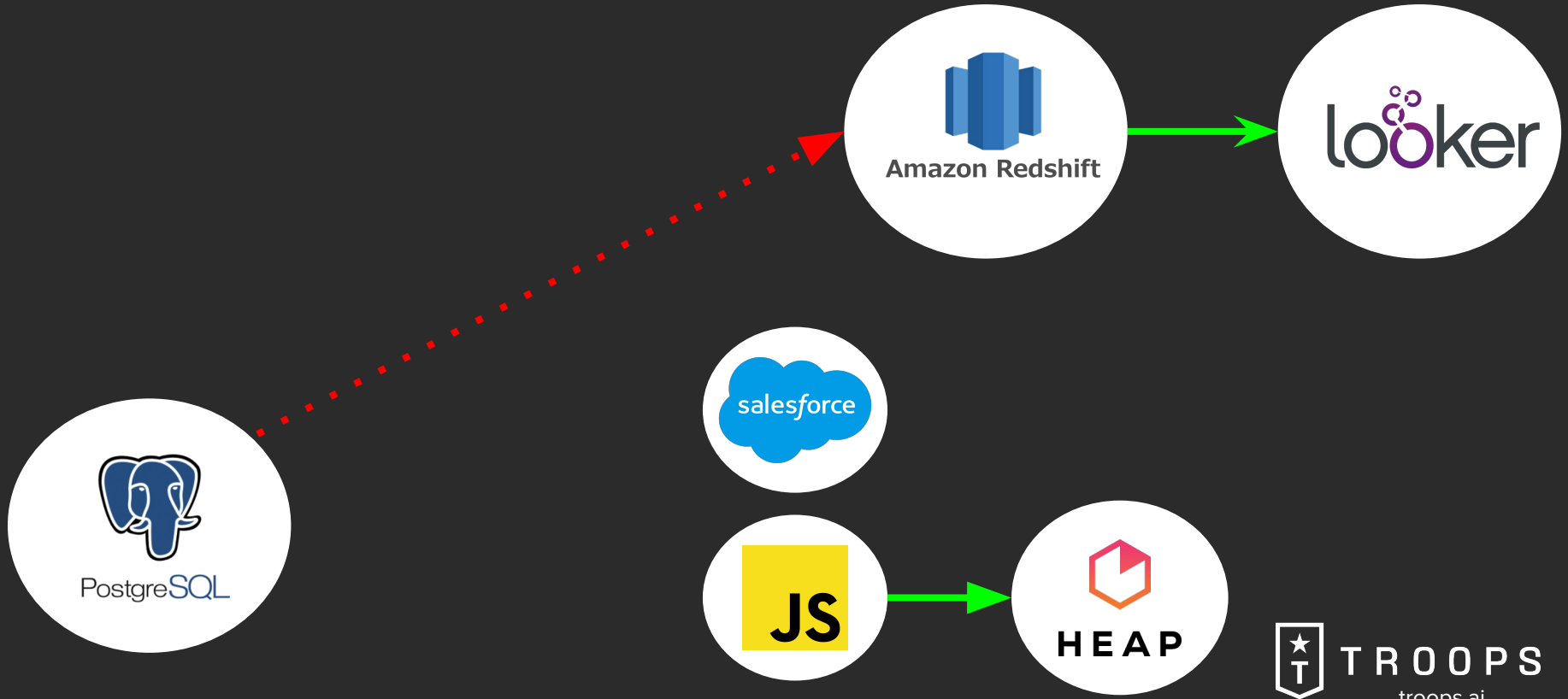
TROOPS
troops.ai



TROOPS
troops.ai

Looker connected. That was easy!

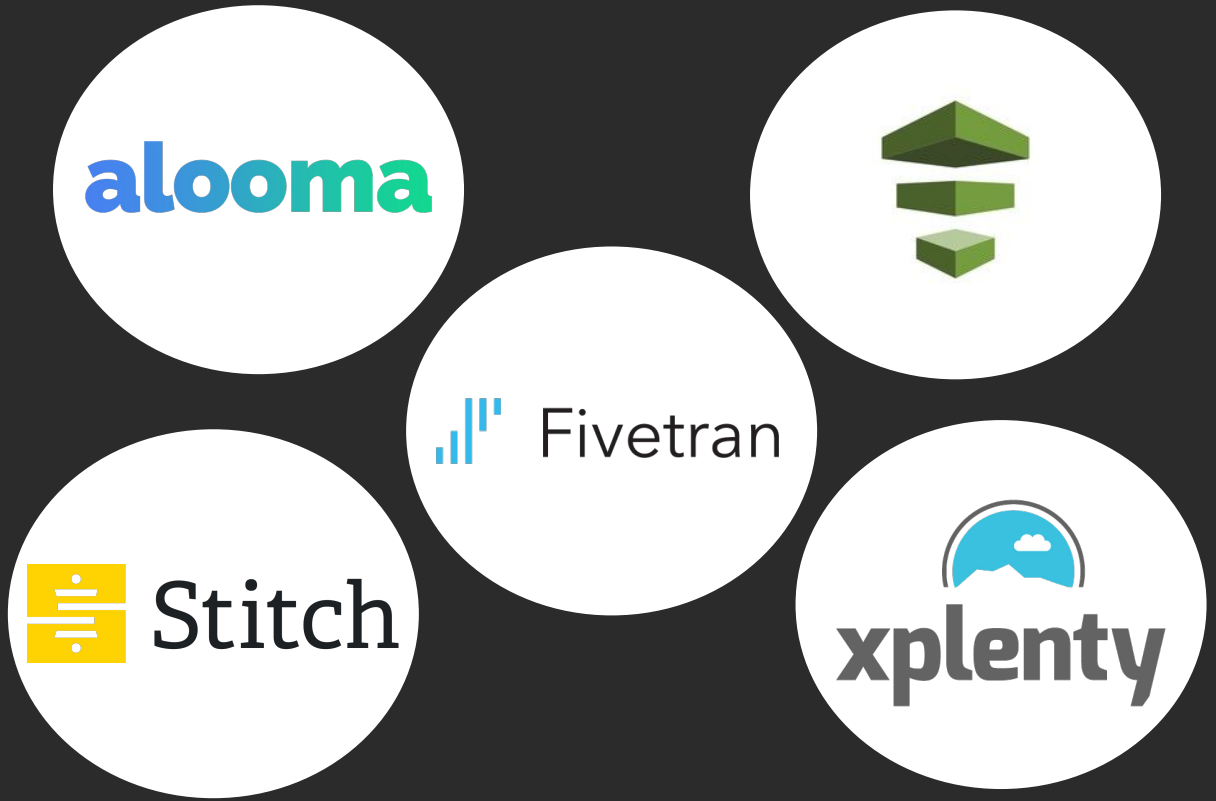
How do we get from PSQL to Redshift?



