

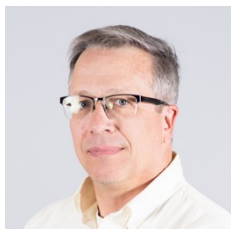


Driving Data Analytic Team Excellence Through Agility, Efficiency, and Aphorisms

April 5, 2023



Speakers



Chris Bergh, CEO, Founder, and Head Chef at DataKitchen



James Royster is the Vice President, Commercial Operations, Insights, and Analytics at Karuna Therapeutics



Karuna Executive Summary



We are a clinical-stage biopharmaceutical company driven to create and deliver transformative medicines for people living with psychiatric and neurological conditions.

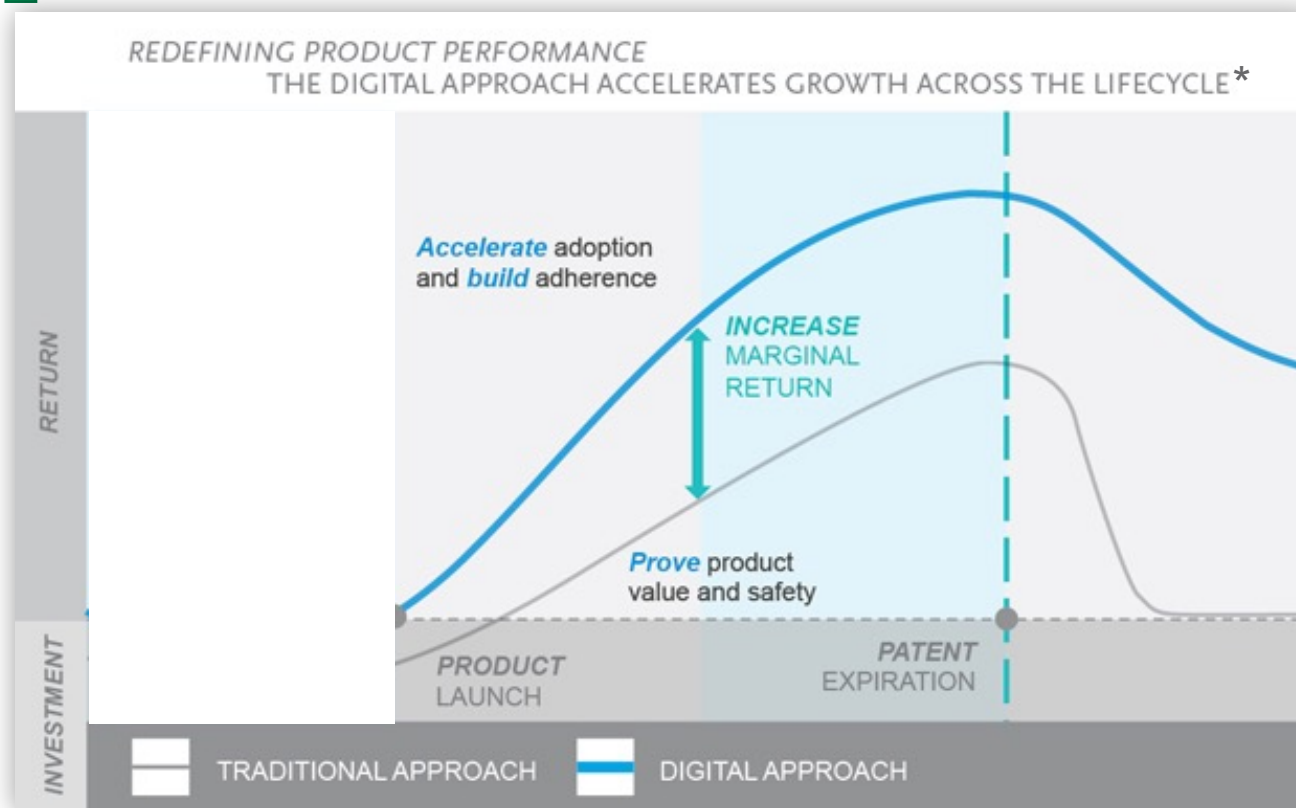
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The world changed February 2005

