SCUBA

How Yammer Saved 30 Hours of Analyst Work a Week with Scuba

Bottlenecks begone! With Scuba, Yammer automated flowcharts, unified dashboards, and conducted lightning-fast no-code queries.

Navigating a Sea of Data

Yammer, an enterprise social networking platform powered by Microsoft, enables business teams and employees to connect, chat, and build community. Since joining Microsoft in 2012, Yammer has grown to support millions of users, share important company news, and recognize successes with each other.

To continue growing, Yammer wanted continuous insights to further understand its users' journeys and activities. With this in mind, Yammer knew it wanted an efficient all-in-one analytics solution to accomplish its goals.

To begin, Yammer wanted a solution with a better scale for data analysis and running queries that all team members could leverage. Yammer wanted a more centralized platform to run queries, review analytics, and get a 360-degree view of customer data. In turn, Yammer wanted to eliminate the need to take siloed data from Snowflake, manually build charts, and calculate arduous, time-consuming queries. In tandem, analysts and data scientists were bottlenecks, with no one else able to navigate the data– which led to high amounts of ad hoc queries.

And ad hoc queries are time-consuming for Yammer analysts and data scientists.

For example, Yammer's Principal Data Scientist, Teny Shapiro,
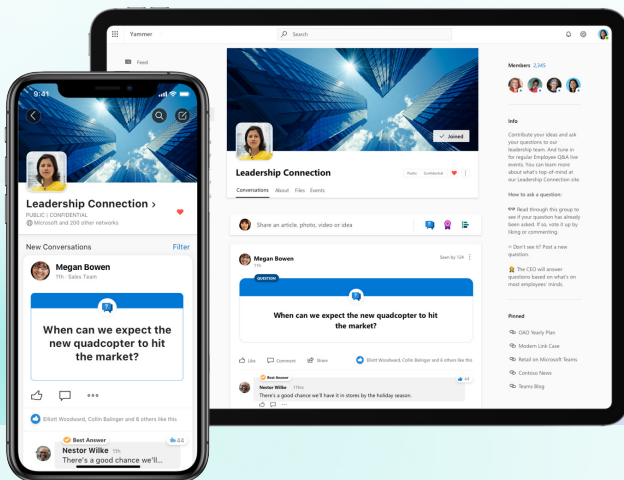
says when running an ad-hoc query using SQL, she could run 5 tests in 2 hours. And that her team of 6 received requests for 10-15 tests, each per week. Without a comprehensive solution that was user-friendly, efficient, and quick, Teny's team was spending roughly 30 hours a week running ad-hoc queries.

Although running such queries was doable, they were not an optimal use of analysts' time–and wanted to give other lines of the business to explore insights on their own.

"One of the fundamental goals of our team is to make data universally accessible for all of the people responsible for building Yammer. This results in a better outcome for our stakeholders, since they can see descriptive stats and do their own exploration, and for our team, since we can spend less time on reporting and more time on exploring ways to make a bigger impact with customers."

Adam Barzel, Head of Product Analytics

Teny Shapiro
Yammer's Principal Data Scientist

Finding Success (and More) with Scuba

As a solution, Yammer adopted Scuba as its data analytics platform to democratize its data, run faster queries, visualize data, and dive deeper into customer journeys–and improve its product and UX in the process.

Scuba gave Yammer the right tools needed to dive into–and see–its data. Yammer went from getting answers in hours, to just minutes.

We have an answer in five minutes, using Scuba. That would have taken us half a day [without Scuba]. It's a fraction of the time."

Teny Shapiro, Principal Data Scientist

Capturing a Moving Picture

With Scuba's countless customizable dashboards, flow charts, explore and query features, Yammer had the ability to further drill down and understand user activity. Implementing flow charts into its analysis enables Yammer to understand user behavior trends, and leverage that information to improve its product. With the ability to see, manipulate, and test data quickly–Yammer could see more–and deliver even more powerful analyses.

"Our analysis is more interesting, more nuanced. We've done a lot of really impactful analysis to understand where users are coming from and what to do next."

*Teny Shapiro, Principal Data Scientist*
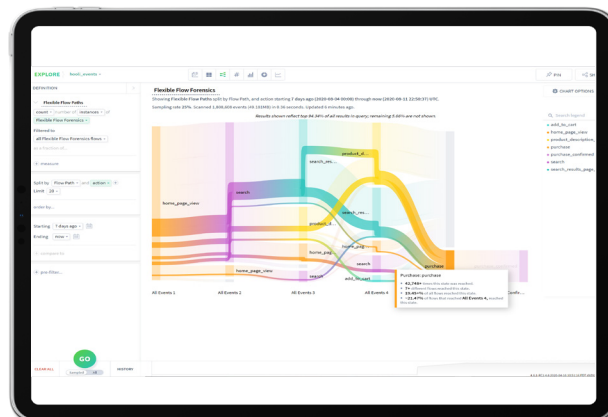
Data for Everyone, Anytime, Any Way

Scuba didn't just give Yammer the ability to see and query quickly, it gave everyone at Yammer the opportunity to do so.

