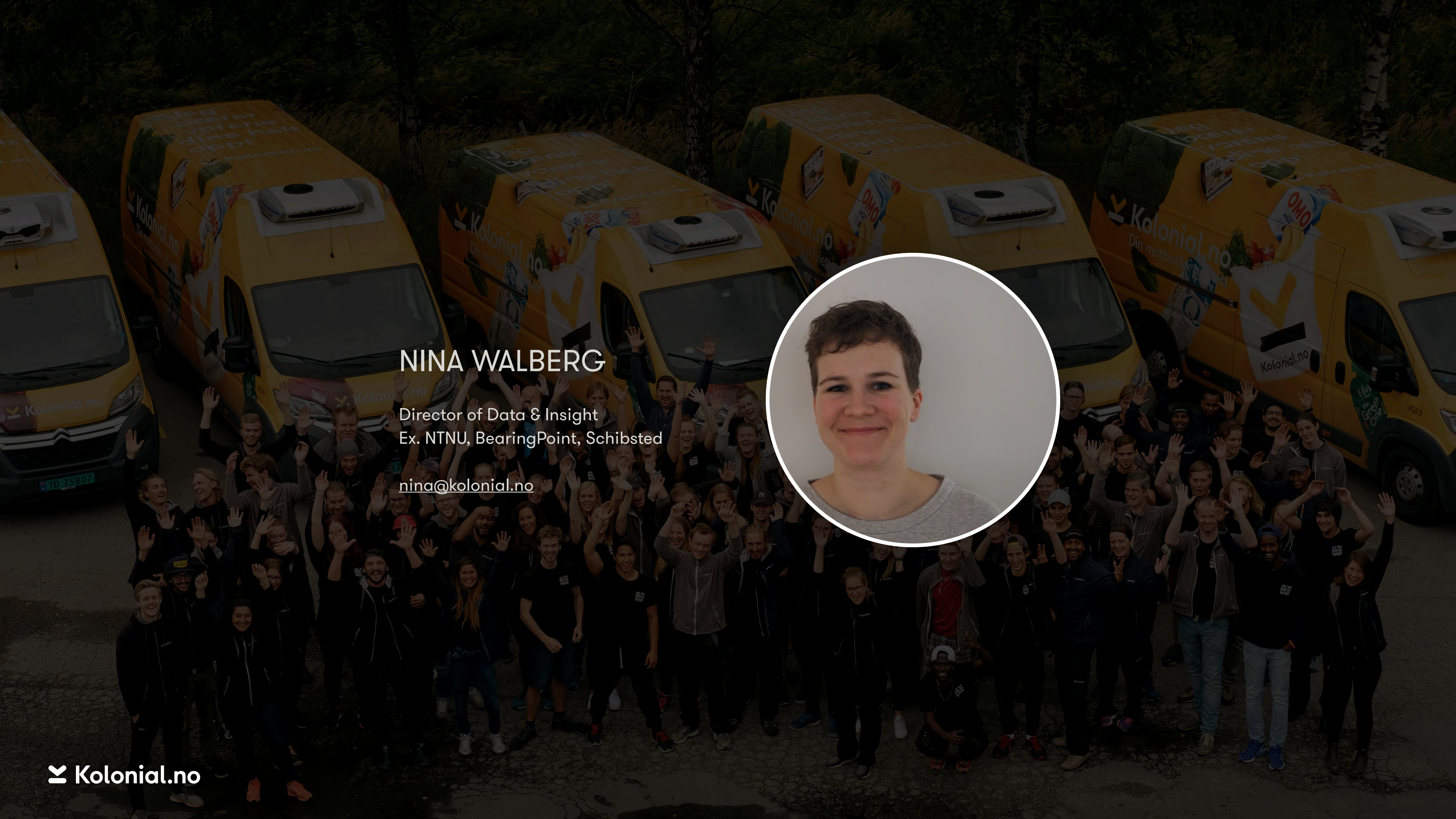




How we scaled insight to 400 people ...with four analysts and one data engineer

Women in Data Science, April 2020



NINA WALBERG

Director of Data & Insight
Ex. NTNU, BearingPoint, Schibsted

nina@kolonial.no





WHO WE ARE

Norways largest and cheapest
online grocery store



An independent startup founded
in 2013 by 10 co-founders

People with
demand for data

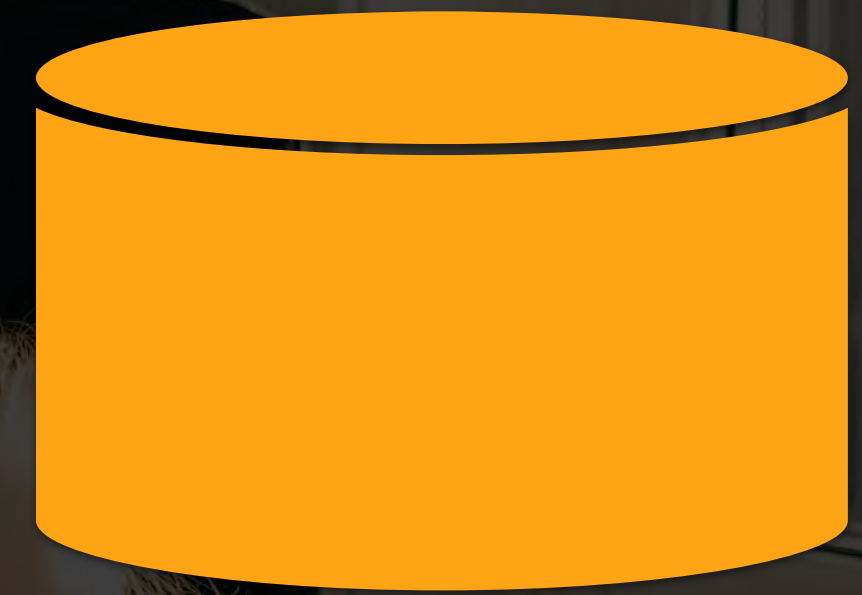


Data providers



{Anders}

Data



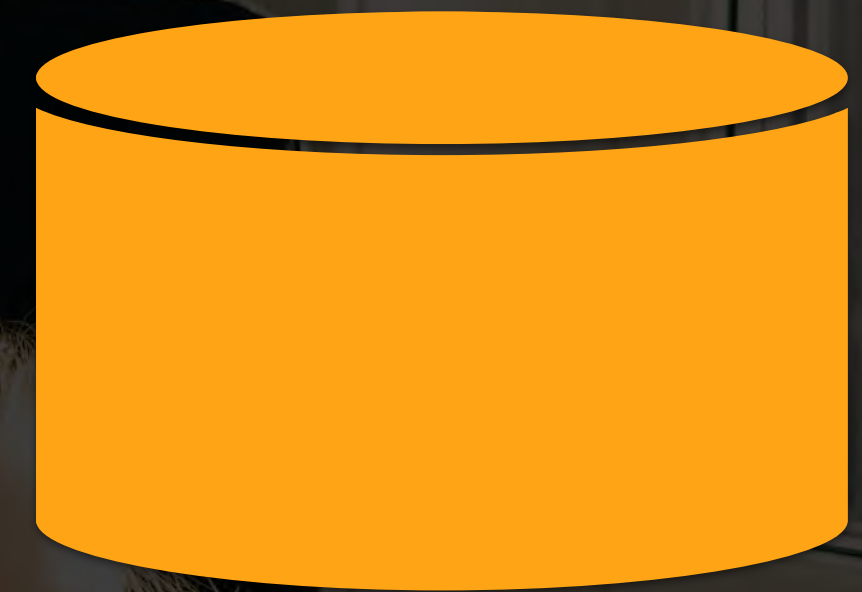
People with
demand for data

Data providers

Data



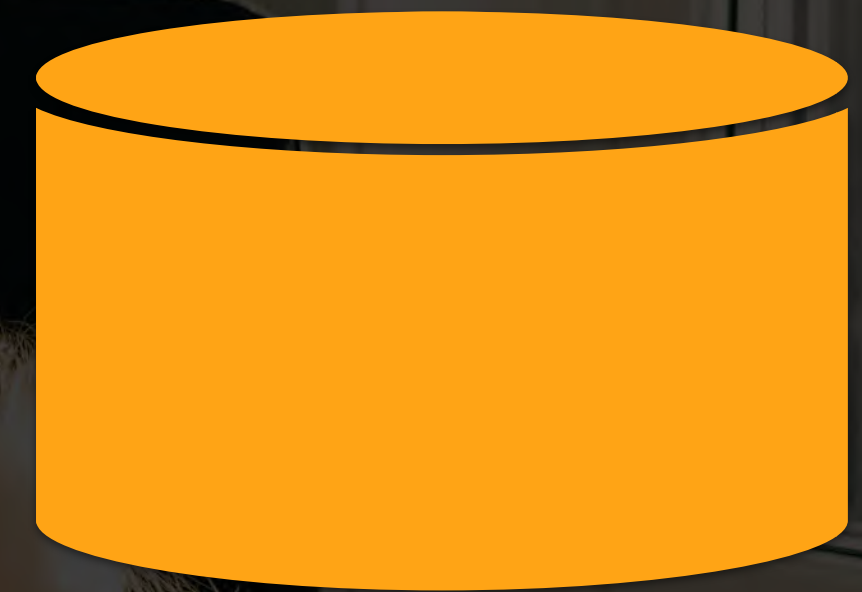
{Anders}



People with
demand for data

Data providers

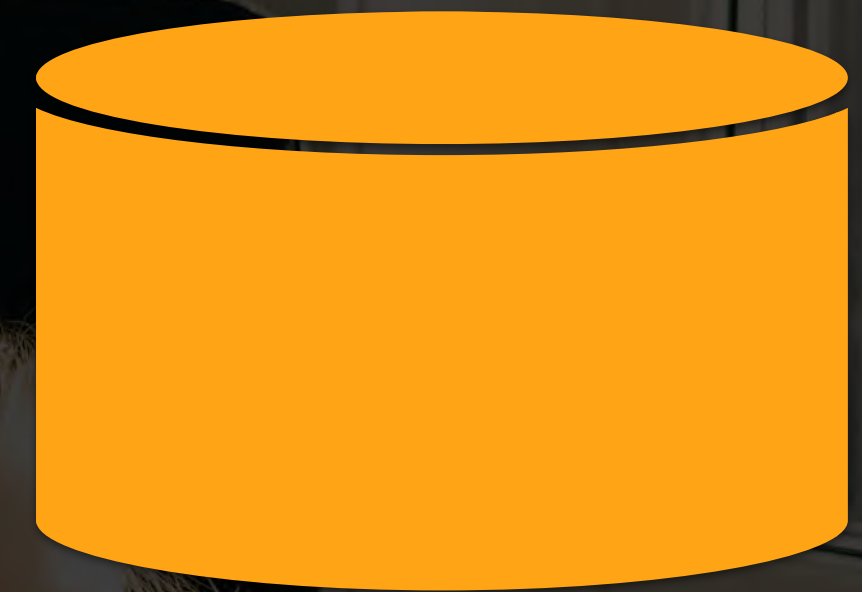
Data



People with
demand for data

Data providers

Data



People with demand for data

Transformed and understandable data

Insight enablers



People with demand for data

Transformed and understandable data

Insight enablers



So, you're the ones that will provide me with valuable insights and data reports?

No, we are self served on insight



Embedded
organisation



Insight
infrastructure



Best development
practises



Training &
support

Our main building blocks in **scaling insights**



Embedded
organisation



Insight
infrastructure



Best development
practises



Training &
support

Our main building blocks in **scaling insights**

A woman with her hair in a ponytail, wearing a blue sweater, is looking down at her smartphone. She is standing in a room with a window behind her, through which natural light is streaming. To the right, there is a bookshelf filled with books and some photos pinned to the wall. The overall atmosphere is calm and focused.

OUR VISION IS TO

Give our customers **freedom**
and flow in their everyday lives

OUR AMBITION


Create the world's most efficient retail system



For our customers

As a company

For society

A photograph of a warehouse interior, showing a complex system of robotic arms and shelving units. The scene is dimly lit, with a large white tarp or wall in the background. The robotic arms are white and yellow, and the shelving units are black and yellow. The overall atmosphere is industrial and technological.