**“I am competing
with Amazon”**
&
“Unicorns exist”



Pharmaceutical Product Launch



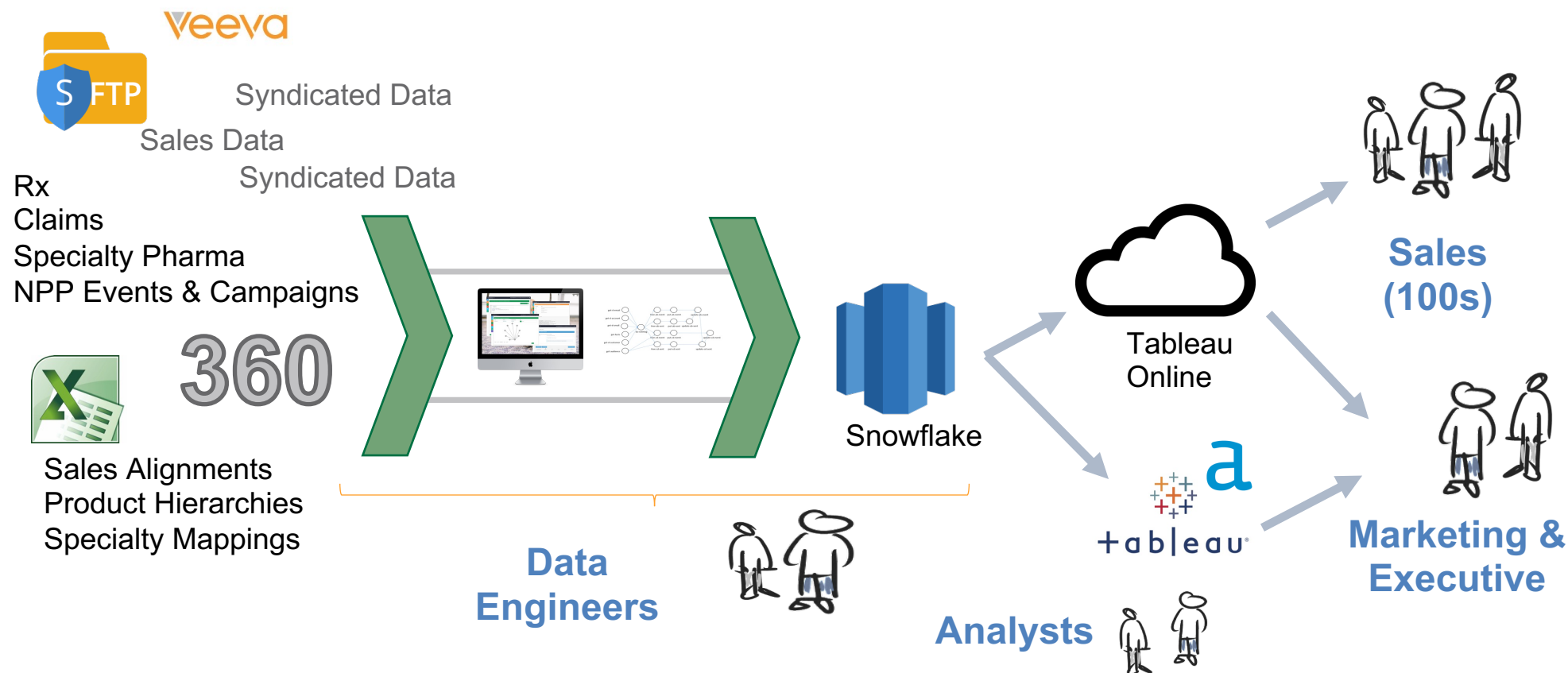
- It costs **\$2.6 billion** to bring a drug to market **
- **The first six to twelve months of a product launch are key**
- How fast a product grows during a launch determines the overall lifetime revenue

“No plan survives first contact with reality.”

* quintiles.com

** Tufts Center for the Study of Drug Development 2014

Typical Analytics Overview



“It is not about the fear of making a change; it is about the removal of fear from making changes.”

The Analytic Team's Overall Goals

**Allow fast changes
to support investigative analytics and
high-quality production deliverables**

“Multiple takes lead to highlight reels.”

How To Succeed?



