📊 Data Handbook

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Who Can Help
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Think about what important things your teammates will need to understand and use. Think beyond the data team itself and even beyond technical roles. Add and adjust these for your team

If you need help with...	Go to...
Designing data infrastructure	*Person or team's name*
Choosing tools	
Understanding (*tool name*)	
Understanding (*tool name*)	
Defining behavioral events/properties	

Instrumenting behavioral events/properties	
QAing behavioral events/properties	
Measuring the success of an AB test	
Creating "source of truth" report views	
Understanding financial reporting	
Learning data skills	
Ensuring high quality data	
Add more	

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Our Tools
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You might include a diagram of your data infrastructure and/or how data flows from customers into the tools

Tool Name	We Use It For...
Segment	Sending and receiving data between all data sources and destinations
Intercom	Sales and lead data, customer support data
Amplitude	Understanding how people use our app
Redshift	Hosting our data
Add more	

If you are choosing new tools, consider the following questions:

1. Does one of our existing tools have this capability?
2. Does the new tool allow you to define what you want to see rather than forcing a paradigm on you?
3. Does it have easy to understand visualizations?
4. How flexible is it? Can you look at data in different ways?
5. Does it allow for non-technical colleagues to explore data?

6. Does it promote collaboration? Can you comment on something? Can more than one person work on a chart?)
7. Can you connect the dots between multiple data sources? How easy is that?
8. What else does your team need from its tools?

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Naming Conventions
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For your teammates who define, instrument or migrate data, explain important considerations

When naming data, consider:

1. How would you describe this action or information out loud to a human?
2. Do we have an existing convention we should follow? (See below for our current conventions)
3. How confusing could this piece of information be? Do we need to document this definition?
4. What kinds of information is this connected to? Does the name make it clear someone should expect to see?

Our naming conventions:

Type	Naming Convention	Example
Database	UPPERCASE	`WBSTUDIOS`
Table	lowercase, plural	`movies`
Table Column	Lowercase, singular	`title`
Behavioral Events	camelCase, past tense	`playedMovie`
Behavioral Event Properties	camelCase	`genre`
User Properties	camelCase	`createdAt`

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Learning More About Data at (*Your Company Name*)
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Share resources for where teammates can learn more about your tools or processes. Resources could include:

1. Onboarding workshops or trainings
2. Ongoing workshops or trainings
3. Creating videos
4. Gathering content from the web (or using something like [Treehouse](#))
5. Writing blog posts
6. Giving lunch talks or hosting a series of lunch talks
7. Joining existing team meetings to share relevant tutorials
8. Start a Slack channel
9. Share online notebooks with annotations
10. Hold office hours

Learn more about our data practices and how to use data. We offer on-going workshops and have several self-serve resources:

Topic	Resource	Notes
Intro to Data	● Google Slide Deck ● Onboarding workshop	Reach out to Ann if you'd like to schedule a workshop
Understanding our Data Infrastructure	● Google Slide Deck ● Office Hours Tuesdays 2-4p	
Instrumenting Behavioral Analytics	● [Segment Academy](#)	
Creating your own reports	● Workshop first friday of the month at 10am ● Sample dashboard	
Running AB tests	● Google Slide Deck ● Experiment Plan Template	
Measuring the success of an AB test	● Workshop second friday of the month at 10am	
Add more		