**A technology and
logistics company
(selling groceries)**

Kolonial.no in a nutshell



Online shop



Warehouse



Distribution

Data & Technology

Data & Insight

Experienced team
with complementary
competencies

All team members
are “full stack”

Embedded model with
domain specialisation



CUSTOMERTECH



OPSTECH



DELIVERYTECH



DATA & INSIGHT





Embedded
organisation



Insight
infrastructure



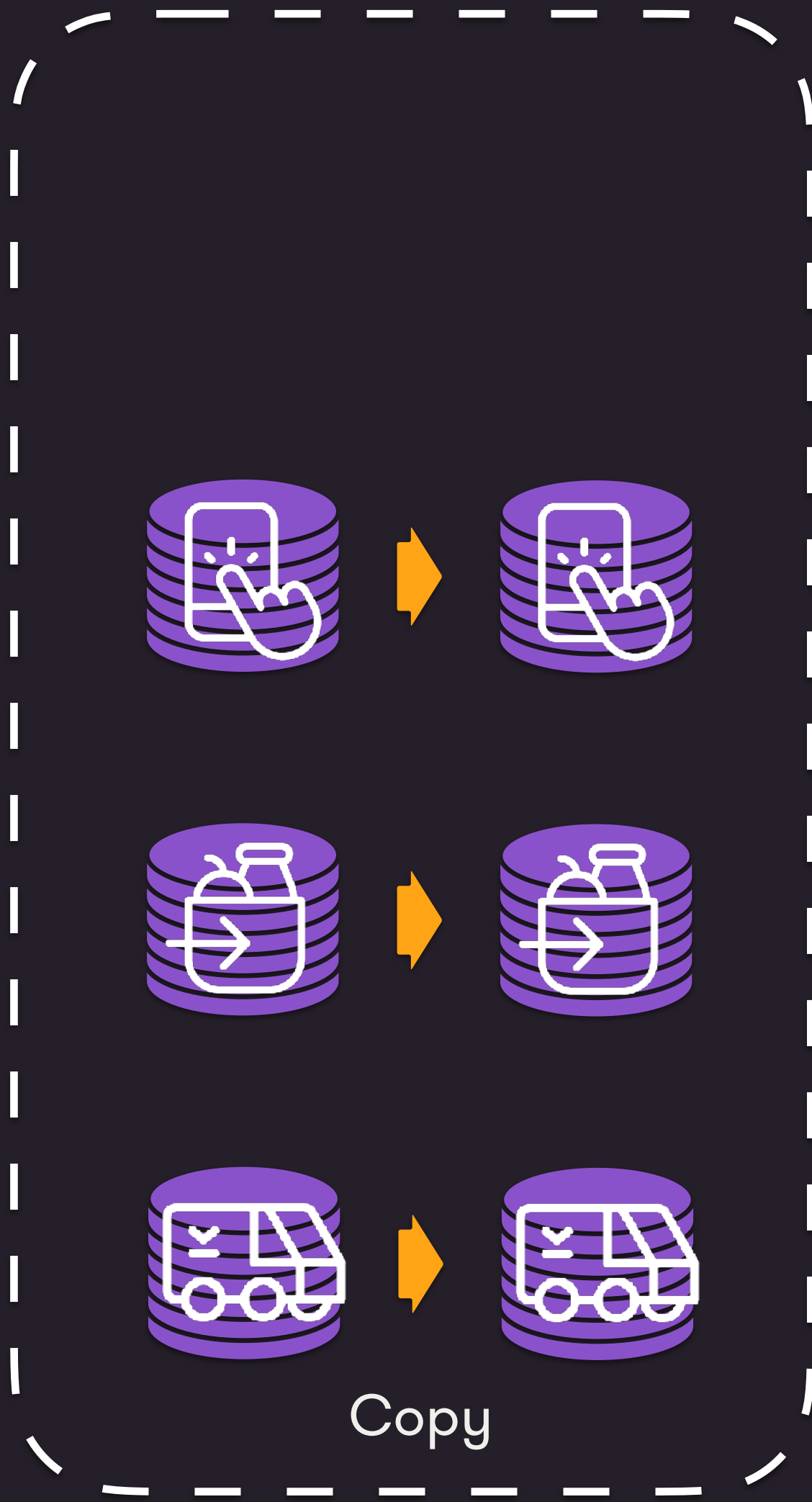
Best development
practises



Training &
support

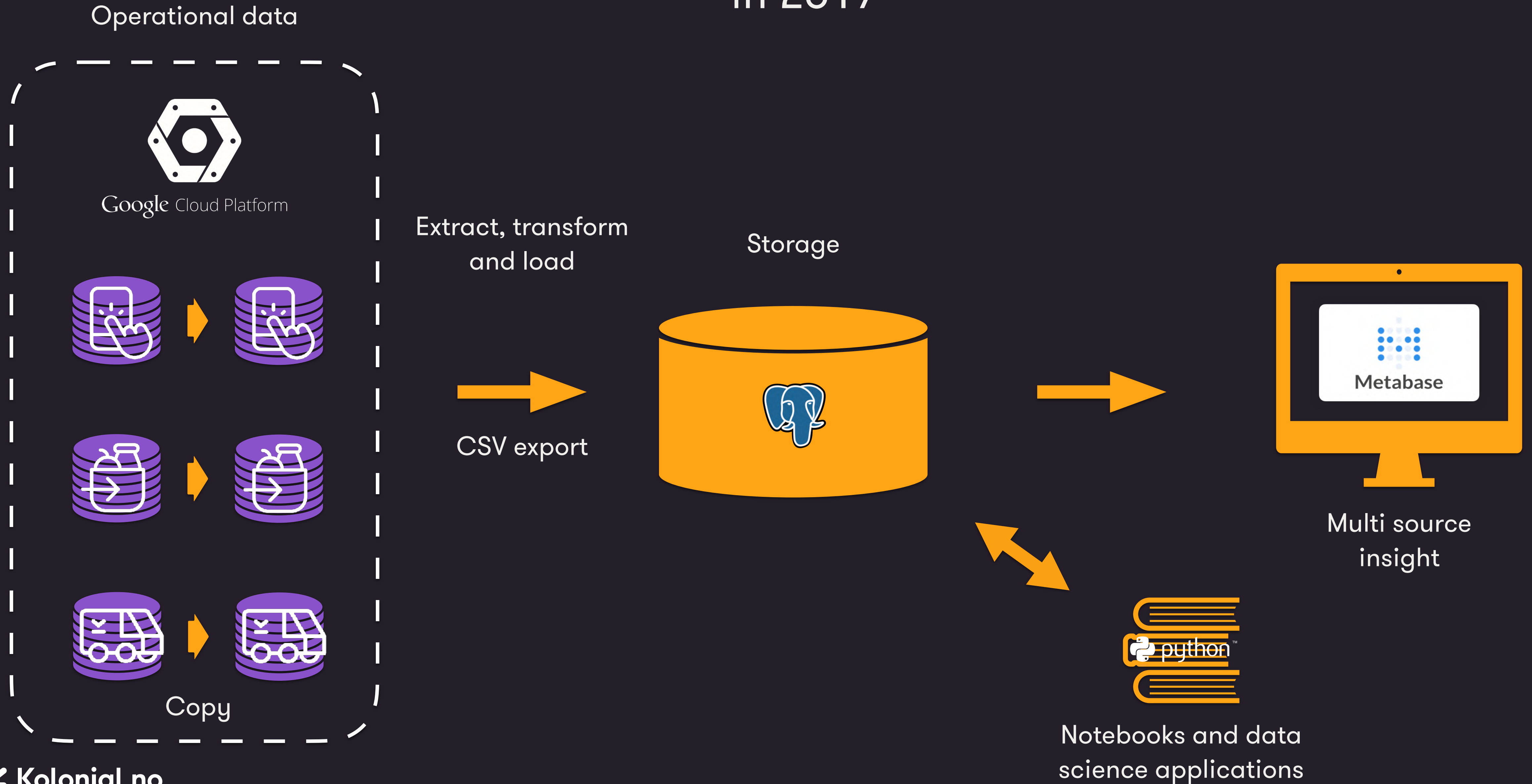
Our main building blocks in **scaling insights**