A Mindset Change to DataOps

From	To
Change Fear	Change Velocity
Manual Operations	Automated Operations
Hope For Quality	Integrated Quality
Hero Mentality	Repeatable Processes
Perfection	70% Right The First Time

“Change your mindset”

How To Succeed?

A Mindset Change to DataOps



***“Don't be a hero really means...Don't solve problems
figure out how to never create them”***

Super Power Mindset



Data
Engineer



Data
Analyst/Scientist

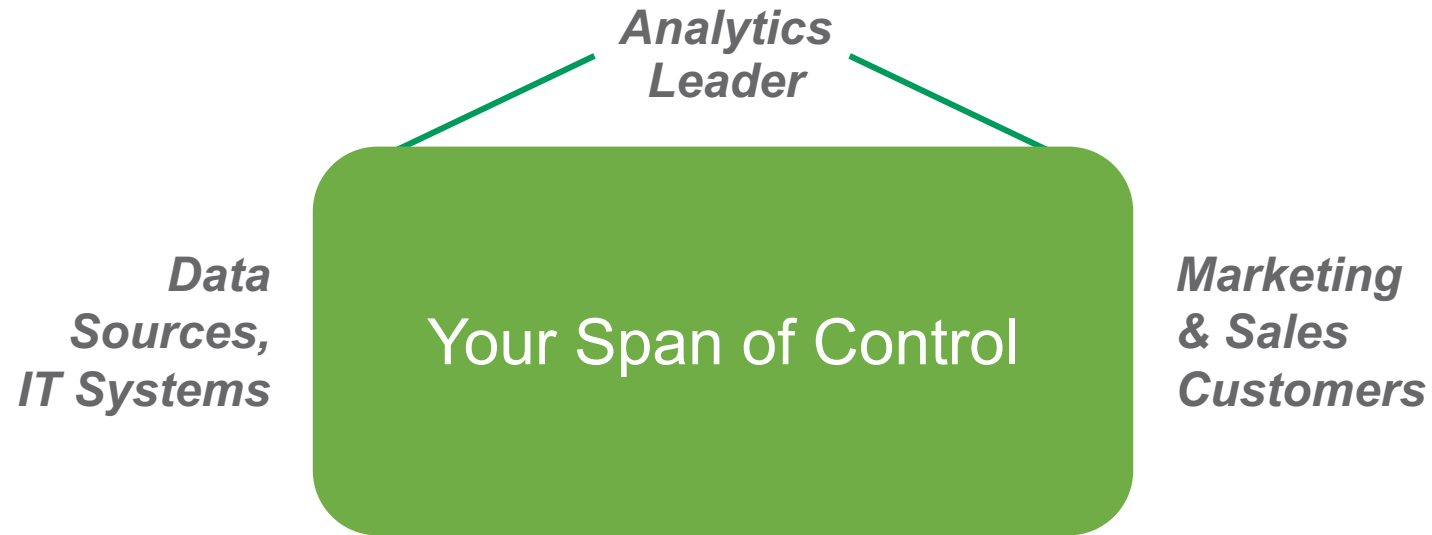


Customers



***“The power to say... Sure we can do that...
We’ll have a first draft in a couple days “***

Analytic Leadership: Control Your Destiny

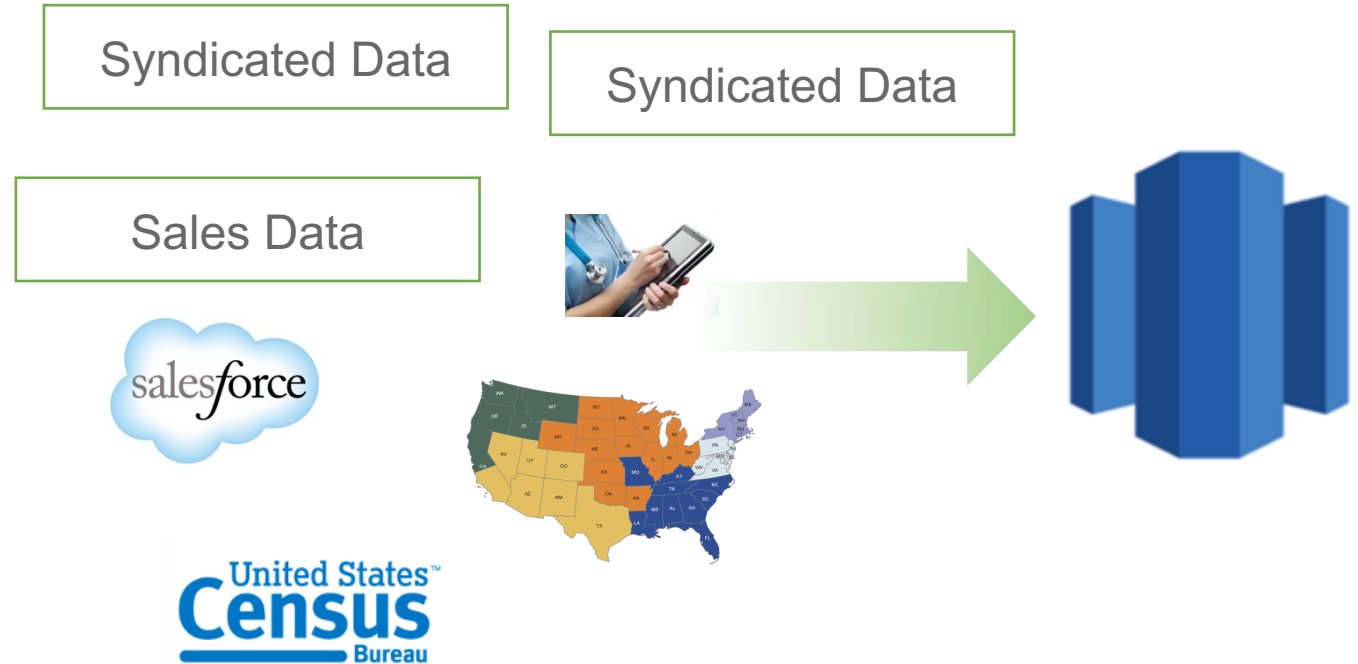


***“The problem is not that there is too much data.
The problem is there are too slow processes to take
