



Evangelizing Analytics to Drive Growth in Emerging Markets

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Data Evangelism Lead at Gojek*



Our Journey

A mobile app for daily needs. The Gojek app offers various services: transport, food delivery, courier logistics, instant shopping, professional massages, payments, and more.



2010

Call-center for **ojek** services



2015

App launched with 3 services



2016

Expansion and new services, first Unicorn in Indonesia



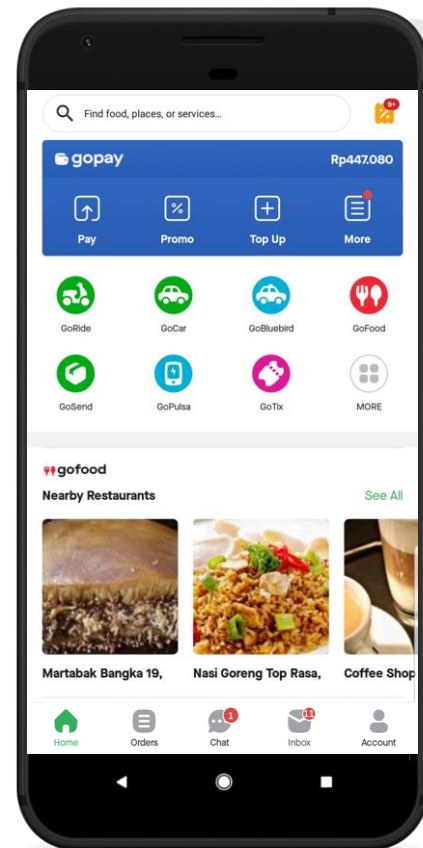
2018

International growth



2019

Superapp company



ojek is an Indonesian term of motorcycle ride hailing



Our **Solution** for Every Customer's Needs

 **goride**

 **gofood**

 **goglam**

 **gopay**

 **gocar**

 **gobuy**

 **gomassage**

 **gopoints**

 **gosend**

 **goshop**

 **godaily**

 **gopulsa**

 **gobox**

 **gomed**

 **golaundry**

 **gobills**

 **gobluebird**

 **gotix**

 **goclean**

 **goauto**



Our Global Footprint

Operating in 207 cities
throughout South East Asia

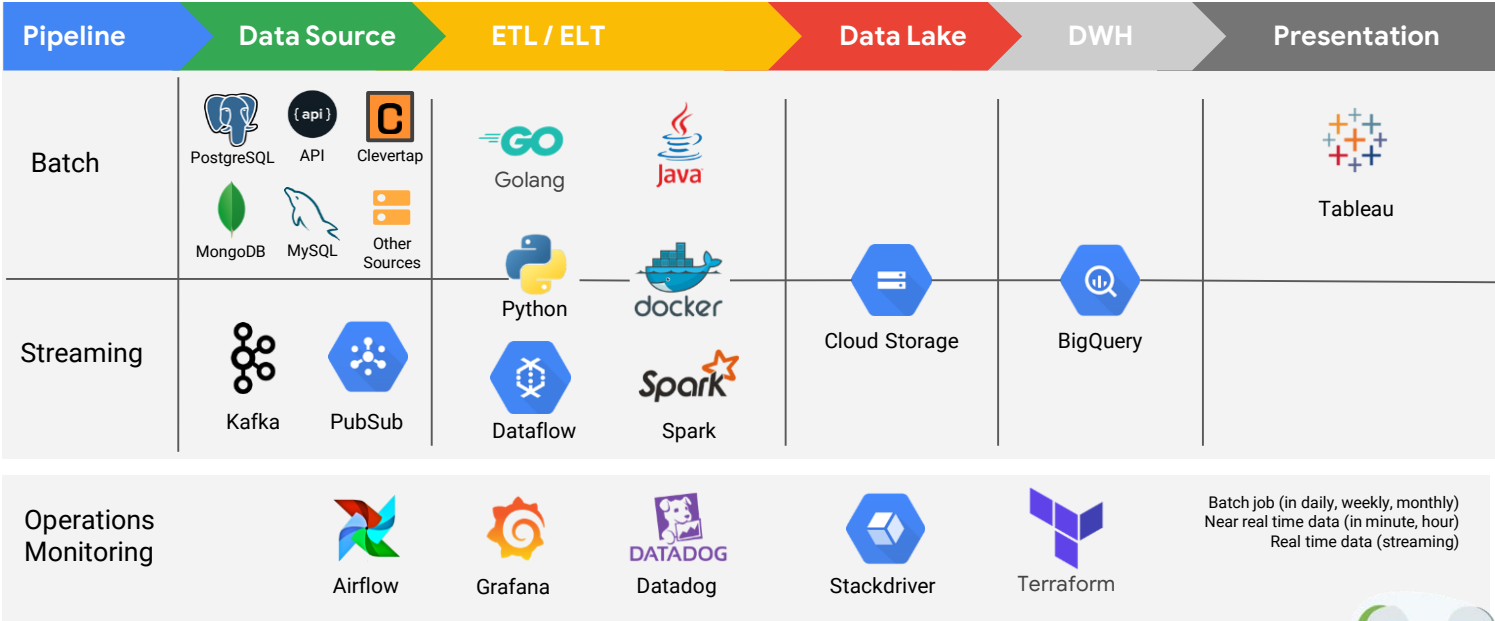
+155m
app downloads

+400k
