

Creating Data Democracy with Looker

Lucas Thelosen, Looker

Looker at a Glance



Over 1,200
customers



\$178M in funding
Capital G, Goldman Sachs,
Redpoint, First Round, Sapphire
Kleiner Perkins, Meritech



400+
employees



Global Offices
Santa Cruz,
San Francisco, Chicago,
Dublin, London, New York



Major Partnerships
Google, Snowflake, AWS,
Oracle, Microsoft, IBM



Experienced Team
Google, Pivotal, Greenplum,
Box, Cloudera

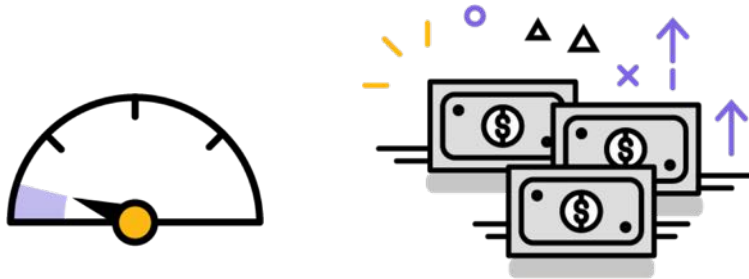


data team

business team

Data Technology Has Changed

Databases Then



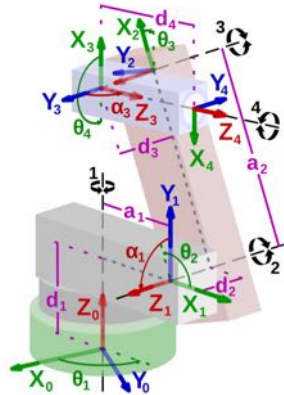
Databases Now



 snowflake

ETL Problems Have Shifted

ETL Then



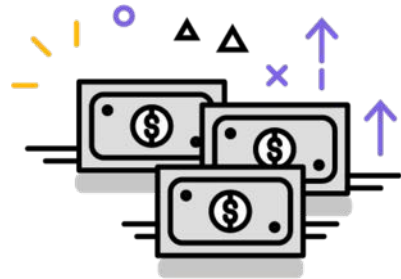
ETL Now



Analytic Tools Haven't Kept Up

Previous attempts...

Slow, expensive DB?

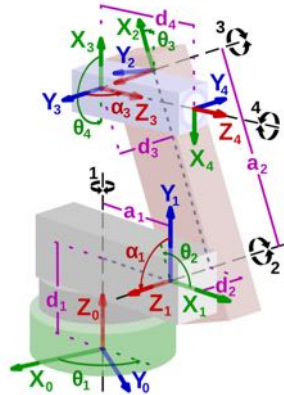


We'll solve it all!



Previous attempts...

ETL too complex?



connect directly!

