



SEPTEMBER 2022

INTRODUCTION TO RITTMAN ANALYTICS

WHO WE ARE
HOW WE WORK
ABOUT US

WE BELIEVE

Modernising your approach to analytics
brings a true competitive advantage

COLOURPOP

Rebel

INTO

Florence

Qubit.

WHO WE ARE

OUR TEAM

About us

- Data and analytics consultancy based in Brighton, UK
 - 8 team members @ June 2022 + partners
- 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



OUR MISSION

To build data excellence, a modern data stack and a mature analytics workflow into the heart of your business.

Centered around the creation of a modern data stack, our consulting offer helps:



Define your
data strategy



Implement your
Modern Data Stack



Develop your data
culture

HOW WE WORK

01.

Data Strategy

We provide consulting services to help data-rich organisations improve their analytics capability and make better decisions by uncovering insights hidden within your data.

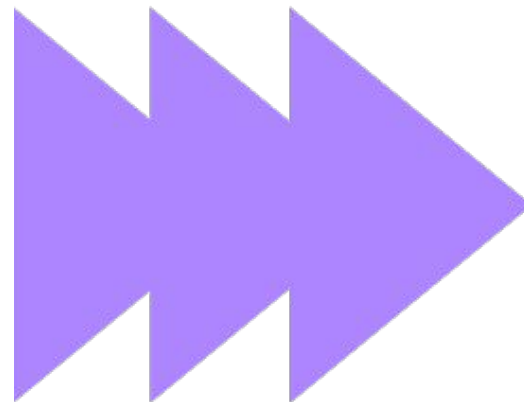
By aligning your data strategy with your business goals, implementing a modern data stack and enabling your data team we provide an end-to-end solution that's easy to use and scales with your ambition.

Issue

- Leadership making poor or gut feeling-based decisions
- People don't trust the data
- Unclear on how the data can help

Advantage created

- Total refreshed cadence and view on decision making
- Better, smarter, decisions
- *"Show me the data"* philosophy



01.

Modern Data Stack

From design to implementation and user enablement, we're a full-stack analytics consultancy working in-partnership with Google, Snowflake, Segment, dbt Labs, Segment and other modern data stack vendors.

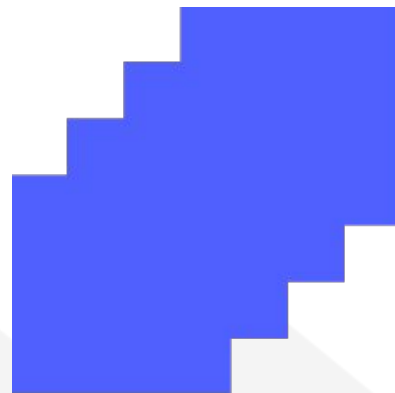
We'll help you select and implement a data stack that scales with your ambitions, and enable your data team with a mature analytics workflow that delivers trusted data assets for your organisation.

Issue

- Unfamiliarity on how to integrate products into a coherent data architecture
- Lack of implementation skills for products within the modern data stack
- No project delivery experience in implementing modern data stacks
- Data teams inexperienced with agile delivery, software development practices and tools like dbt

