

# Start Ending Your Data Struggle

## A 30 Day Plan

Saqib Mustafa, Director of Product Marketing  
Snowflake Computing



# Common data struggles

Data Loading



Data Integration



Analytics

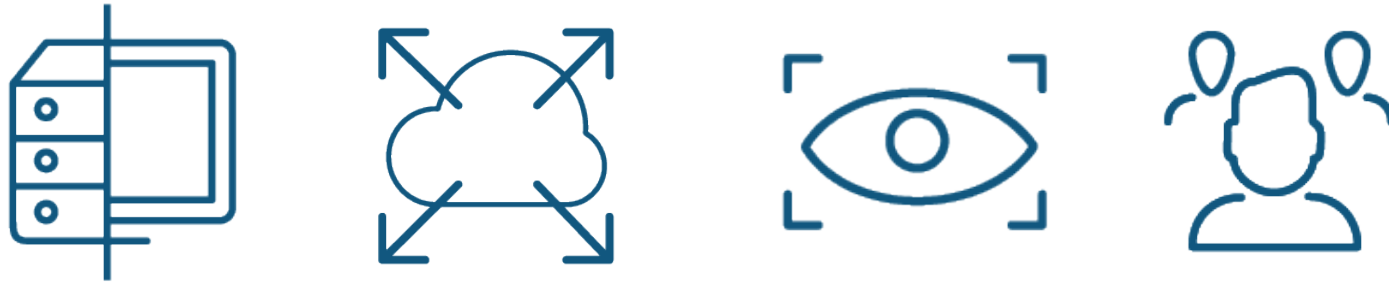


Collaboration



# Agenda

## 1. Common data struggles and how Snowflake addresses them



## 2. A practical 30 day plan to start ending your struggles with Snowflake



# Data Loading



# Struggle to Load Data



## Preparing disparate data to load

- Have to flatten to store semi-structured (or use noSQL)



## Capacity Planning

- Storage and compute are limited

"Where can I connect to that  
new JSON web log data?"  
-BI Team



## Resource Contention

- Architecture forces linear compute capacity



# Tackle loading challenges with Snowflake



## Disparate data ✓

- Variant column type supports semi-structured
- No more flattening (unless you want to)



## Capacity ✓

- Built on the cloud (S3, EC2)
- Scale data and compute to load any data



## Contention ✓

- Unlimited virtual warehouses allow independent compute
- Isolate loading and other tasks



# Data Integration



# Struggle to Integrate Data



## Making sense of data in silos

- Hard to transform different datasets while in different silos/formats



## Editing and transforming data

- noSQL tools complex, not all data stores ACID compliant
- Contention an issue while transforming

“Are the updated KPI’s in the sensor data tables?”  
- Data scientist



## Support evolving business logic and disparate use cases

- No way to easily experiment with and add business logic
- Different people have different use cases



# Improve data integration with Snowflake



## Silos ✓

- Native storage for semi-structured, ANSI standard SQL and dot notation to use it
- Combine all of your data fluidly



## Editing and transforming ✓

- ACID compliant with virtual data warehouses
- Edit, transform, insert, delete, however or whenever you want

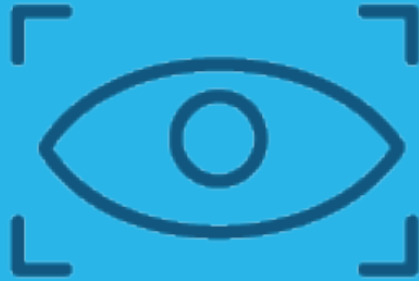


## Business logic ✓

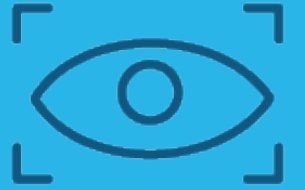
- Zero-copy cloning
- Rapidly iterate, test and promote business logic for multiple people



# Data analytics



# Struggle to Analyze Data



## Queues

- Analysts are always the end of the resource priority queue



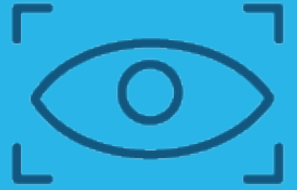
## Delays

- Even with unlimited access, database is non-performant

“How come the dashboard isn’t working?”  
- Sales director



# Analyzing Efficiently with Snowflake



## Queues ✓

- Independent virtual warehouses
- Scale up, down or out to serve analytics use cases



## Delays ✓

- Autoscaling and multi-cluster warehouses
- Automatically match compute to even massive demand



# Collaboration

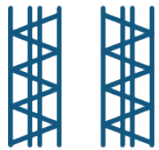


# Struggle to Collaborate



## Incessant fixing

- Fixing loading, integration and analytics struggles burns time
- Conflicts from those struggles reduce morale



## Siloed teams

- Technical and business teams often not working together (physically or otherwise)

“I’m so buried under this queue I can’t make the BI standup”  
- IT team member

“I could ask IT for an updated table, but I’m not sure who was working on it.”  
- BI team member

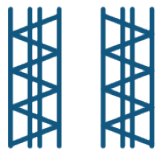


# Start Collaborating with Snowflake



## Fixing ✓

- Address the other struggles as referenced
- Free more time for collaboration and discussion



## Siloed teams ✓

- With new time, start new discussions around data
- Build updates and additions into a scheduled meet-up



# A 30-day Plan to Start Ending Your Struggle with Snowflake

# Start Ending Your Data Struggle – Week 1




Start from the beginning – what's the analytics goal?

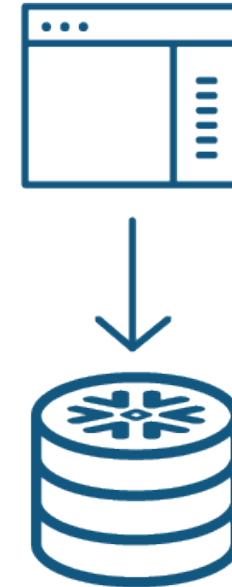
1. Define the team
2. Discuss blocking issues and a place to start
3. Define the scope
4. Define success criteria
5. Try Snowflake On-Demand
6. Plan status updates going forward



# Start Ending Your Data Struggle – Week 2



- 1. Find data to load** 
  - Work within defined scope, agree as a team
  - Use data that's new, challenging, or semi-structured
- 2. Create a Warehouse**
  - Will need this to load data
- 3. Load data**
  - Create a database and a table
  - Stage your data
  - Load from stage to database



# Start Ending Your Data Struggle – Week 3



## 1. Test and deploy business logic



- Discuss metrics, KPIs, transformations to add
- Use zero-copy cloning to test and then promote



## 2. Optional: Create Integration WH

- Isolate integration and transformation

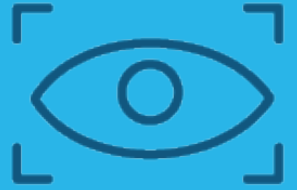


## 3. Optional: Plan ongoing loading and transform

- Use zero-copy cloning to test iterations safely and promote



# Start Ending Your Data Struggle – Week 4



## 1. Create Warehouses for BI

- Avoid queues with isolated compute resources
- Optionally, set up auto-scaling



## 2. Create analytics users

- Spread the value of the data
- Use this as an opportunity to share and discuss



## 3. Connect your BI to Snowflake

- Use Tableau, Looker, etc. to query your data live
- Consider publishing dashboards with live connect



# After 30 days you should see improvements

1. Your team should be talking and collaborating more
2. You should be able to easily load and combine data
3. You should have accurate business logic in your data
4. You should be finding more insight



# Thank You to Our Partners

## Platinum



## Gold



## Silver

