SUCCESS STORY

Asana Easily Tracks Product Performance & Security with Scuba

Founded in 2008 by two former Facebook employees, Asana became a multi-million dollar business as a project management tool and platform. Since then, Asana has only grown–massively.

In order to track–and protect–the success of their growth, Asana relies on Scuba Analytics, for product and new feature performance analysis, comprehensive data exploration, and security measures. From ad hoc analyses to security investigations, Asana has the agency to cover all their bases–and perform critical analyses across the board.

Read on to learn how Asana's data scientist and engineering departments continue to leverage Scuba for success.

Working in Tandem with Data Scientists

Asana's data scientist team is a well-oiled machine. On a daily basis, Asana's data scientists utilize Scuba for a majority of tasks. Lance Barnett, a leading data scientist at Asana, said Scuba has given the team more agency to dive deep into their data over the last ten years–such as splitting data tables, digging into event logs, and time-series data–while viewing those data points on a granular level. With 60,000 data columns and over 8,000 queries run a week, there's a lot of ground to cover.

Prior to using Scuba, Asana relied on siloed data analytics and management tools–creating tedious and time-consuming work. "We didn't have any easy way at all to see who was doing what or see intraday activity," Barnett said. With Scuba, Asana's data scientists can easily dig into deep insights without having to manage complex table architecture or manually write queries.

Scuba gives Asana the power to draw insights in the room–in real-time–without going on a tedious fact-finding expedition that could take days. "Real-time analytics is important. Sometimes we'll do something in Asana and we want to see it." For example, Barnett said, "[Let's say we] just released something into the production code that has new logging and we want to confirm that those things are coming up."

This enables Barnett's team to run quick analyses on any given day, or pull together customized dashboards for new features and releases–and understand how their users interact and respond to these product changes.

"On the data science side we are mainly using [Scuba] to do either ad hoc analysis or to put together dashboards for product releases or existing features. Scuba gives us easy access to our event logs."

—Lance Barnett

Lance Barnett

From there, these dashboards enable data scientists to track a number of user actions and activities. "Generally, there are a lot of questions that guide product decisions, in terms of what specifically are the entry points for certain types of actions and if those entry points are underutilized might need work on them," Barnett said.

These real-time insights derived from Scuba's analytics and dashboards then allow Asana's team to review data-backed feedback on the success of their releases and new feature rollouts. But, Asana's data scientists aren't the only ones leveraging Scuba.

Getting Granular with Engineers

Asana's engineering teams also leverage Scuba on a daily basis. Yannis Spiliopoulos, Asana's Tech Lead of the Observability Team (and former infrastructure software engineer), said Scuba is used on several fronts of engineering.

Product Engineers: Understanding the "Why" in Product

First, product engineers heavily use Scuba to run funnel analysis. Whether it's a feature conversion funnel, onboarding funnel, or retention funnel, Asana has the power of Scuba's flow engine to easily tie together event sequences without strict rules or data requirements.

Secondly, product engineers rely on Scuba to review performance data, especially when a new feature is being rolled out– while keeping an eye on the performance of older products. With the use of customized dashboards, product engineers can review performance regression, streams, and monitor for user behavior anomalies. Asana also relies on Scuba for product performance monitoring framework and uses the API to conduct performance analysis and compare with historical data.
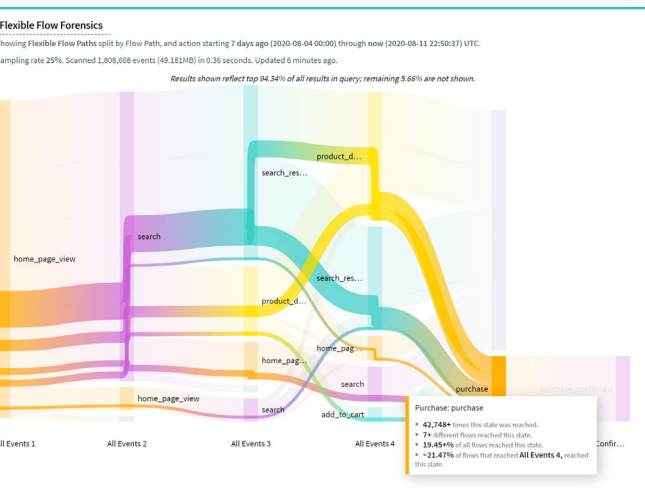
"Scuba has been very useful for monitoring performance, because we can also send a lot of very wide events to describe what else was going on, and allows us to understand performance streams."

—Yannis Spiliopoulos

Many analytics tools on the market require that the data follow their prescribed data model, which can be an added barrier to insights for brands. Tools that require structured data sets limit what a company can collect and what its event structure looks like. Scuba doesn't prescribe a strict data model and only requires users to send data sets that have a timestamp and identifier. This gives Asana the flexibility to send "very wide" semi-structured data–and explore it how they wish.

"[Scuba is] very useful for rollouts, asking questions, and investigations. Product managers love it for what users have been doing."
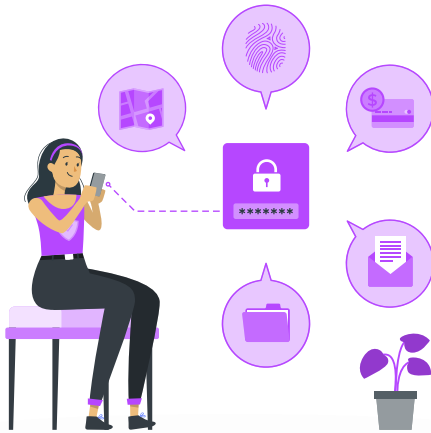
—Yannis Spiliopoulos

Yannis Spiliopoulos
Tech Lead of the
Observability Team at Asana

Security Engineers: Always on, always investigating

Data security, privacy, and integrity are a continuous priority for Asana. With millions of users across the globe and spanning through many industries, maintaining user data is key.

Asana engineers leverage Scuba to run investigations in real-time and drill down on security issues or concerns, from tracking error logging and latency to host uptime and security instances. "There have been cases on the security instances where we want to see what users need or performance regression and we want to see how that has evolved over time," Spiliopoulos explained. "We also have use cases for a team that is responsible for gathering client-side events, and they use Scuba and it makes it easy to do funnel analysis and see their actions."

"I have been very impressed by Scuba compared to other systems we have used."

—Yannis Spiliopoulos

Continuous & Comprehensive Data Analytics with Scuba

After nearly 10 years of utilizing Scuba, Asana continues to finesse its data analyses, data exploration, and security investigations. From product manager and engineer to data scientist, Scuba is easily leveraged by teams across Asana–and helps them uncover and yield new insights every day. With Scuba, Asana has the agency to dive deep into their data, and grasp unparalleled data analytics to help meet their goals–and go beyond them.

Scuba Analytics is a real-time, comprehensive customer experience analytics platform that spans the entire data lifecycle.

Interested in better product analysis, data exploration, and performance analytics?

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