



Rittman Analytics

Introduction to Rittman Analytics

June 2021

Agenda

1. Who Are We and What Do We Do?
2. How Do We Work?
3. How Do We Engage with Clients?
4. Example Client Case-Studies
5. About Rittman Analytics
6. Questions & Next Steps



Who Are We and What Do We Do?



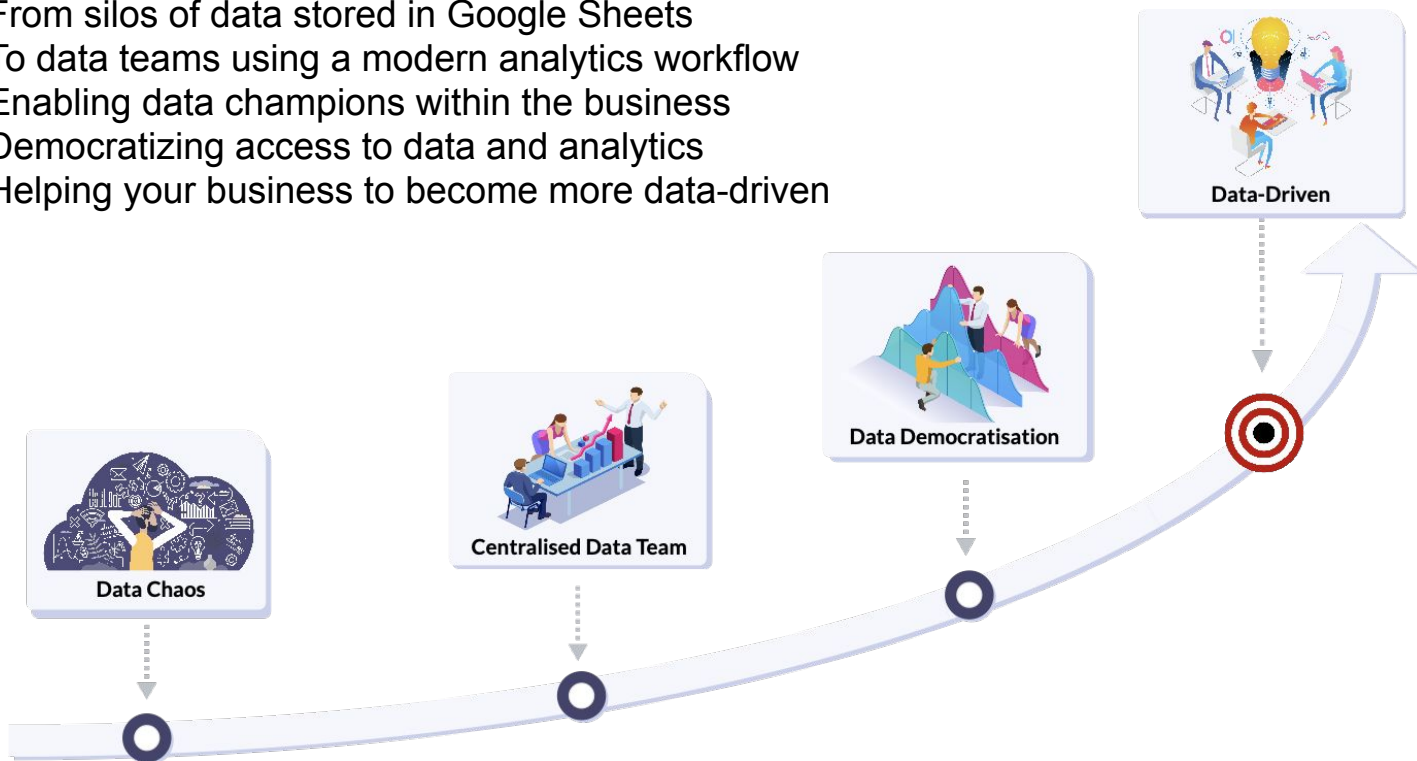
Introducing Rittman Analytics

- Data and analytics consultancy based in Brighton, UK
 - Team of 6 growing 100% y/o/y
- Founded by Mark Rittman in 2016
 - ex-product manager for Analytics at Qubit
 - previously co-founder & CTO of Rittman Mead
 - 20+ years of BI and data analytics experience
- We help high-growth data-rich businesses
 - increase their sales and profits
 - acquire customers more effectively
 - increase their efficiency
 - engage and retain their users
 - implement the **modern data analytics stack**



We Help our Clients Become More Data-Driven

- From silos of data stored in Google Sheets
- To data teams using a modern analytics workflow
- Enabling data champions within the business
- Democratizing access to data and analytics
- Helping your business to become more data-driven



Working with Brands Like Yours



“Their implementation was absolutely impeccable”