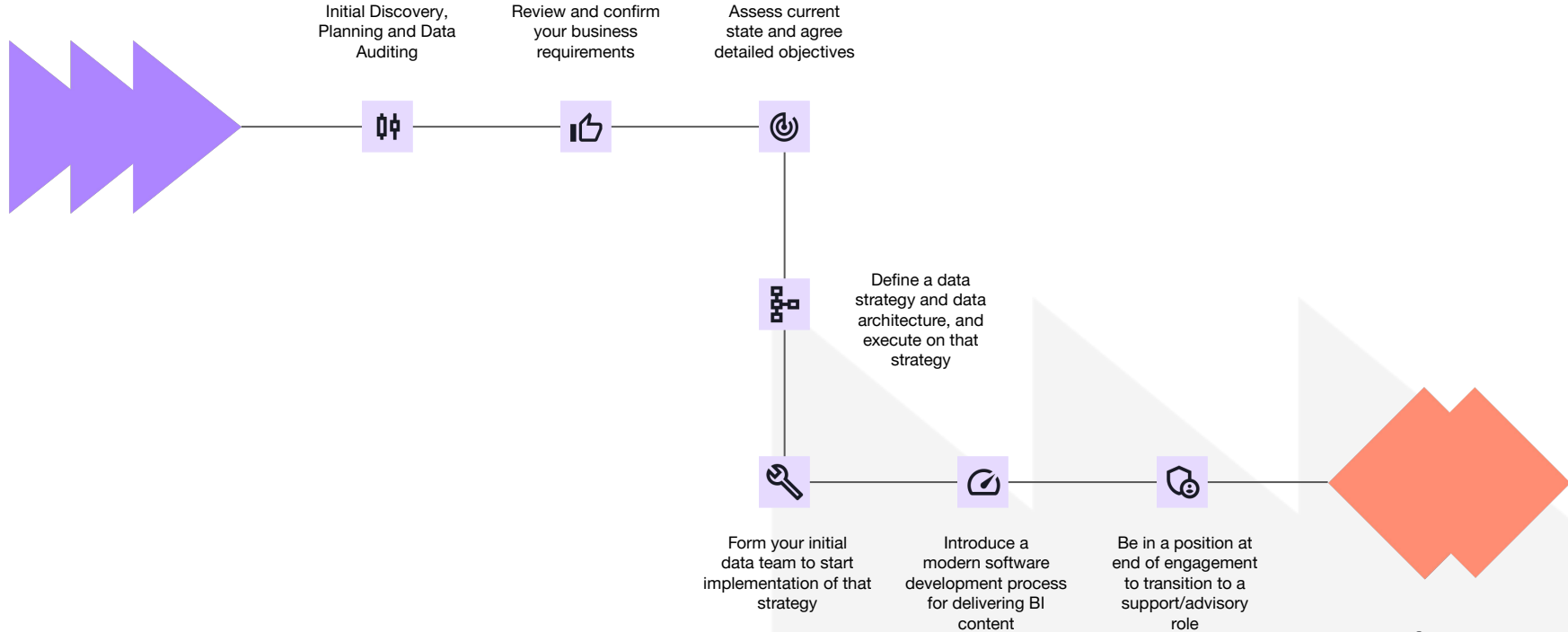
Advantage created

- Our own IP, processes, and delivery method takes the theory of mature BI workflows and the modern data stack and turns it into a standard operating procedure for delivering BI content.
- Wide and deep relationships within the industry - we know everyone and everything going on in the market.
- We're a focused, boutique operation and very hands-on - your team is mentored and trained by the principals in the business



PROJECT OUTLINE

Working collaboratively to build your data capability



03.

Data Culture

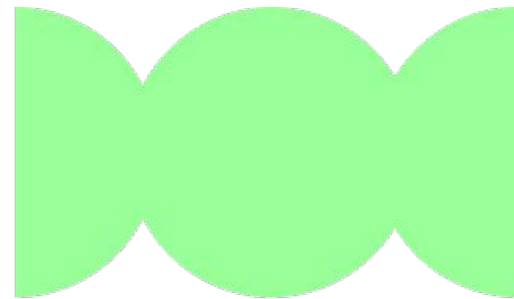
We'll help form your data team, rally them around a single version of the truth and help them enable your business users to create new, actionable reports and bring more data into decision making.

Issue

- If the exec team isn't used to data driven decision making, adoption can be a challenge
- It's hard to create a data culture unless data can be smoothly pulled into reporting dashboards from the outset
- If people don't trust the data it's hard to use it for decision making.

