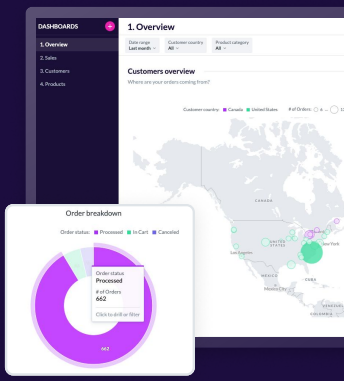
GoodData

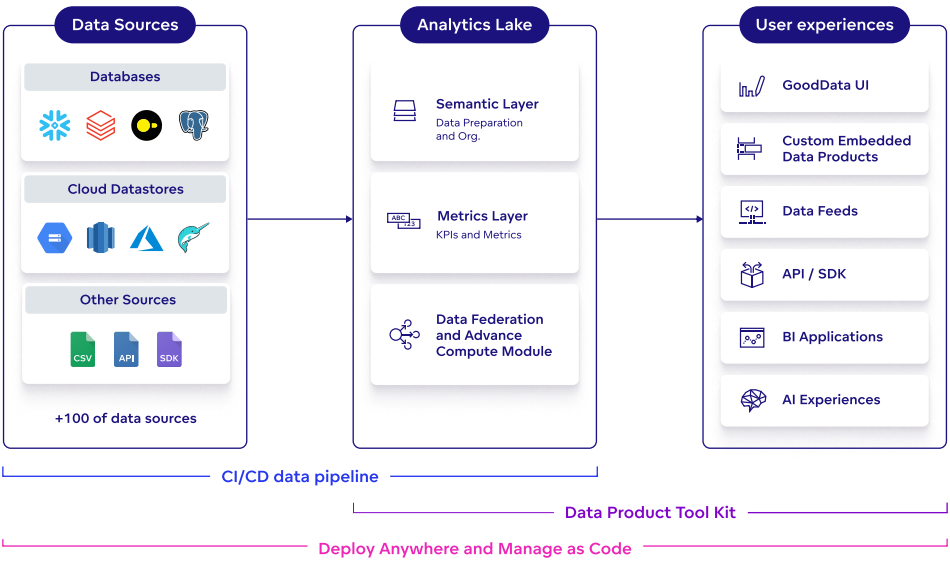
Accelerate Business Growth with Analytics as Code

Build reusable analytics with unmatched speed, accuracy, and scalability



What is Analytics as Code?

Analytics as Code (AaC) redefines analytics management by applying software development principles to data processes, much like Infrastructure as Code (IaC) does for computing resources. By treating data pipelines, transformations, and visualizations as code, AaC provides enhanced control, accelerates time to insight, and ensures accuracy and traceability. This enables organizations to swiftly deploy data products while maintaining collaboration, governance, and scalability.



Key Business Benefits

Faster Decision-Making

Automate repetitive tasks and shorten the time needed to turn data into actionable insights through pipeline automation, pre-built blueprints, and CI/CD integration.

Effortless Scalability

Modular components allow for rapid development and deployment of data products, enabling quick adaptation to evolving business requirements.

Enhanced Team Collaboration

A shared, modular, and parameterized codebase reinforces transparency and collaboration across team members of varying skill sets, whether they work in code or the UI.

Robust Data Governance

Ensure accuracy and compliance through version control and automated testing. AaC represents all objects as code, making it easy for anyone to understand metrics, trace data lineage, and catch errors.

Additional Key Features

Version Control: Enhance collaboration with robust version control. Effectively manage changes, track revisions, support code reviews, and maintain a clean production environment with easy rollback options.

Composable Assets: Speed up dashboard creation by reusing existing modules. This approach reduces build time and accelerates time to value, allowing rapid customization to meet specific needs while supporting scalability and efficient adaptation of your analytics environment.

Full Platform Control: Gain end-to-end control over your analytics environment. Manage and customize everything from data pipelines to dashboards, ensuring alignment with strategic goals and enhancing overall governance.

Why Choose GoodData for Analytics as Code?

GoodData is at the forefront of AaC implementation, delivering a platform that embodies AaC principles:

Comprehensive and Automated Toolset

Your entire analytics lifecycle — from data integration and modeling to visualization — is built on a robust and automated code-driven framework.

API-First Design

GoodData's API-first approach ensures modular and interoperable solutions that enhance efficiency and agility in interacting with visualizations and semantic layer content through the GoodData API, SDK, or Pandas library.

Seamless Integration

Connect with the tools you already use, such as **dbt**, **Airflow**, and **Make**. Leverage your own AI tokens in conjunction with GD native AI functions to empower your team with powerful capabilities for smarter decision-making.

Intuitive for All User Types

Developers can access sophisticated coding capabilities, while end users can leverage an intuitive user interface.

Achieving Success

Mews' Experience with AaC

THE CHALLENGE

Mews, a B2B hospitality software company, needed a scalable solution to manage its rapid growth and deliver financial and operational analytics to its customers. With over 5,000 properties and multi-property management complexities, Mews faced challenges in ensuring data consistency, efficient pipeline management, and customizable reporting across different time zones.

THE SOLUTION

Mews implemented GoodData's Analytics as Code (AaC) functionality to automate data pipelines and embed insights directly into their existing hospitality management software. This integration enabled Mews to offer consistent, customizable analytics to their customers while improving operational efficiency. The GoodData platform also supports multi-tenancy, allowing Mews to provision and manage data for each customer centrally, while still allowing for customizations.

THE RESULTS:

- **Reduced Manual Effort:** The automation of data pipelines and the adoption of AaC reduced manual intervention and the associated risks of human error, ensuring data consistency across the board.

- **Effective Scalability:** Mews can now seamlessly roll out new products and capabilities, offering customers a composable analytics approach that scales with their business needs.

- **Improved Team Alignment:** By embracing AaC, Mews enhanced communication and collaboration across teams, enabling effective experimentation and faster time-to-market for new features.

MEWS

"Could it be done manually? I don't think so. At this scale, we would very much struggle to support all the requests, onboarding, and development without an Analytics as Code approach."

Vojta Kopal
Director of Engineering, Data Science at Mews