TROOPS
troops.ai

Not so easy

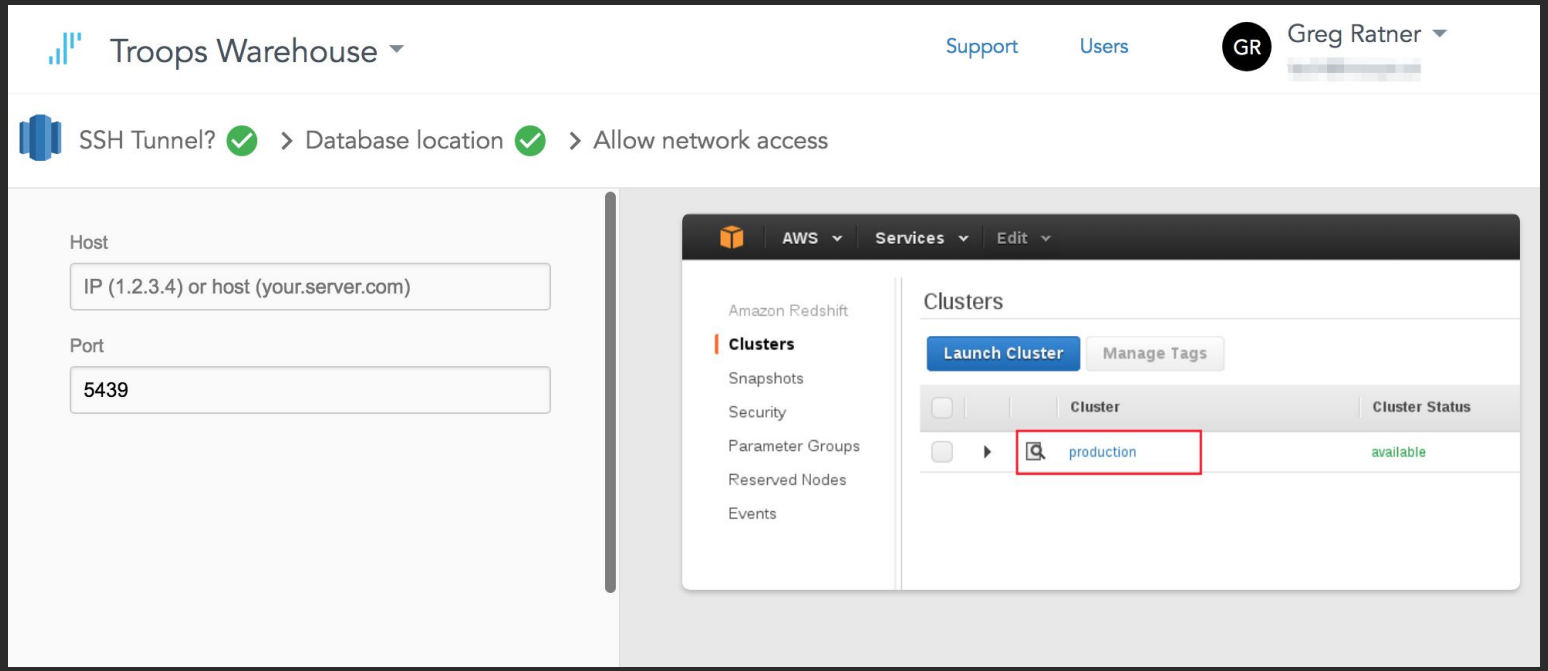
A few options



Why we chose FiveTran

- Cost efficiency
- Ease of Setup