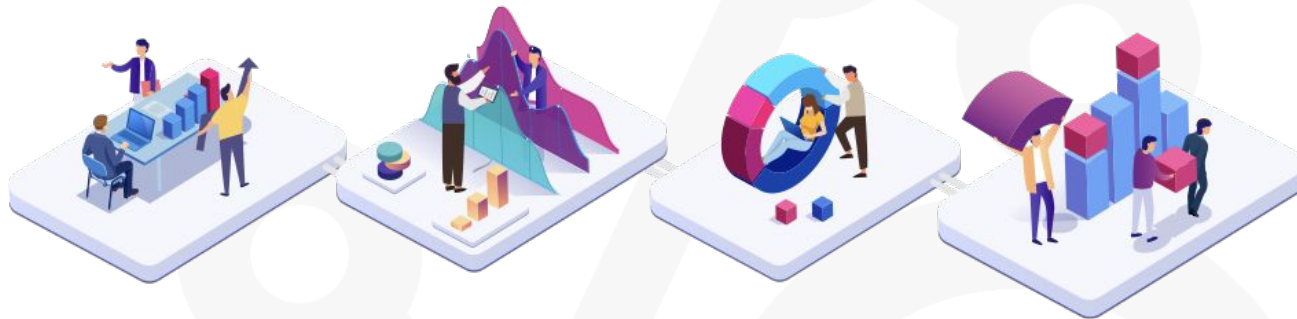
— Nate Dierks, Director of Technology, Colourpop

How Do We Do It?



We Do This By...

1. Getting your project moving by delivering the first phases
2. Introducing a modern analytics delivery workflow and design best-practices
3. Leveraging pre-built data sources, integrations and KPI frameworks
4. Enabling and leading your data team to adopt and extend this data stack
5. Work with your data champions to help build your data culture



We Build Modern, Scalable Analytics Solutions



Ad Spend and Revenue Attribution



Operational & Finance Analytics



Customer Insight Analytics

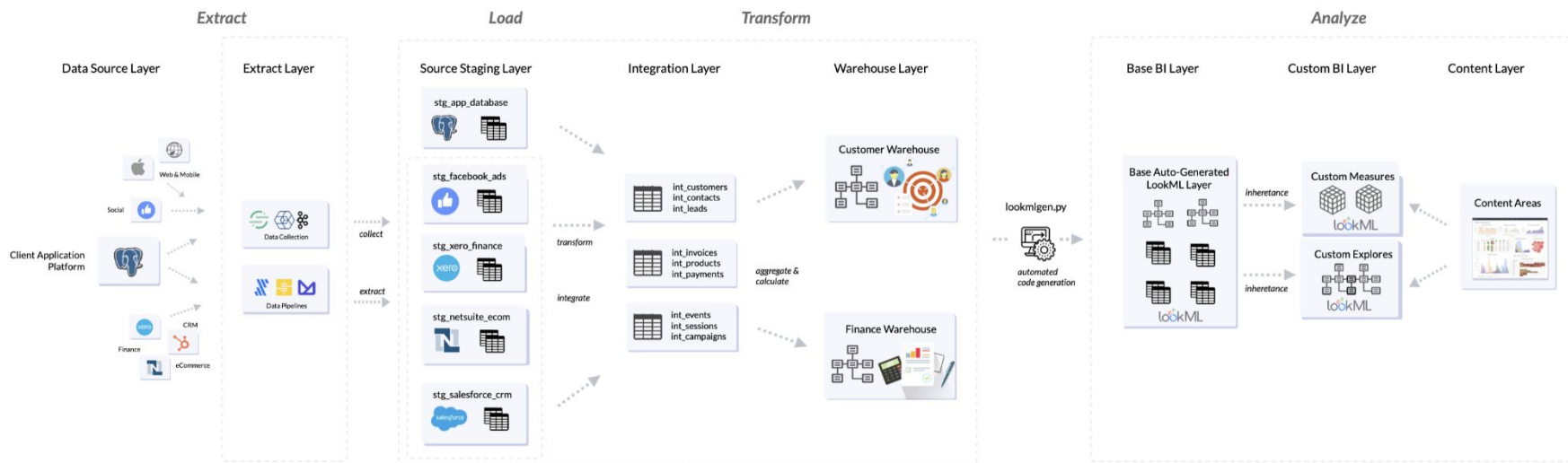
Working Collaboratively to Build Your Data Capability



- Initial Discovery, Planning and Data Auditing
- Review and confirm your business requirements
- Assess current state and agree detailed objectives
- Define a data strategy and data architecture, and execute on that strategy
- Form your initial data team to start implementation of that strategy
- Introduce a modern software development process for delivering BI content
- Be in a position at end of engagement to transition to a support/advisory role