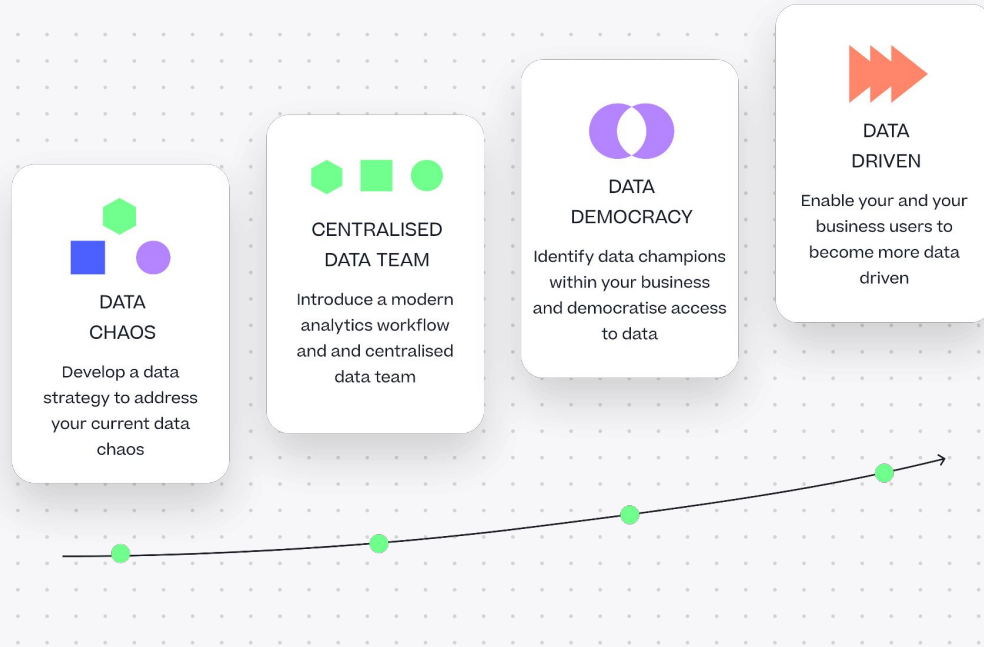
Advantage created

- We work with your teams to train them on how to use data to fuel decision-making
- We'll explain the metrics, processes and models, as they pertain to business performance to build competencies in working with data.
- We'll give advice on hiring best practices and how to conduct code reviews.



OUR OBJECTIVE

To Increase Your Analytics Capability



PROJECT OUTLINE

How we deliver our work



Getting your project moving by delivering the first phases



Introducing a modern analytics delivery workflow and design best-practices



Leveraging pre-built data sources, integrations and KPI frameworks



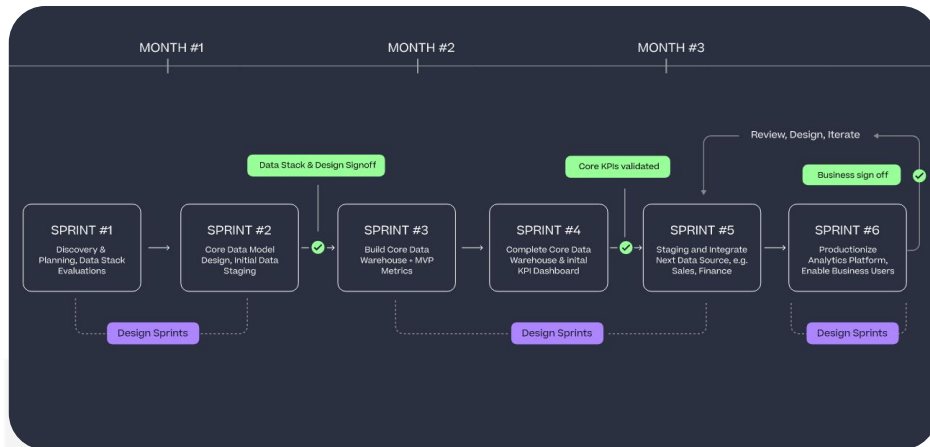
Enabling and leading your data team to adopt and extend this data stack



Work with your data champions to help build your data culture

A typical client engagement

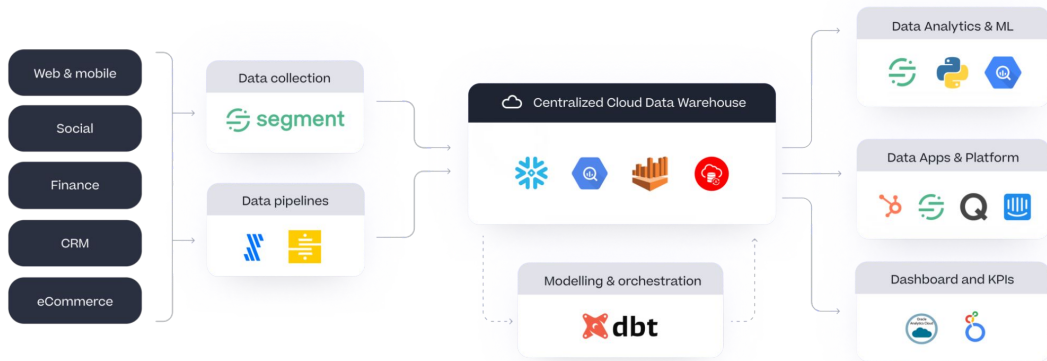
- A typical client engagement runs for 3-6 months, delivered as a series of 2 week sprints
- Engagement starts with a sprint dedicated to discovery, planning and data auditing
- Objectives are to get your project delivery moving, deliver value and enable your team
- Commitment is on a sprint-by-sprint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