advantage of that data.”***

Data Comes from a Variety of Sources

Analytic data comes at varying timings and various sources

- Syndicated Data
- Sales Data
- Master Data



“How do we allow all data to have utility and value?”

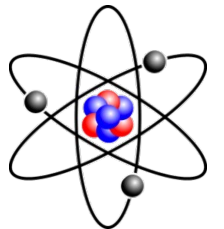
Analytic Team Has Multiple Deliverables

The Analytic Team support supports:

- Ongoing, production reports and deliverables: 'Weekly Launch Tracker'
- Ad Hoc answers to business leader questions
- Resource Allocation and predictive models

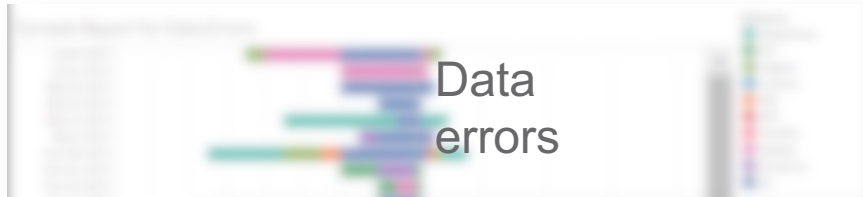


Prediction
and
Optimization

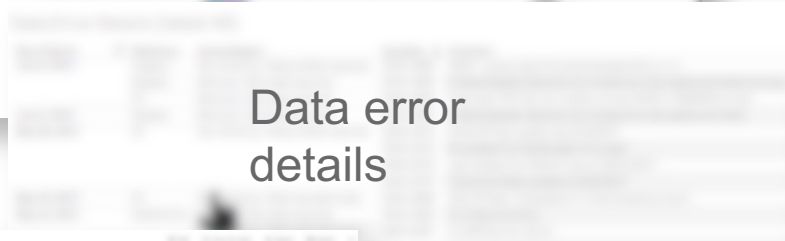


“More importantly, how do we help our customers unlock value?”