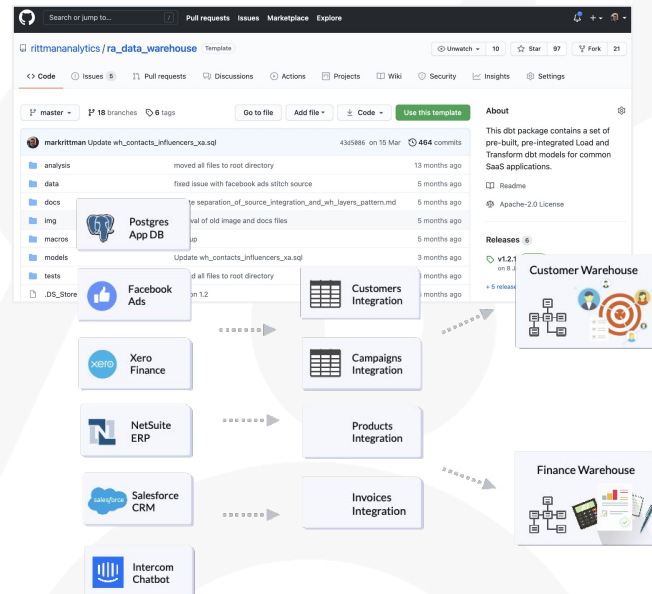


Based-on a Layered, Modular and Scalable Data Stack

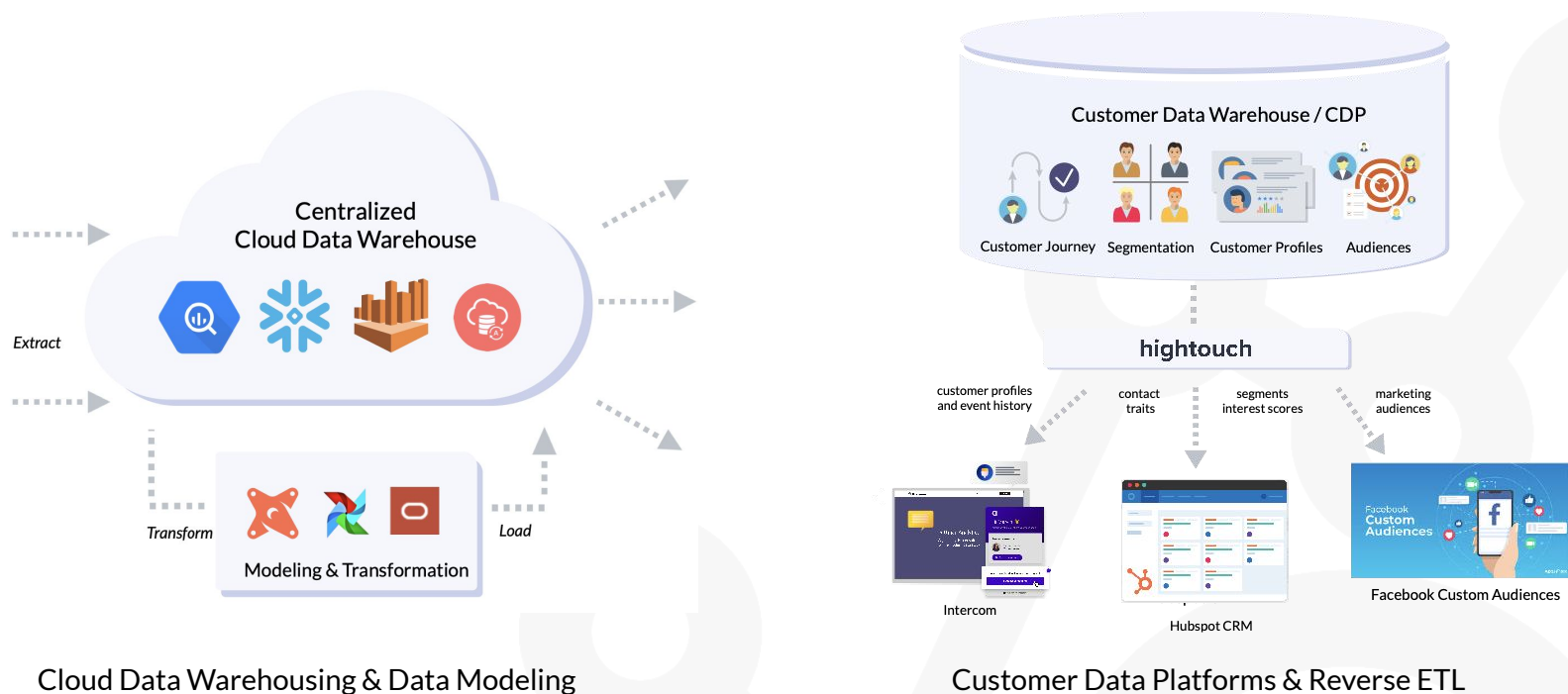


Leveraging Our DW Framework for dbt

- Best-Practice Framework for dbt data centralization
- Pre-built, standardised data source models for popular source (Hubspot, Xero, Facebook Ads, Segment etc)
- Stitch, Fivetran and Segment data pipelines
- Google BigQuery, Snowflake and Redshift DW
- Combines multiple sources, deduplicates and creates single contact and company records
- Finance, CRM, Marketing, Product, Customer marts
- Data profiling, ETL run logging and analysis
- Simple configuration via settings in a single configuration file (dbt_project.yml)