- Replication performance

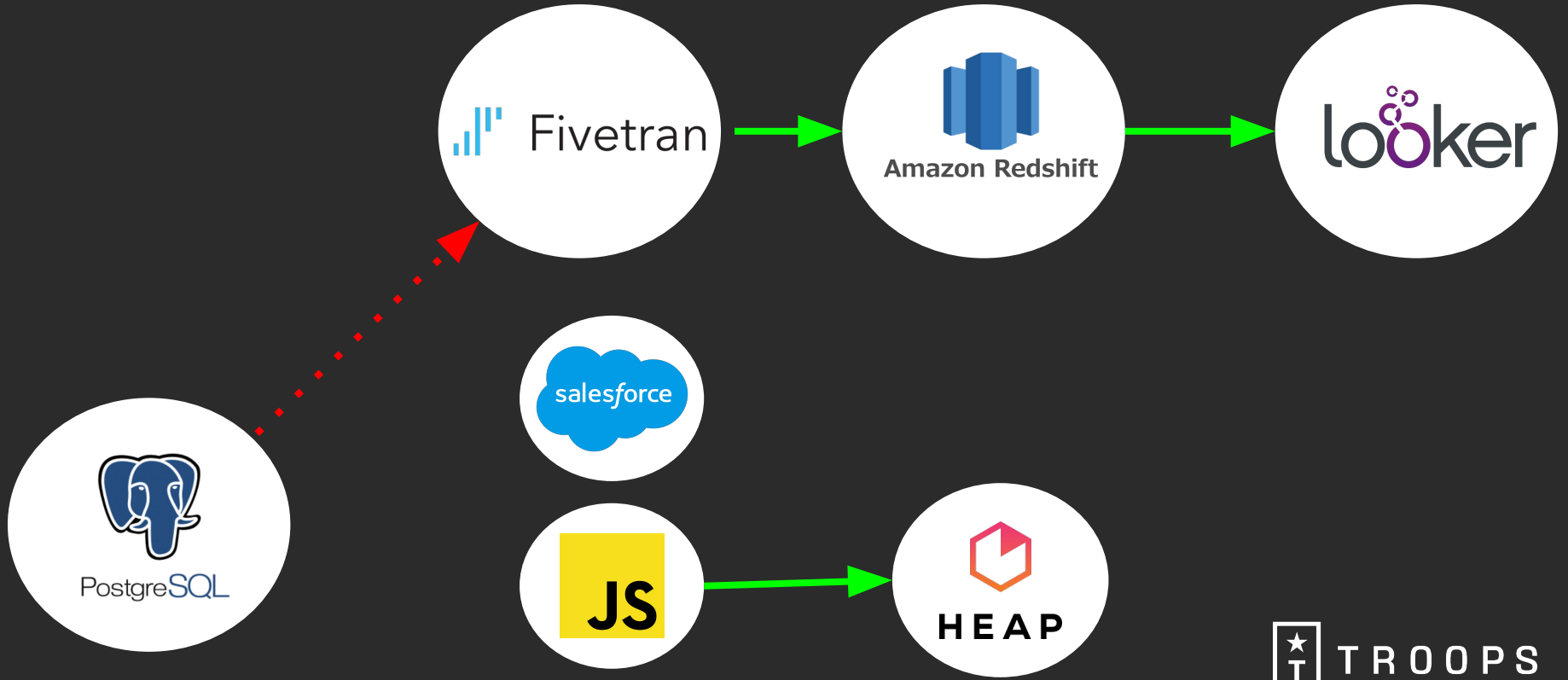
Step 3: connect FiveTran to Redshift



TROOPS
troops.ai

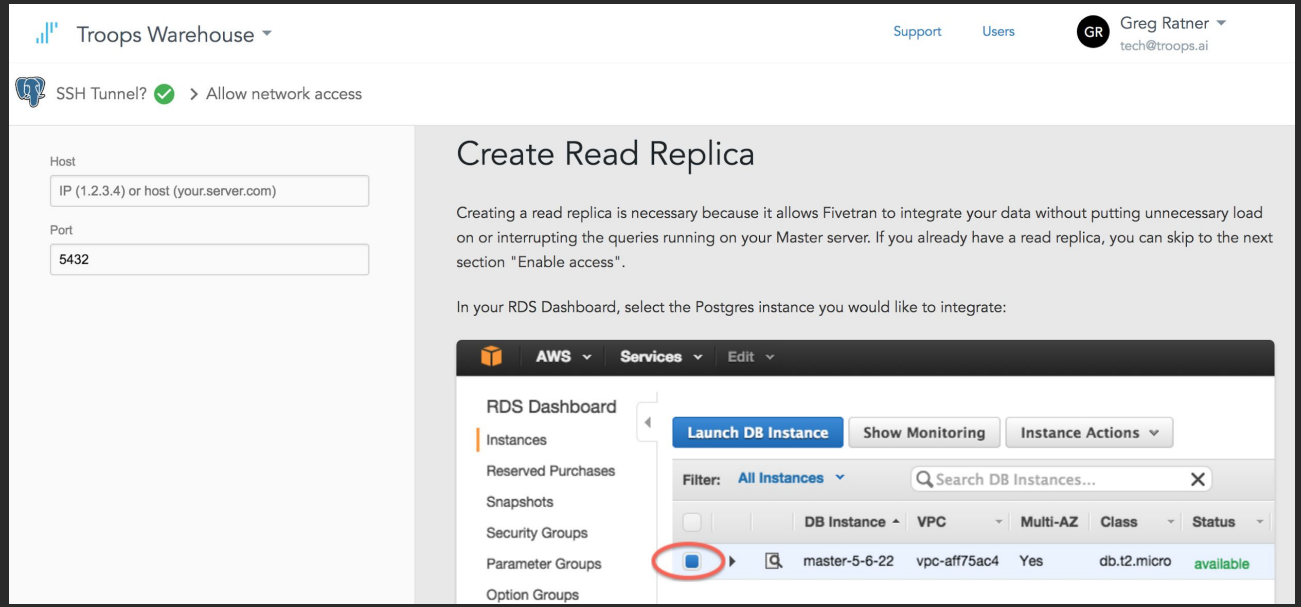
Bam!