Operational data

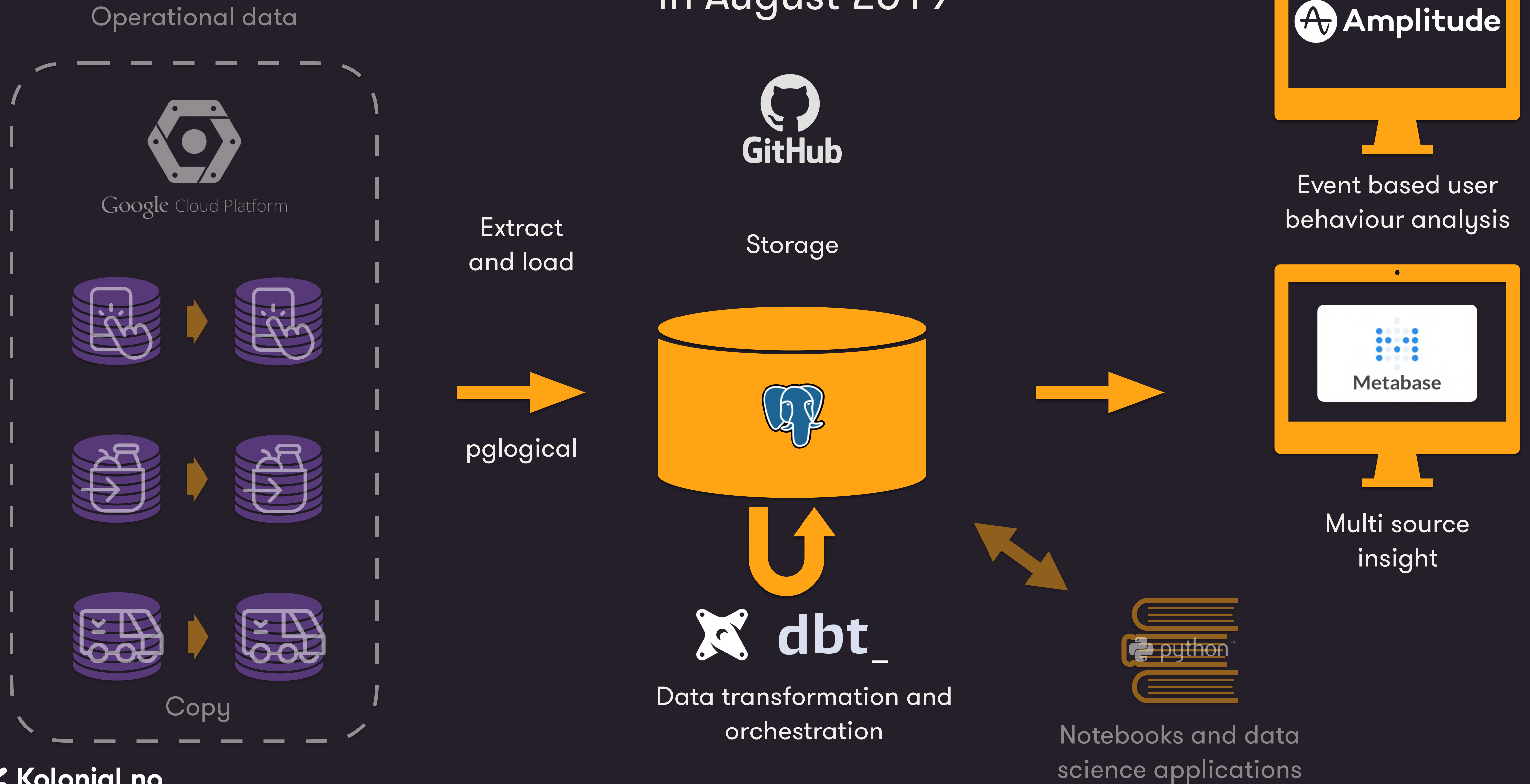


Data provider
(Anders)