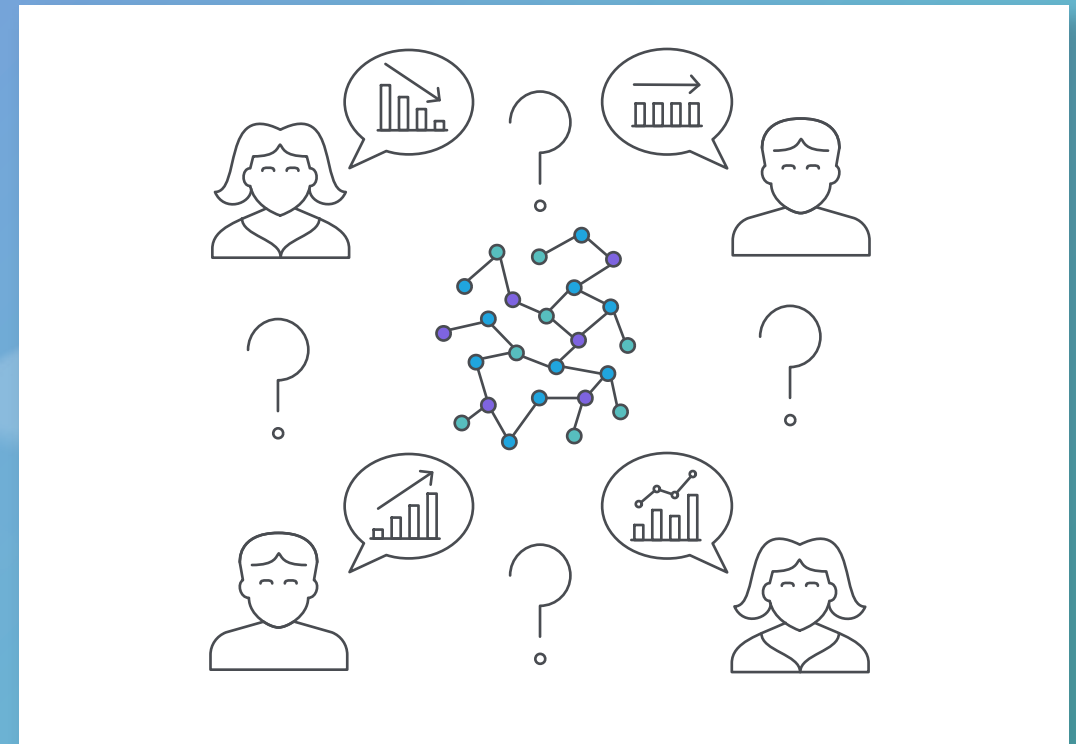
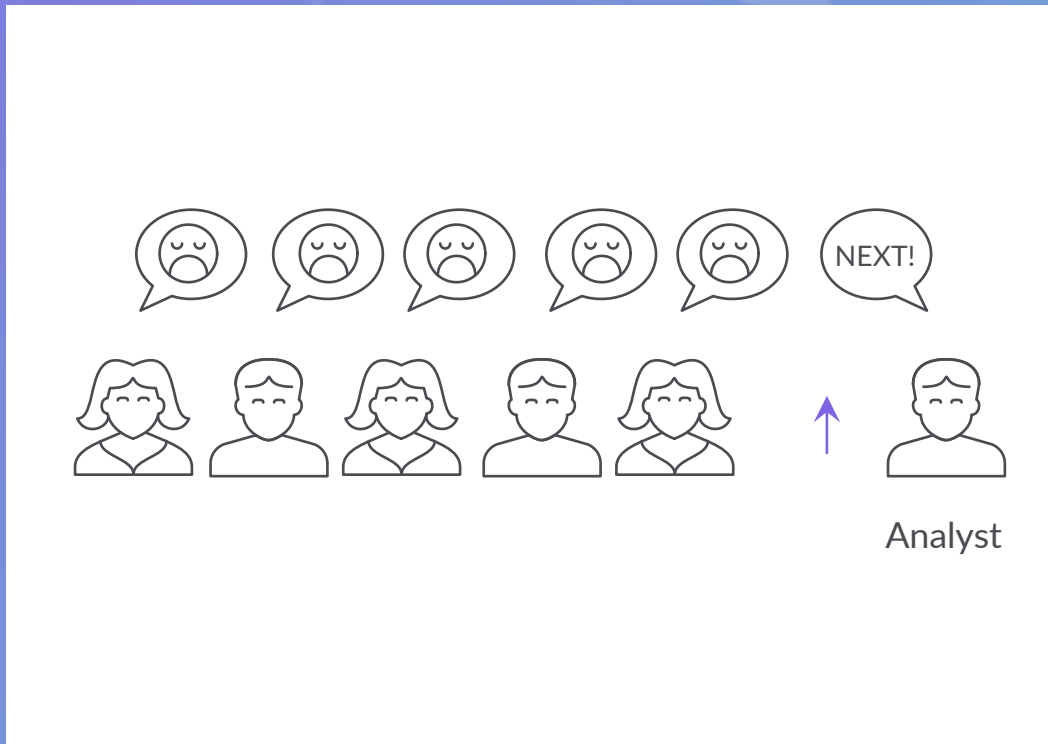