Now PSQL to FiveTran



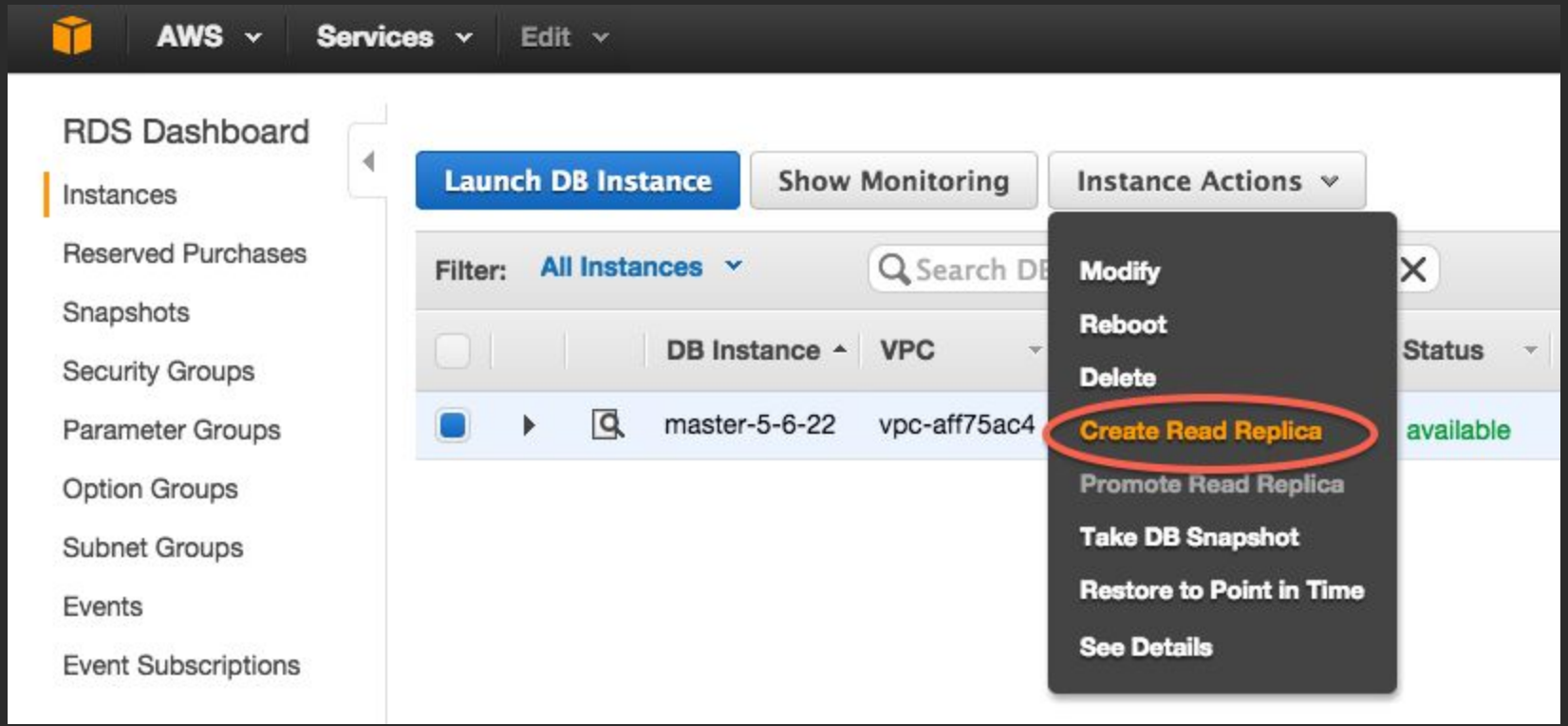
TROOPS
troops.ai

Not so fast ...