Centralizing and Activating your Data Assets



Our Technology Partners

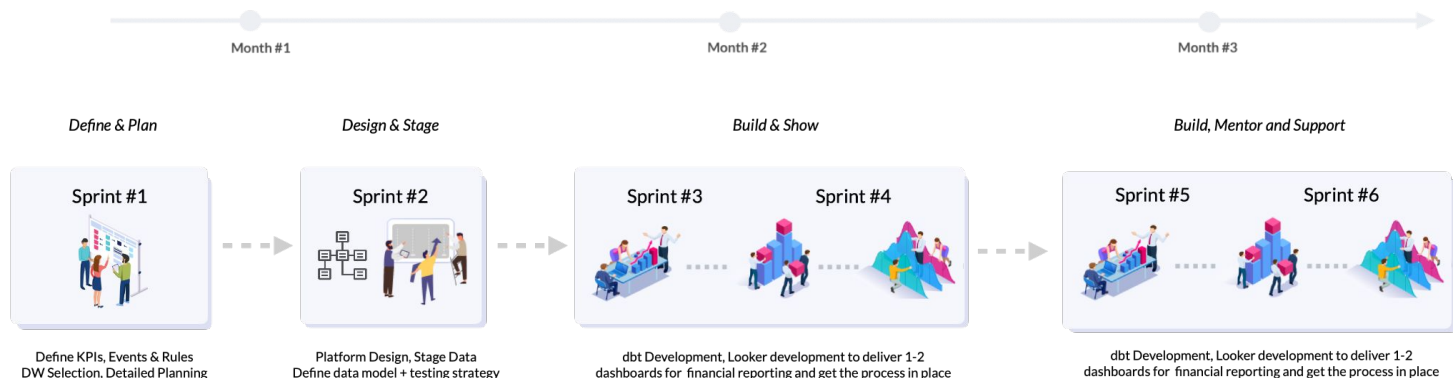


How Do We Engage with Clients?



A Typical Client Engagement

- A typical client engagement runs for 3-6 months, delivered as a series of 2 week sprints
- Engagement starts with a sprint dedicated to discovery, planning and data auditing
- Objectives are to get your project delivery moving, deliver value and enable your team
- Commitment is on a sprint-by-sprint basis, cancel any time



Simple, Clear and Predictable Pricing

Expert Services £1100 (US\$1500) / day	Data Analytics Sprints £6000 (\$8500) / sprint	Support £1000 (\$1400) / Month
Strategy Consulting	Dashboards & Reports	End-User Support
Research & Development	Data Centralization	Upgrades & Maintenance
Ad-hoc/Custom Projects	Data Modeling & Warehousing	Monitoring & Alerting
Join	Data Team Enablement	Join
	Schedule a Call Now	



How Do We Run Our Sprints?

- Starts with sessions to understand sprint goals and review items in the delivery backlog
- Followed by a sprint planning session, estimated for complexity using story points
- Pairing sessions to discover and agree a design, build work on the data model, data transformations and dashboard build.
- 15 minute sprint standup meetings every day
- Retrospectives at the end of completed sprint
- Release deliverables at the end of each sprint
- CI/CD (continuous integration/continuous delivery) pipelines, regression and unit tests



Collaboration using Slack, Jira, Github, Zoom, Notion

SWIT Sprint 3

To migrate existing Data Studio content to Looker To create an explore in Looker on which to build out the Attribution (Cost) reports

Q Search Epic

TO DO 2

IN PROGRESS

QA 1

DONE 7 ✓

SWIT-23 Web Attribution 4 issues TO DO

Create look for "New trials/subscribers by marketing source and campaign / keyword/referring site Report "

SWIT-14

create look for "Cost per trial/subscriber by Marketing Source and campaign / keyword/referring site Report "

SWIT-15

Create Attribution Explore

SWIT-25

Refactor current Web Analytics Looker explore to be based off of the source tables for wh_web_events_rpt, and join to tables that join to these source

Issues 2 Pull requests 1 Actions Projects Wiki Security

Filters is:pr is:closed

Clear current search query, filters, and sorts

1 Open 35 Closed

Transaction links dev/0.1.0

#38 by LewisCharlesBaker was merged 26 days ago 7 of 7

dv switch over

#36 by LewisCharlesBaker was merged on 22 Apr 0 of 7

Rob 08:52

I had a response from Phoenix at stitch - one of his troubleshootin,

from the source Google account, I would expect those

likely that the google ads integration was linked with Alex
continue running now that @tom's re-authorised it. The extrac
ing days. (edited)

way, who is taking on Alex's duties now? I have a few quest

33

for any AWS/platform related queries @jack or I will be

33

#clients- by ben.

meet you. is there any chance either of you coul
ed a problematic field in Stitch which was creati

Last reply today at 10:28

base check which location I have the permission

Last reply today at 12:29

sis examples in Looker for tomorrow's meeting t

usp=sharing

Are We the Right Partner for You?

- Between 10-100 staff, VC- funded / or established and looking to modernise
- Retail/eCommerce, SaaS, Fintech, Gaming and other “digital” verticals
- Budget of around £25k - £100k for services, £50-£100k for infrastructure
- Intention to base tech platform on modern data stack (dbt, Looker etc)
- Expectation that this would be an engagement of ~ 3-6 mths+
- Data team in-place that we would enable, or intention to hire a data team
- IT support available along with SMEs for subject area data questions
- Requirements and use-cases such as
 - CAC/LTV Optimization - identify channels that bring in most valuable converters
 - 360-degree view of customer - preferences, signals from website visits, purchases
 - Increase customer LTV, move up value segment and increase repeat purchases?
 - Better insight into funnel, journey vs. ideal - cohorting sample buyers vs. others