A typical client engagement over six two-week sprints

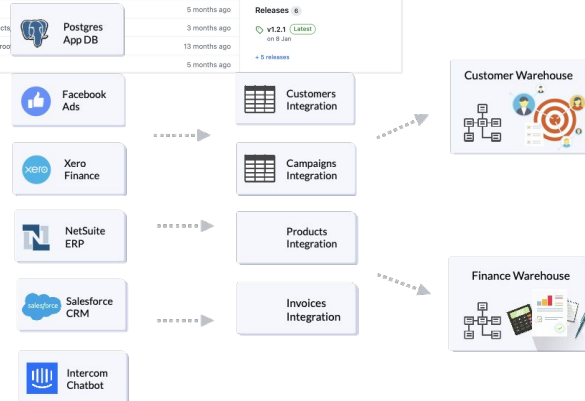
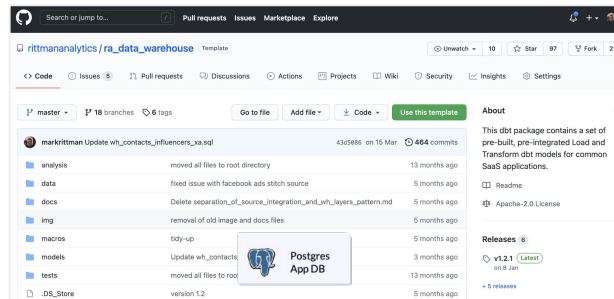
Technology and Consulting Partners

- dbt Labs partners are a set of trusted organisations that have bought into the analytics engineering point of view and are working to advance the state of the Modern Data Stack.
- Trusted providers like Rittman Analytics have been carefully vetted by dbt for their ability to implement dbt with analytics best practices.



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)



TECH PARTNERS

Who we like to work with

 Looker

 Google Cloud

 Fivetran

 dbt

 segment

 Stitch

Qubit.

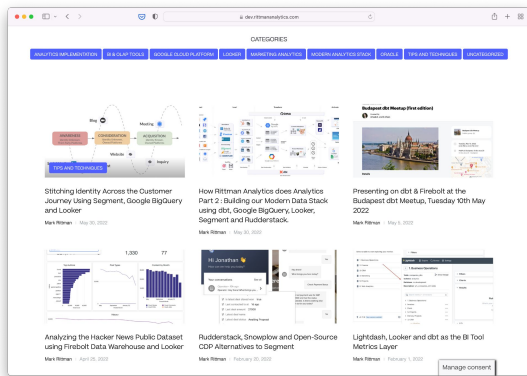
ORACLE

hightouch

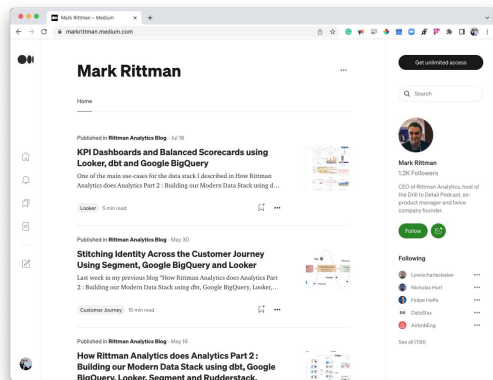
ABOUT US

THOUGHT LEADERSHIP

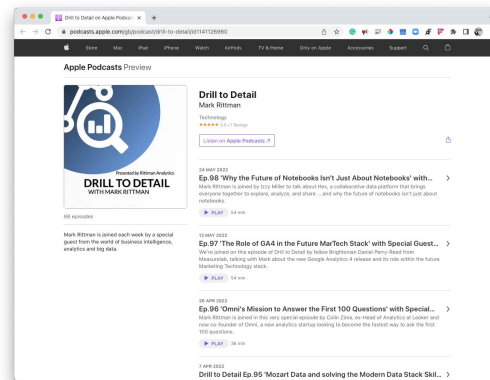
What we're thinking



rittmananalytics.com/blog



markrittman.medium.com



podcasts.apple.com/gb/podcast/drill-to-detail/id1141126960

WHO WE HELP

Typical Client Profile



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 around 3-6 months +



IT support available along with SMEs for subject area data questions



Data team in-place that we would enable, or intention to hire a data team



Requirements and use cases such as: CAC/LTV Optimisation, 360-degree view of customer, LTV, and better insight into funnel

OUR TEAM

In the office





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