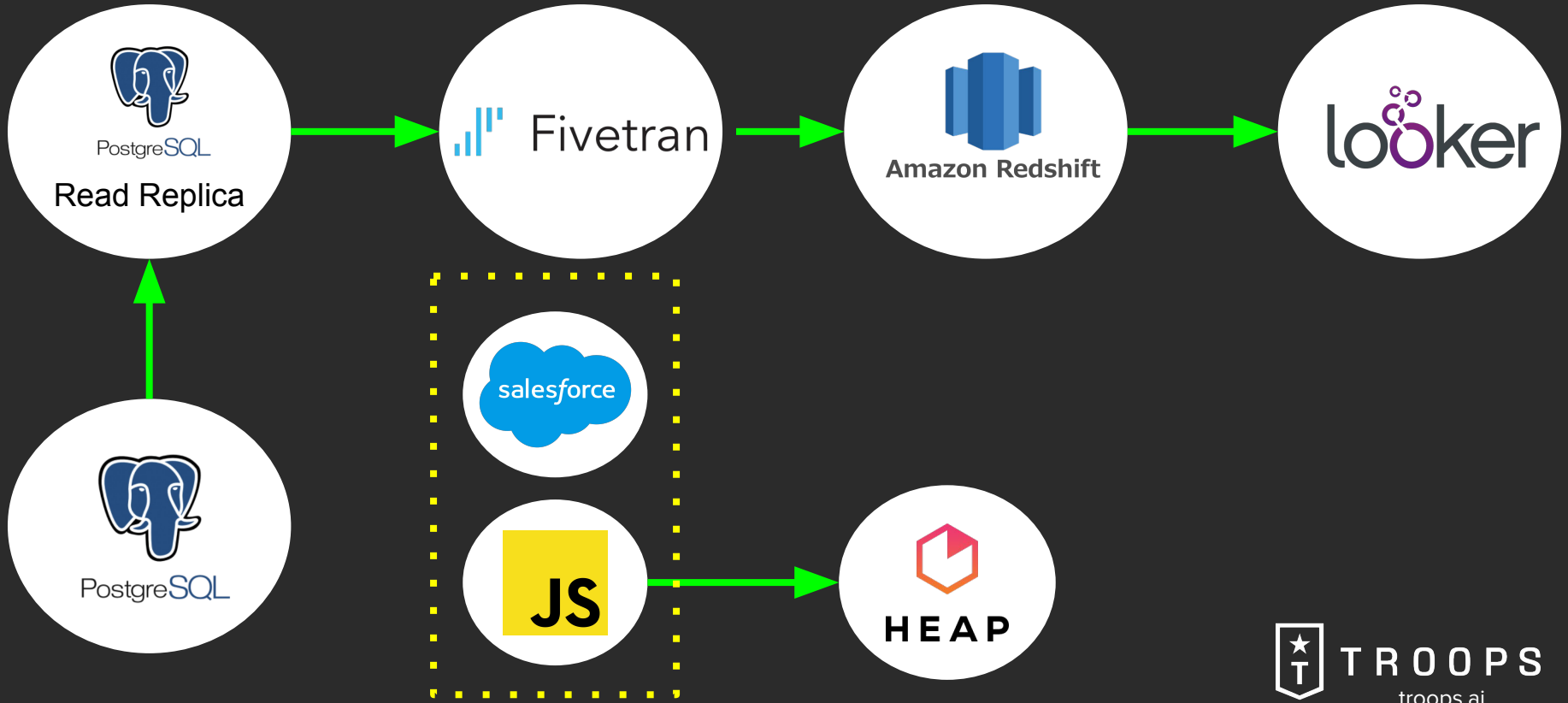


TROOPS
troops.ai

Step 4: create a read replica



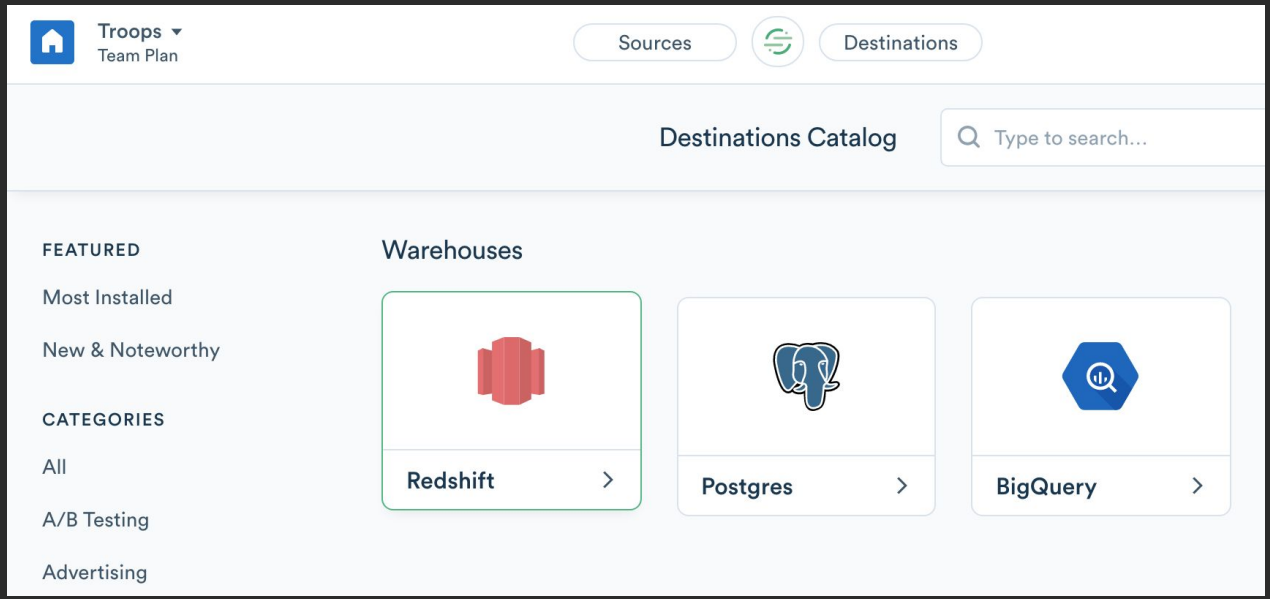
What about other data sources?