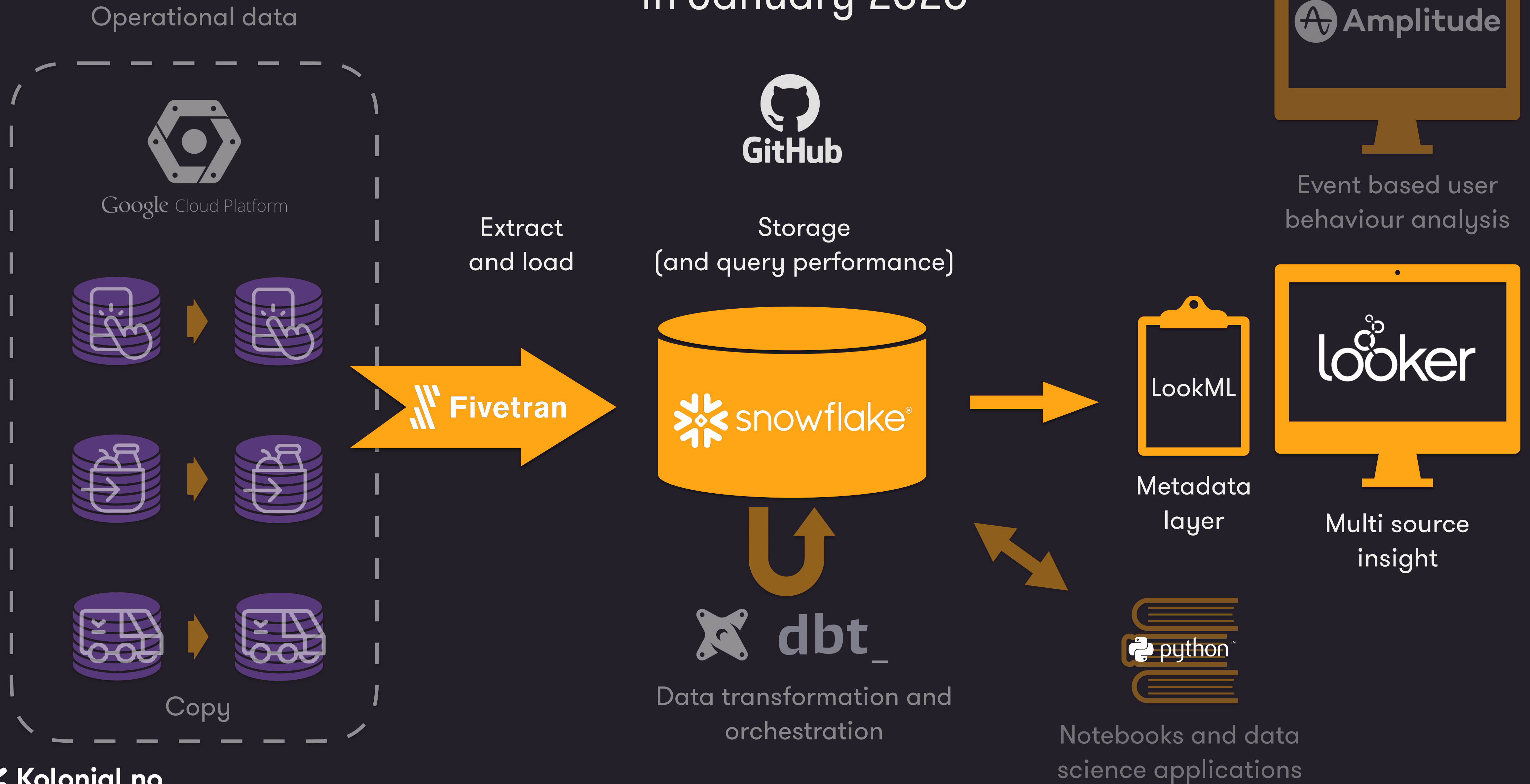
Our (first) insight architecture in 2017



Our insight architecture in August 2019



Our insight architecture in January 2020





Embedded
organisation



Insight
infrastructure



Best development
practises



Training &
support

Our main building blocks in **scaling insights**

dbt_ models

- Model structure: Staging > Intermediate > Final
- Materialization
- Automatic testing
- Strict code reviews

lookML

- Expose only final models in Looker
- Naming standards
- All dimensions/measures should have a description
- Hide as many dimensions/measures as possible

Looker

- Customised color palette
- Visualisation guides created by Information Designer
- Try to have an intuitive folder structure (but this is not easy)

Ensure high **quality insight data**



Embedded
organisation



Insight
infrastructure



Best development
practises



Training &
support

Our main building blocks in **scaling insights**



**#data-insight
-support**

Dedicated capacity to
prioritize and resolve
incoming requests



**Data
hour**

On site support in tutor
style and also time to
scope needs with
stakeholders



**Data
University**

Structured competency
development tailored to
different needs and
groups

Key take aways on **scaling insights**



**Embedded
organisation**

Proximity to stakeholders
Domain specialisation
“Fullstack”