Example Client Case-Studies



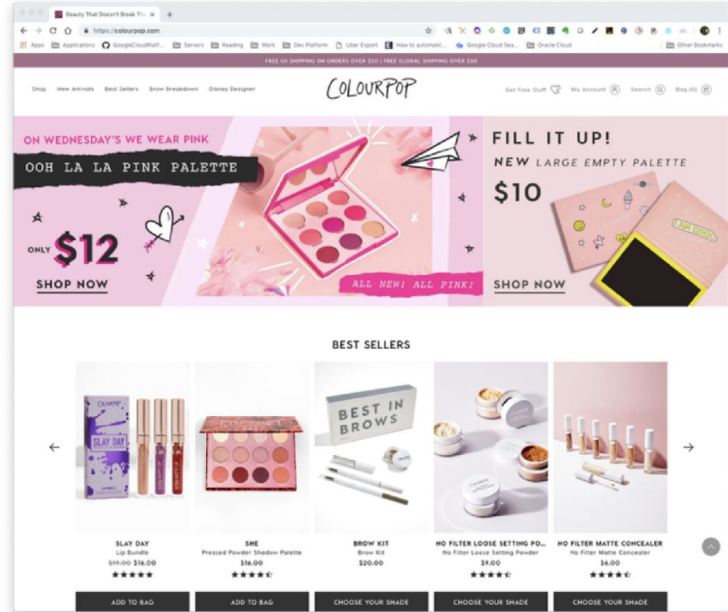
"Their implementation was absolutely impeccable"

— Nate Dierks, Director of Technology, Colourpop

"Rittman Analytics were the perfect partners- they provided excellent direction on recommendations for technology that fit our organization, needs, and budgets and their implementation was absolutely impeccable. All work was well defined and expertly documented- I wish all of my vendors worked like Rittman Analytics.

When we started out our data warehouse project, we knew that we'd have technology, data quality, and adoption challenges which would make the project stretch out over many months. On top of that we have a pretty lean team, so our capacity was always going to be limited.

Rittman Analytics worked directly with our business users to assess needs and define stories, provided an accurate and detailed project plan, and saw everything through to completion with very little project oversight needed."



Website: <http://www.colourpop.com>

Industry: Cosmetics & eCommerce

Company size: 1,001-5,000 employees

Headquarters: Oxnard, CA

Technologies: Looker, AWS Redshift, Shopify Warehouse

Rittman Analytics Services: Looker Analytics Consulting, AWS Redshift Data Engineering

COLOURPOP

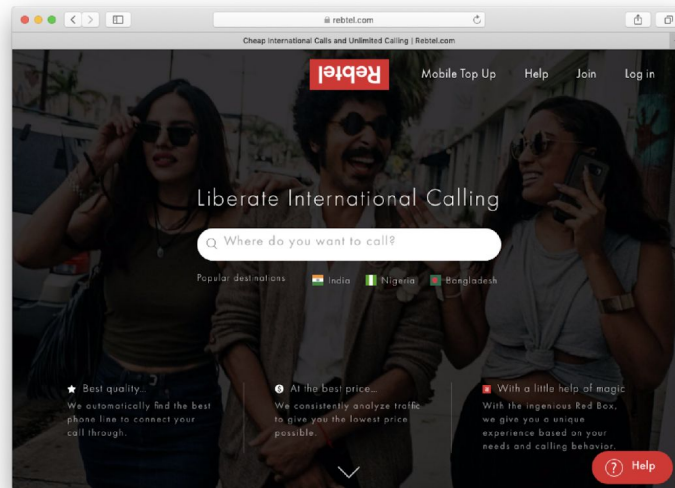
"Increasing user adoption, scaling our analytics capability and becoming more data-driven"

— Bruno Giordani, Senior BI Analyst, Rebtel

"Global migration is a 21st-century reality: whether people are fleeing from something or racing towards better opportunity, cultures are now living side by side in a new way. At Rebtel, we believe in tearing down borders – both the geographical borders that complicate international communication and the cultural borders that keep people divided. Based in the heart of Stockholm and with Balderton Capital and Index Ventures as principal investors, Rebtel is a tech company on a mission to create products serving the 2 billion internationals of the world, starting initially with communications and international calling and now extending to money transfer and financial services.

Now Rebtel wanted to invest further in our data and analytics capability, migrating our existing on-premises legacy data warehouse to Snowflake and selecting Looker Data Platform as our self-service analytics tool, and we were looking for an experienced implementation partner to lead the initial implementation and help us deliver on our wider data analytics goals. Rittman Analytics came onboard initially to help us get our project moving, reviewing and advising on our platform architecture and delivery approach, working with our data team on data readiness and delivering our first Looker dashboards in order to validate key business metrics and enable basic recency, frequency and monetary value customer segmentation.

Since then Rittman Analytics has enabled us to build a modern, scalable and flexible data platform with version control, automated testing, continuous integration and continuous delivery using technology from Looker, Snowflake, Matillion and dbt. Now as we continue to build-out our own internal development capability and extend usage of Looker throughout Rebtel, we look forward to working with Rittman Analytics to help us meet our goals of increasing user adoption, scaling our analytics capability and enabling our business operations and product teams in their goals to become more data-driven."