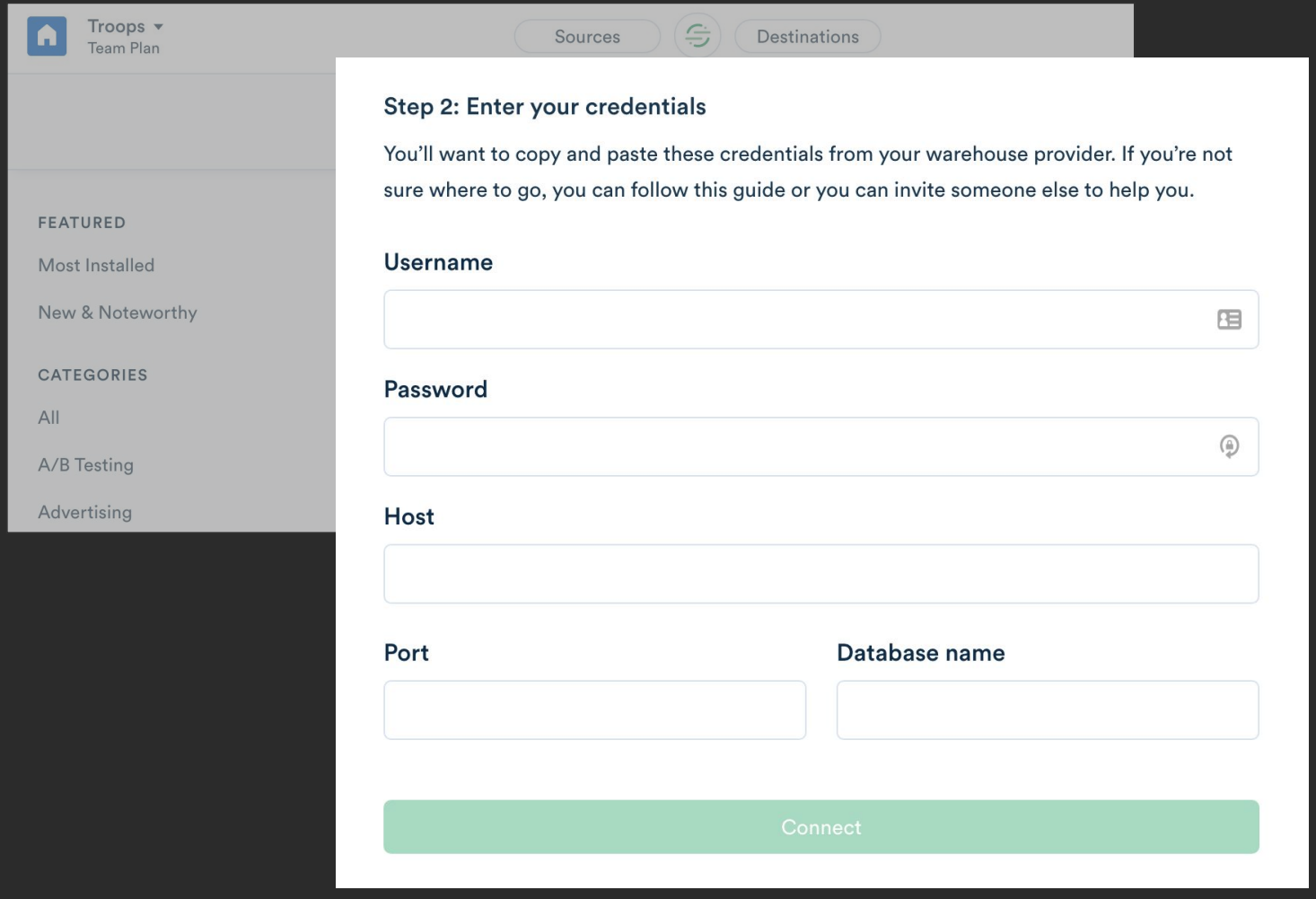
TROOPS
troops.ai

Segment to the Rescue!