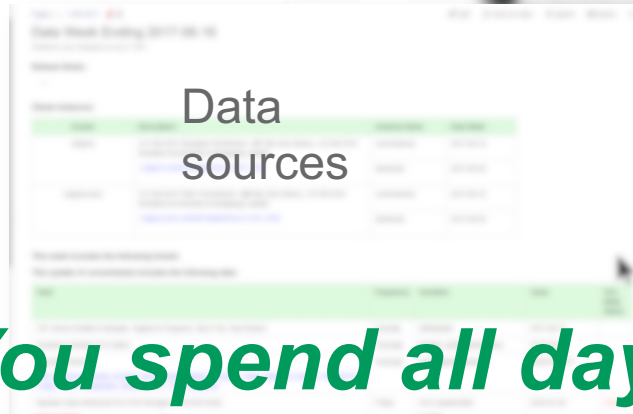
Multiple Metrics, Dashboards, and Emails



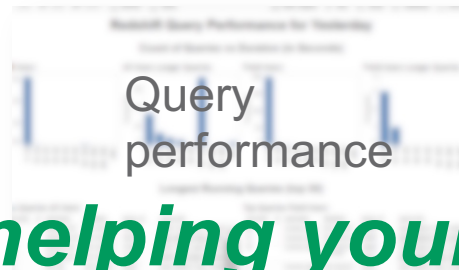
Data
errors



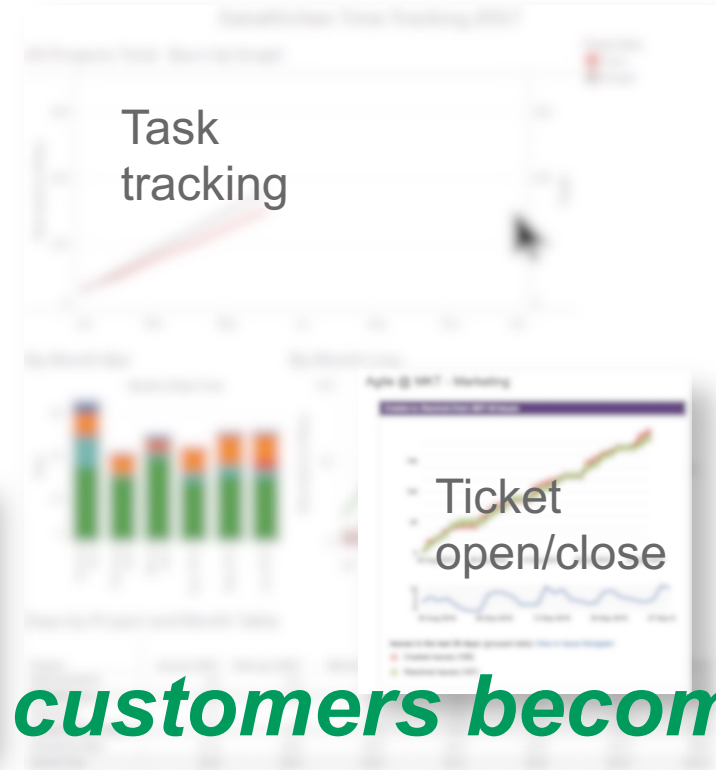
Data error
details



Data
sources



Query
performance



Task
tracking

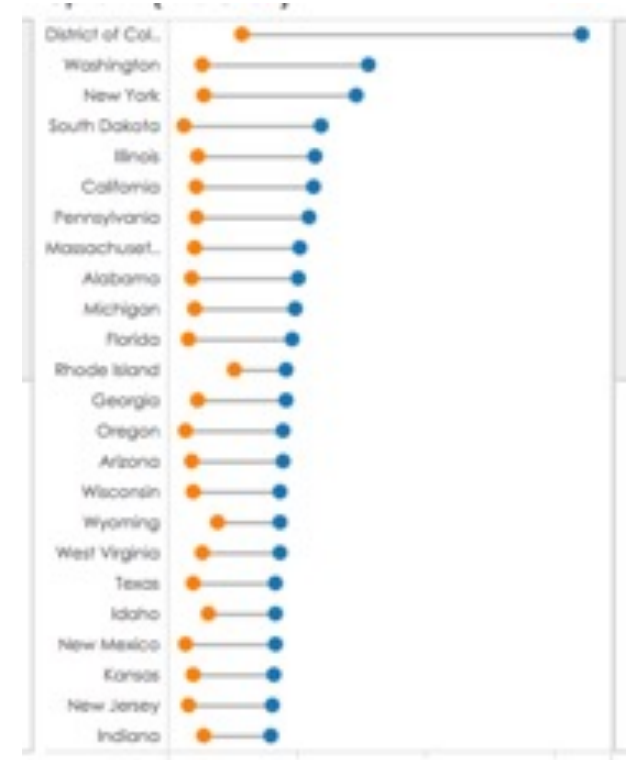
Ticket
open/close

“You spend all day helping your customers become more analytic, so why are you so un-analytic in running your team ?”