Website: <http://www.rebtel.com>

Industry: Fintech, Communications

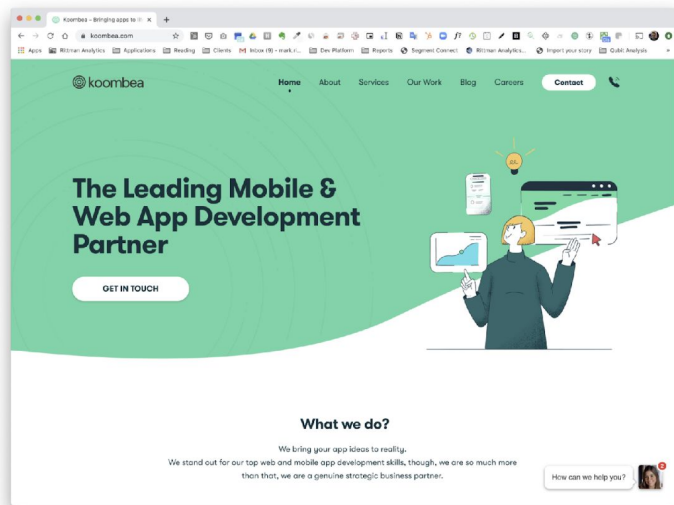
Company size: 50-200 employees

Headquarters: Stockholm, Sweden

Technologies: Looker, Snowflake, dbt, Matillion, Amazon AWS

Rittman Analytics Services: Looker Data Analytics Consulting, Snowflake and dbt Data Engineering, Data Strategy





Website: <http://www.koombea.com/>

Industry: Mobile App Development

Company size: 51-200 employees

Headquarters: Miami, FL, USA

Technologies: dbt, Google BigQuery, Stitch, Sigma Analytics

Rittman Analytics Services: dbt Data Analytics Consulting, Google BigQuery Data Engineering Consulting, Sigma Analytics Consulting, Product Evaluation Consulting



"Deep expertise in the modern data stack combined with an agile analytics workflow."

— Jonathan Tarud, CEO and Founder, Koombea

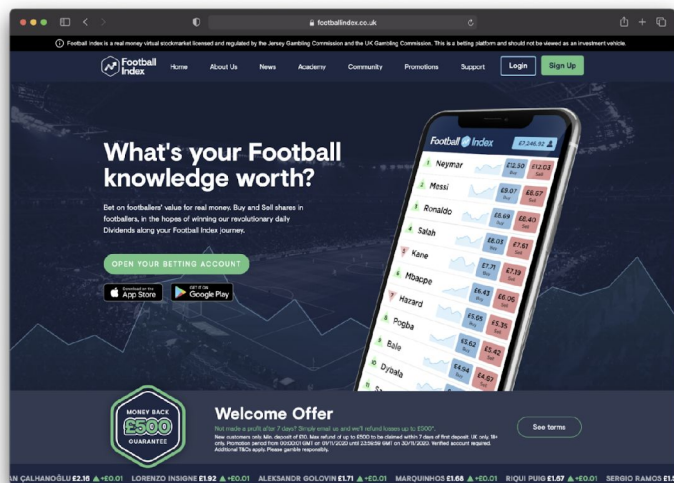
"Koombea is a mobile and web app development partner that empowers businesses to bring their ideas to reality. With a client list ranging from garage-based Startups to Fortune 500 Companies, Koombea helps businesses ideate, strategize, iterate, and launch their Mobile Applications while keeping cost, timelines and objectives in mind.

After several years of rapid business growth Koombea's management team needed to transform their operational analytics platform and further automate their revenue and resource planning forecasting. Having chosen dbt ("Data Build Tool") and Google BigQuery as their preferred Extract, Load and Transform ("ELT") technologies, Koombea now identified Rittman Analytics as their ideal partner for delivering their analytics transformation project.

Over a series of analytics delivery sprints Rittman Analytics first created a set of zero-maintenance data extraction pipelines for Salesforce, NetSuite and 10000ft using technology from Rittman Analytics' partner, Stitch. Data, initially loaded into Google BigQuery datasets in raw, untransformed form was then transformed, validated and centralised into a reporting data mart using a continuous integration/continuous delivery pipeline built on dbtCloud and Github.

Finally, Rittman Analytics worked with Koombea to evaluate and then implement Sigma Analytics as their reporting tool, enabling their finance team to analyze their revenue and resourcing forecast datasets now centralized in Google BigQuery using a familiar, spreadsheet-style reporting interface."





Website: <https://www.footballindex.co.uk>

Industries: Gaming & Fintech

Company size: 51-100 employees

Headquarters: St. Helier, Jersey

Technologies: Looker, Fivetran, dbt, Google BigQuery, RA Data Warehouse for dbt

Rittman Analytics Services: Data Strategy Consulting, Data Analytics Consulting, Data Engineering Consulting, Data Centralization Consulting, Packaged SaaS Analytics and Data Team Enablement



"We've been thrilled with the results from the very onset of the engagement."

— Akash Gharu, CIO, Football Index

"Football Index is the world's first football stockmarket, enabling Traders to buy and sell real money shares in professional footballers. With Traders wagering real money, aiming to buy low, sell high and win Dividends along the way, we've disrupted established markets by successfully intersecting the Gambling and Fintech sectors. The product has recently undergone accelerated evolution and major step changes and we're soon launching our technology partnership with NASDAQ to power our underlying Order Books system.