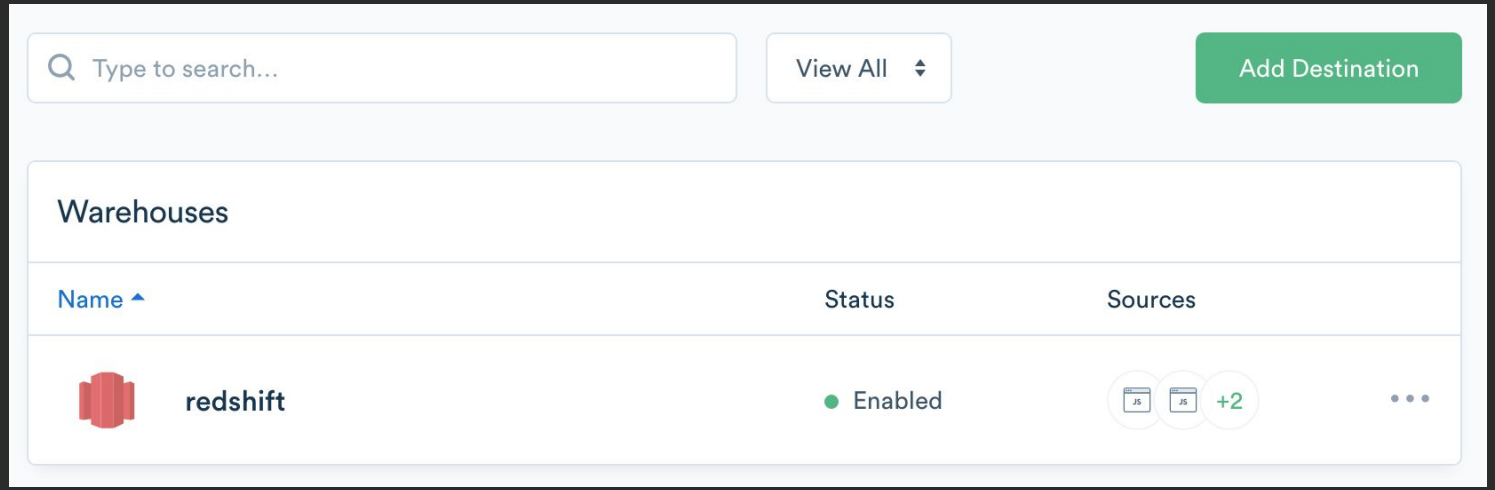
Step 5: connect Redshift to Segment



TROOPS
troops.ai



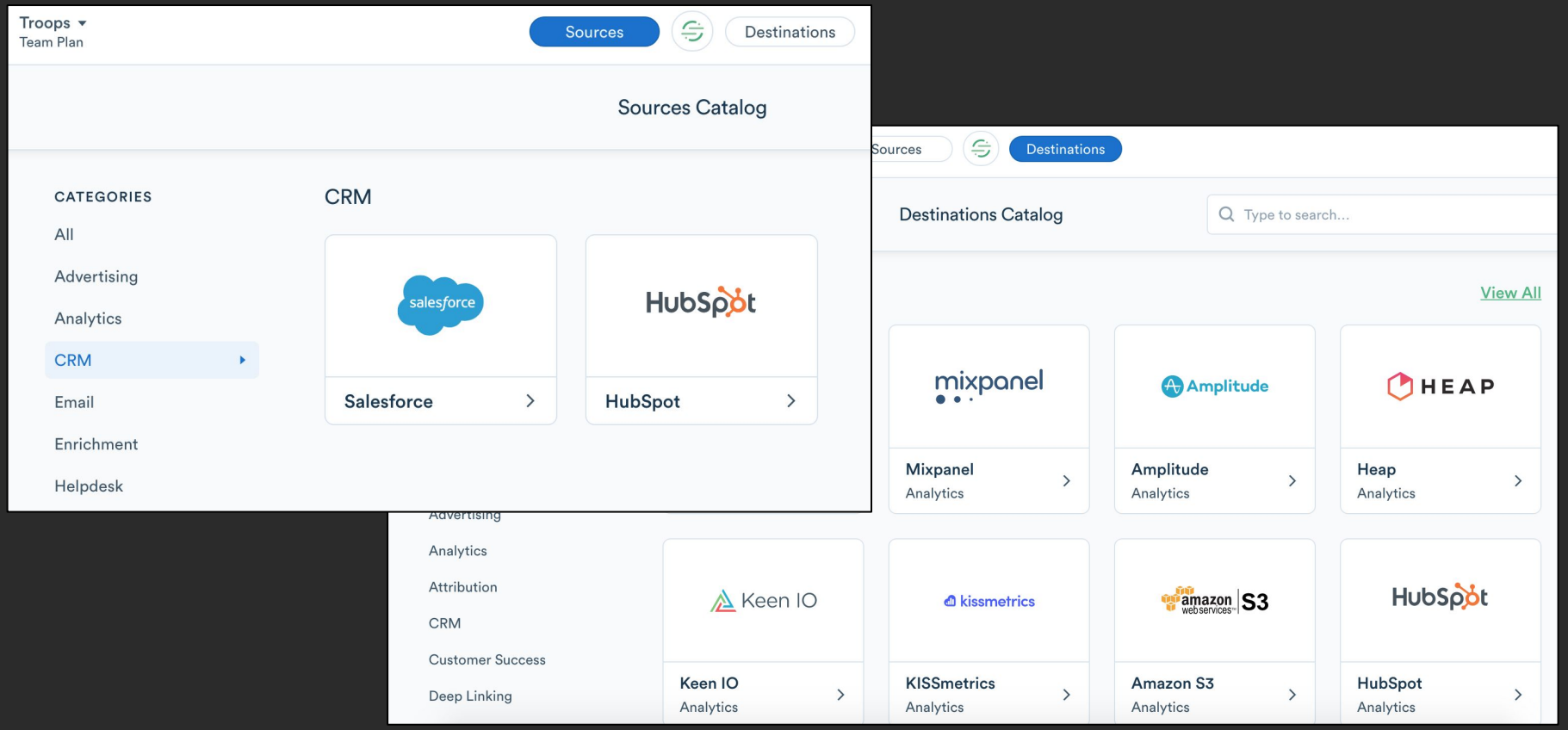
TROOPS
troops.ai



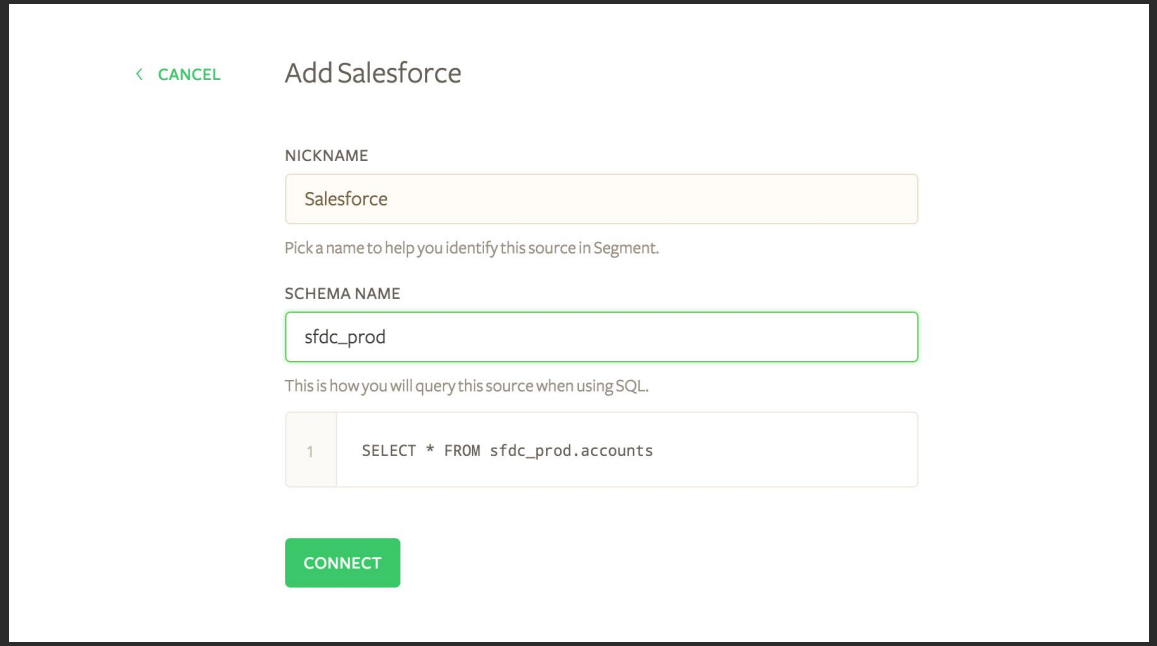
Success!

TROOPS
troops.ai

Step 6: connect Salesforce & Heap



TROOPS
troops.ai



Simple wizard interface

TROOPS
troops.ai

Step 7: replace Heap JS with Segment JS

Source setup

Name *

Website-Events-JS

Identifies this source within your workspace, and typically includes the product area and environment. E.g. Website Prod or App Dev.

Warehouses

Choose to sync this data to your warehouse below. The schema name will be **website_events_js** in your Warehouses (change). You will have the option to connect to additional destinations later.