That Causes Two Problems

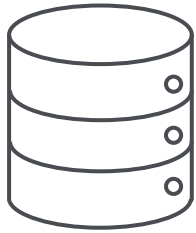
Bottleneck

and/or

Chaos



A New Way Of Doing Things



Data Stays In Your
Secure Database



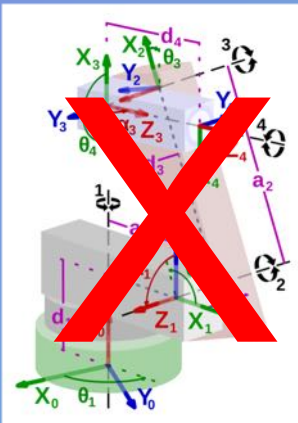
Semantic Layer +
100% Browser for
Consistency



Today's Technology: REST
APIs, Git & Cloud

New World Deep Dive: Semi Structured Data

```
[ { "customDimensions": [ { "index": 1, "value": "a" }, { "index": 2, "value": "b" }, { "index": 3, "value": "c" } ], "hitNumber": 1, "hour": 10, "isEntrance": true, "isExit": true, "isInteraction": true, "minute": 10, "page": { "hostname": "www.mydomain.com", "pagePath": "/path1/", "pageTitle": "My Title" }, "time": 0, "type": "PAGE" }, { "customDimensions": [ { "index": 1, "value": "a" }, { "index": 2, "value": "b" }, { "index": 3, "value": "c" } ], "hitNumber": 2, "hour": 10, "isEntrance": true, "isExit": true, "isInteraction": true, "minute": 11, "page": { "hostname": "www.mydomain.com", "pagePath": "/path2/", "pageTitle": "My Title" }, "time": 0, "type": "PAGE" } ]
```



```
explore: sessions {  
  
  join: hits_customdimensions {  
    sql: ,lateral flatten(input =>  
hits.value:customDimensions) hits_customdimensions ;;  
  
  }
```

New World Deep Dive: Lifetime Customer Facts



order			
order_id	time	amount	customer_id
1	2015-01-01 12:00:00	100.00	1
2	2015-01-02 14:00:00	200.00	1
3	2015-01-03 08:00:00	150.00	2
...

```
SELECT customer_id,  
       MIN(DATE(time)) AS first_order_date,  
       SUM(amount) AS lifetime_amount  
FROM   order  
GROUP BY customer_id
```

customer_order_facts		
customer_id	first_order_date	lifetime_amount
1	2015-01-01	300.00
2	2015-01-03	150.00
...

Ask me
about
PDTs!