Example: Data Analytic Team

NEW LARGE DATA SET

1. Make “scrappy dashboards”
2. Provide feedback to Data Engineering team
3. Show early dashboards to users
4. Have active build / design sessions
 - Make as many changes **live** as possible
 - Update changes via Tableau Online
5. Publish draft production dashboards “done”

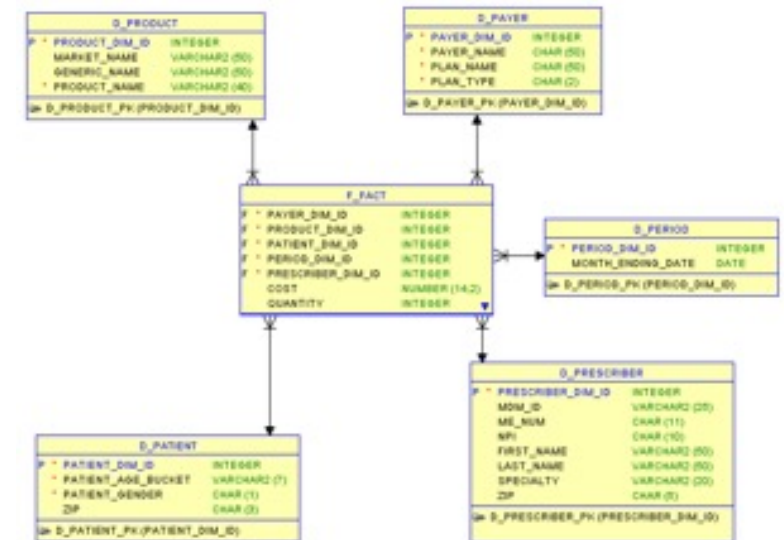


“Get it 70% Right The First Time. Then Feedback”

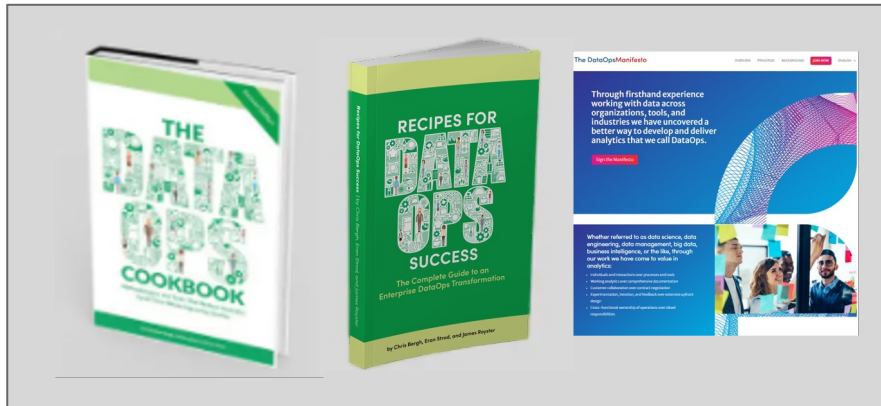
Example: Data Engineering Team

NEW LARGE DATA SET

1. Make a “scrappy star” in a data mart
2. Send questions to Supplier and keep Analysts in the loop
3. Add data tests – enables speed with quality
4. Share star with Data Analyst team and get feedback
5. Iterate (several Agile sprints)
6. Release “solid star”



Learn More About DataOps and DataKitchen



Sign The DataOps Manifesto:

<http://dataopsmanifesto.org>

Free DataOps Cookbook:

<https://datakitchen.io/the-dataops-cookbook/>

Free DataOps Transformation Book

<https://datakitchen.io/recipes-for-dataops-success-guide-to-dataops-transformation/>