- [x] redshift

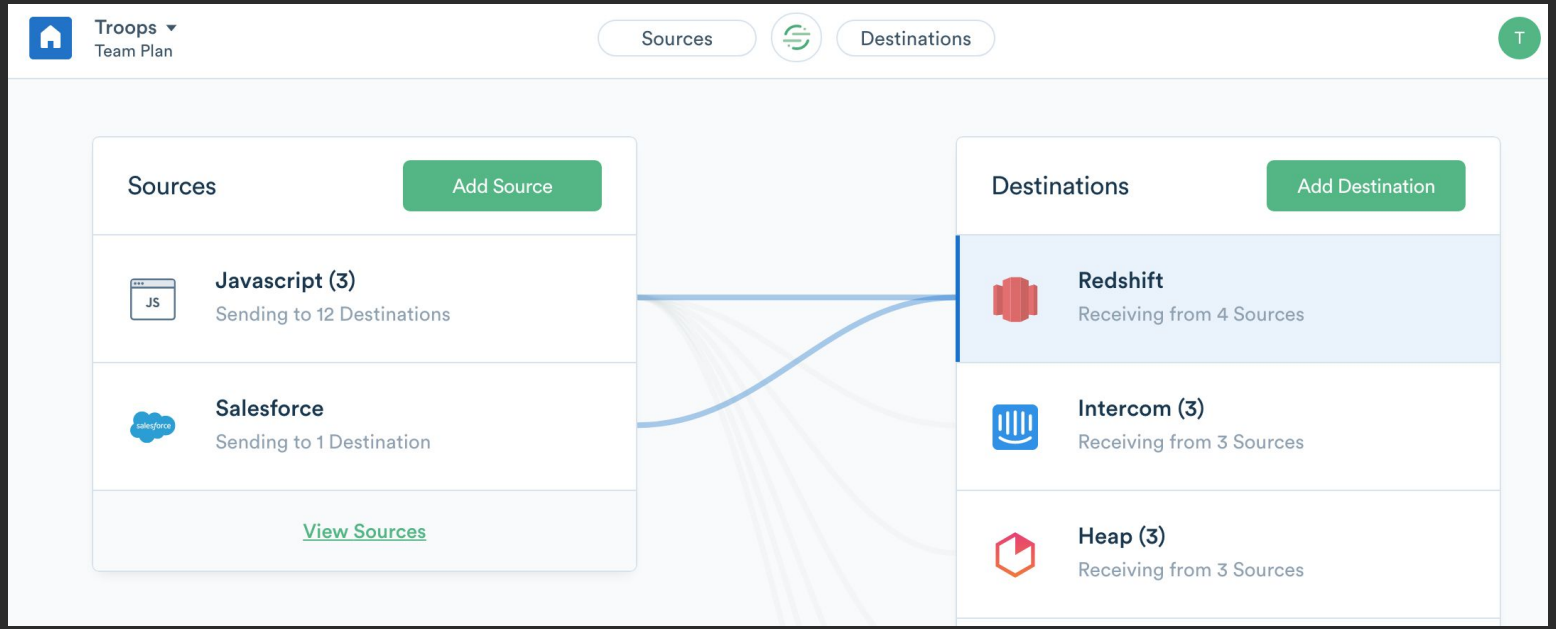
Website URL

https://troops.ai

The full URL where you will install analytics.js.

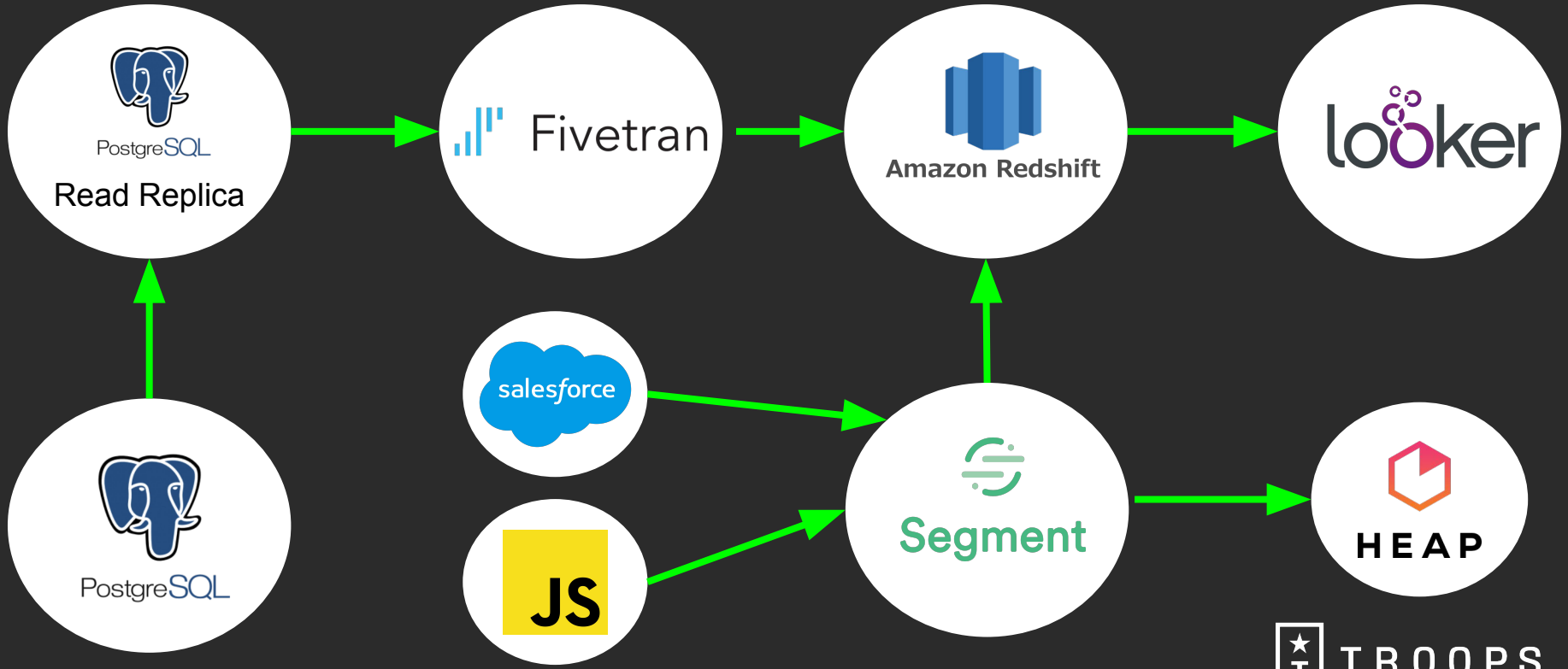
Add Source

Step 8: profit!



TROOPS
troops.ai

Final State



TROOPS
troops.ai

Stats

- 115 Looks created
- 23 Dashboards
- 70% of the company created looks

Results

- Measurable quarterly OKRs
- Transparency in feature performance
- Transparency in sales performance
- Faster investor updates and board decks
- Increased ownership and accountability

Thanks!

Greg Ratner CTO @ Troops

Twitter: @GregRatner

TROOPS

troops.ai