Looker's Modern Approach

SIMPLE

Extract + Load

PERFORMANT

Transform on Query

AGILE

LookML Model

FLEXIBLE

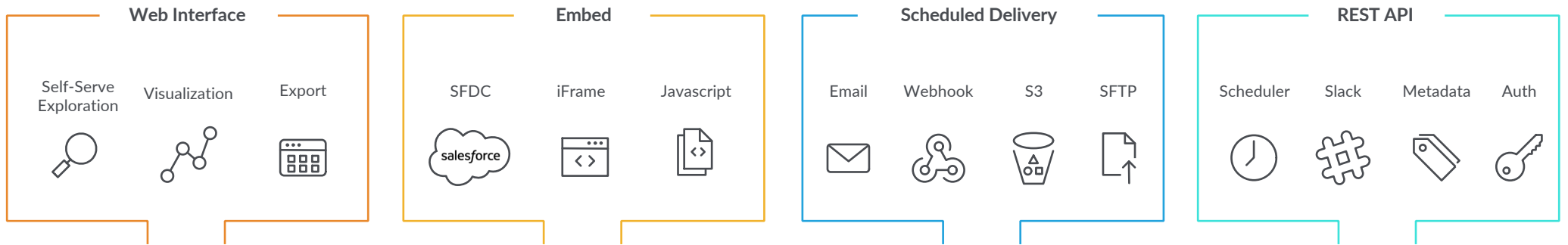
Unrestricted Questions

RAW
DATA
COLLECTION

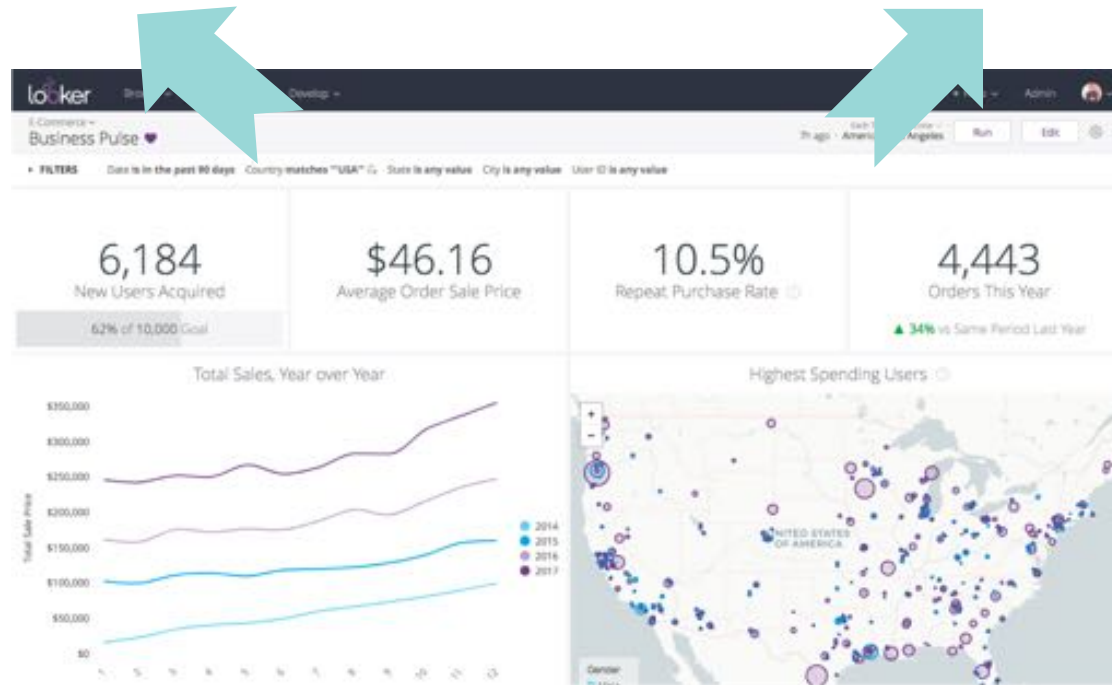


Looker shortens this path!





data in context



Getting Value: Deliveroo

“People come to us with smarter questions.

Instead of coming to us with a very simple question of ‘What happened yesterday?’ they’re coming to us with, ‘I saw this happen yesterday. I believe it is in this area. I think that this is the metric we should understand. Can we dig deeper here, here, or here?’

It means we’re leveling up as a business.”

Will Sprunt, Head of Business Intelligence



- Leading Online delivery platform that runs on data
- 850 MAU in Looker, spending 250k minutes a month
- 3k queries run monthly in Slack using Looker’s API
- Looker and Snowflake Power operational decisions
- Deliveroo migrated their 7TB EDW (since grown to 35TB) from a legacy cloud DW to Snowflake due to concurrency limits.

Building Data Cultures

eCommerce

amazon.com[®]

sears[®]

NORDSTROM

jet

Blue Apron

Technology

YAHOO!

SONY

GitHub

intel

twilio

Media

snapchat

Spotify[®]

HEARST

The Economist

BuzzFeed

Health

Cigna

Abbott

PDX

GREENVILLE HEALTH SYSTEM

Counsyl

Finance

MassMutual

stripe

venmo

Square

TransferWise

Nordics Customers



In summary...

There's a new data ecosystem: fast, scalable databases and agile ETL.

Looker takes advantage of this ecosystem by removing bottlenecks and getting people to data in a trusted way