**Best development
practises**

Standardised
development
practises



**Insight
infrastructure**

Modular architecture
SQL based
Version control



**Training &
support**

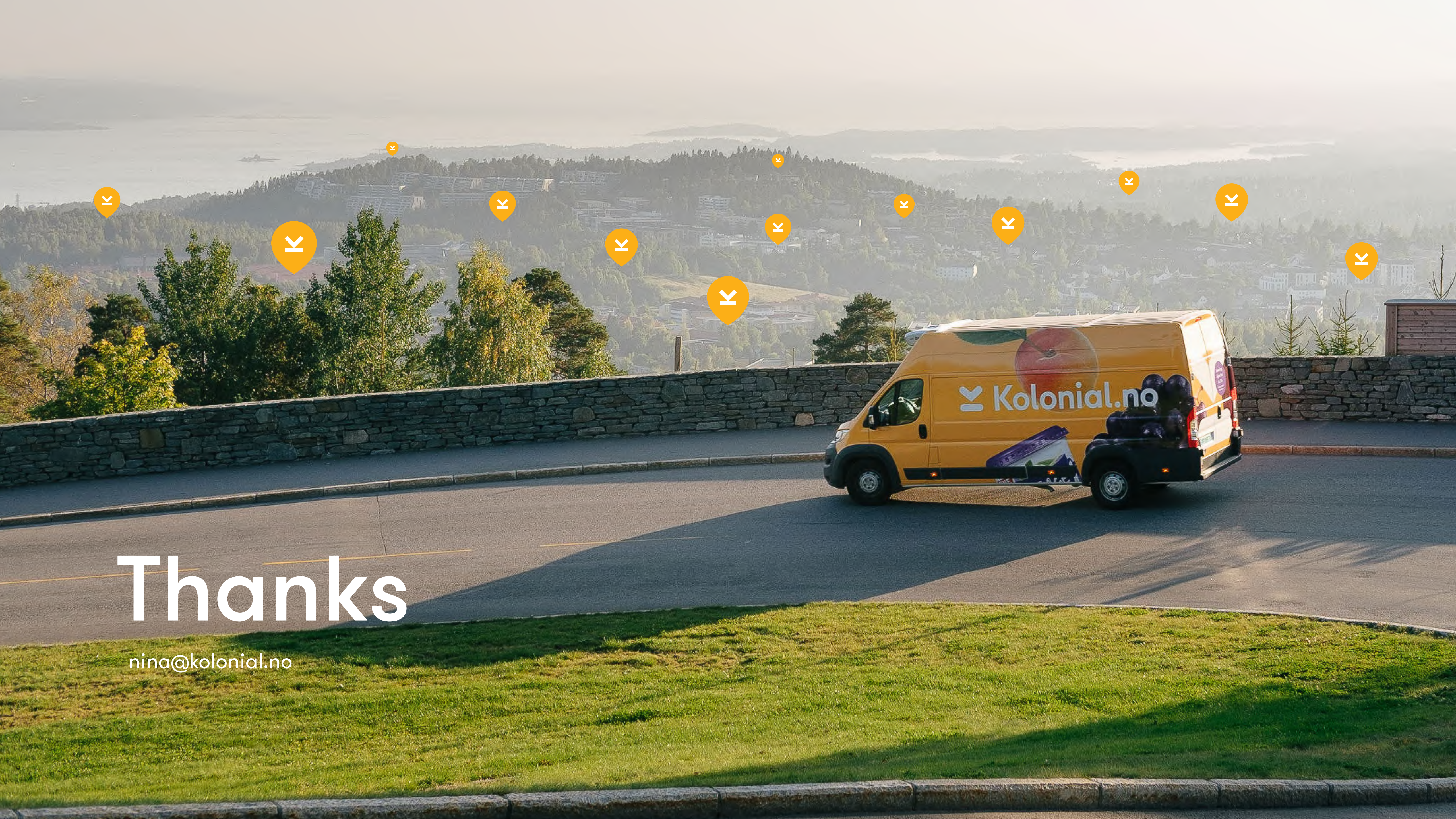
Dedicated and timely
support
Structured training

READ MORE

kolonial.no/tech

APPLY

jobb.kolonial.no



Thanks

nina@kolonial.no