Yammer's team–from analysts to marketers can now view dashboards of their choosing, run queries on their own, and quickly get answers.

"Every crew now has a clear place to go to understand their product area and how they're performing, and then to drill down to further understand what's driving those trends. We couldn't do that before."

As a result, "Ad hoc requests have probably gone down around 90 percent, and we [analysts] are no longer the bottleneck," Teny said.
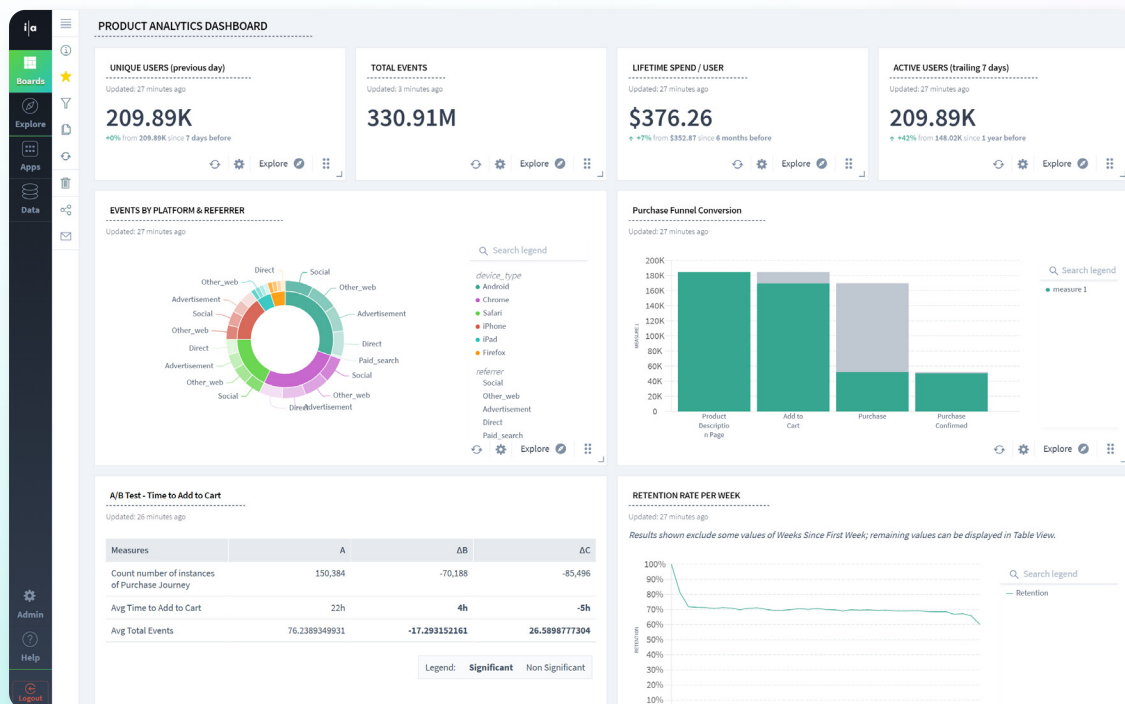
Driving Productivity Up, and Yammer's Performance Even Higher

With fewer bottlenecks, and easier access to data the team at Yammer is unstoppable.

"The expectation was to build a tool for everybody else. It allowed us to query and explore really fast, so that we could have an idea and answer within five minutes–that was unexpected."

The access to data led to some major improvements in Yammer's KPIs, and "monumental" changes in application performance.

"The biggest impact for us, and the most unexpected one, is how much faster us analysts can do our jobs."

For example, Teny explained that after running an experiment based on an insight uncovered in Scuba and implementing some changes it led to:

5%

increase in likes
per user/reactions

13%

increase in
thread views

"In the scale of things, that is monumental. Nothing moves the needle that much. If we get a one percent increase in "likes" we celebrate. So that was really big. It became so obvious because of the analysis. It's been a great tool for us."

Faster, Easier & Elevated Analytics with Scuba

Before Scuba, Yammer had a sea of data that was siloed and at times challenging to analyze comprehensively. Analysts dealt with high volumes of ad hoc queries, which was time-consuming and made access to insights and data limited. Now, with an all-encompassing analytics platform toting features like explore and flow charts, Yammer can more easily understand its customers' journeys. With Scuba, everyone at Yammer knows how to swim: they can do it all, see it all, and act on it.

Interested in building better CX, product analysis, and utilizing stronger analytics?

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

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