We've recently invested in a modern data stack, built on technology from Google Cloud Platform, Fivetran, Looker. Our platform generates an incredible amount of data, full of powerful insights. We're looking to partner with a Data Consultancy with the latest ideas to help strengthen our fundamental data foundations and to set our Data Capability on the path to world-class"

Starting with an initial, two-week discovery engagement to establish current pain points, gaps in analytics capability and goals for the business, Rittman Analytics proposed a strategy and architecture based around agile data warehousing, a modern delivery workflow and RA Data Warehouse for dbt. This represented a set of packaged analytics data models delivering fast time-to-value for SaaS data sources.

Working over a series of agile analytics delivery sprints, Rittman Analytics initially led the development effort and then over time, enabled and mentored the in-house Data Team in their adoption of their new analytics tools and techniques. Starting with Finance and now moving on to Marketing and the customer journey, Rittman Analytics are enabling and supporting Football Index in their drive to build a world-class data culture based-on trusted, timely data available when and where needed to support the business' growth plans over the coming years."

Andrew Burns, CFO: "In the ever-changing world of technology, RA have the experience and expertise to deliver real improvement in performance in the short and medium term."



About Rittman Analytics



About Rittman Analytics

Building an analytics capability for your business used to mean inflexible, on-premises enterprise reporting suites that only your IT team could understand. We know, because ten years ago [we wrote the book on it](#).

But the world has changed since then; data and analytics have been democratised, data teams and data-driven startups disrupt every industry and yesterday's monolithic BI suites are being replaced by modern, flexible modular data stacks that are fast to deploy and scale with your business.

Rittman Analytics is a data analytics consultancy based in Brighton, UK with clients in the UK, North America, Europe and Asia. Founded in 2016 by Mark Rittman, twice-company founder and previously Product Manager for Analytics at Qubit, we're now a five-strong and growing team helping business adopt a modern data stack and build a data culture within their team.

Read our [FAQ](#), schedule a free call or leave your details using the form on this page to find out how we can help your business now.

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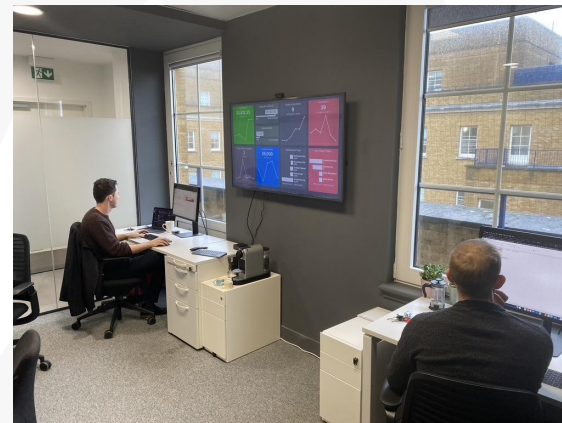
Email : info@rittmananalytics.com

Registered number: 10456203

VAT No. 257 2490 90

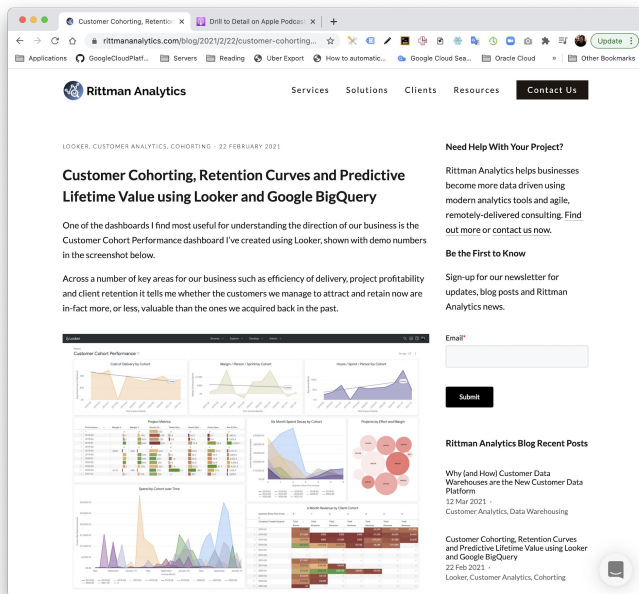


Rittman Analytics

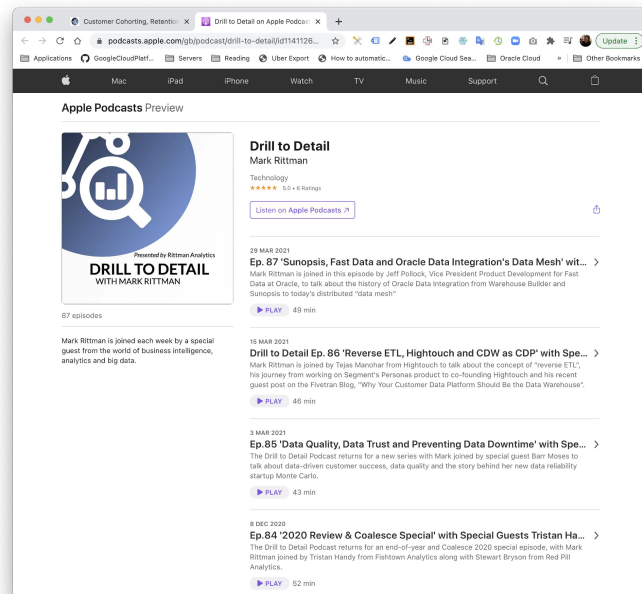




What We're Thinking

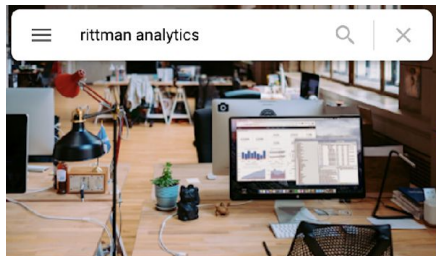


<https://rittmananalytics.com/blog>



<https://rittmananalytics.com/drilltodetail>





Rittman Analytics

Computer consultant

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1,059 views this month



Directions



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You visited in February



Mocatta House, Trafalgar Pl, Brighton BN1 4DU

Located in: Spaces - Brighton, Trafalgar Place



Closed today



calendly.com



rittmananalytics.com



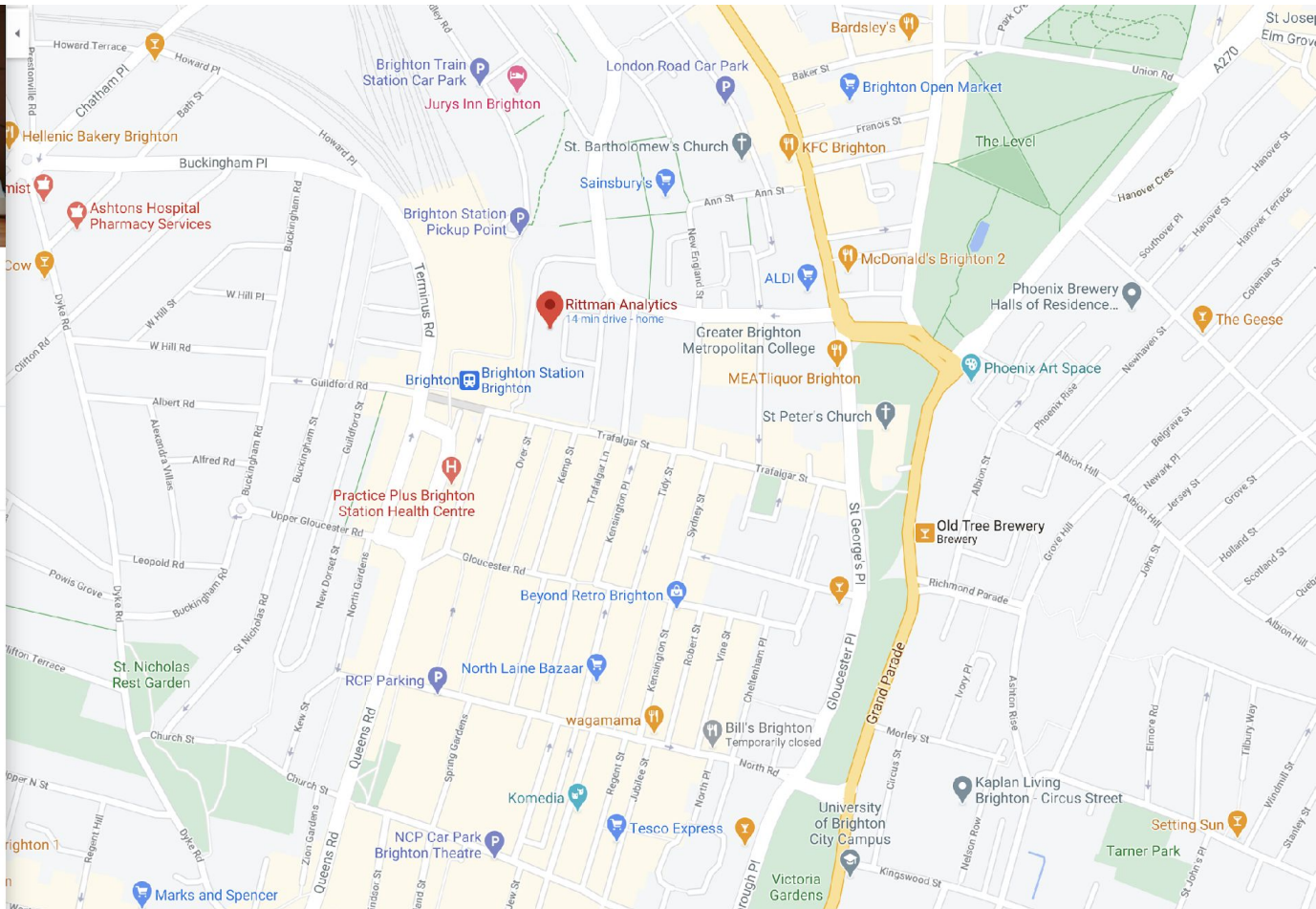
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RVH6+P3 Brighton



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Questions & Next Steps?

Rittman Analytics

Agile analytics consulting
for the modern data stack.