merchants

+2m
drivers

+100m
monthly booking

As Gojek grows, so does the complexity of our data



GOJEK data architecture as of Q1 2019



... and its **volume!**

~32%



Growing Data
Volume per Month

*This is only business
metrics data collected
by BI

> 700



Data Sources

> 1,000



Dashboards and
Reports

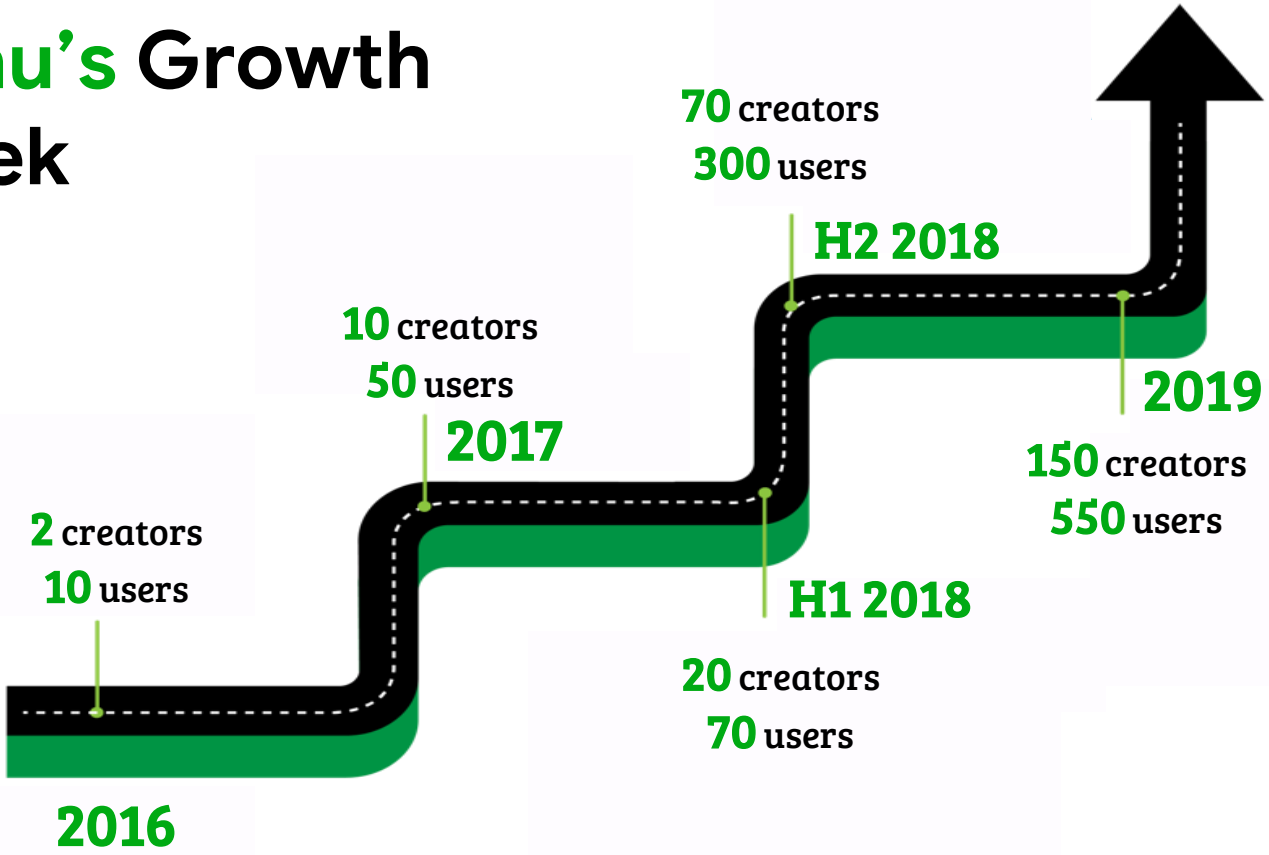
> 50%



Employees are Weekly
Active Data Platform
Users

*Everyone just loves
data!

Tableau's Growth in Gojek



But, we have a **scaling** problem



What are the **Problems?**



Business Users

“ I NEED D-A-T-A ! ”

Who can pull the data for me?

How can I pull the data?

Where can I get the data?

How can I analyse these tons of data?



Business Intelligence

“ TOO BUSY FOR AD-HOC ! ”

I cannot work on **impactful** projects.

I am such a **bottleneck!** :(

OMG! Why can't people read
the data **themselves?**

What **Matters** for Business Users?

EASE OF USE

Find a user-friendly tool to analyse data.



T I M E

Make impactful business decisions in mere moments.



SKILL DEVELOPMENT

Help business users develop their own insights.



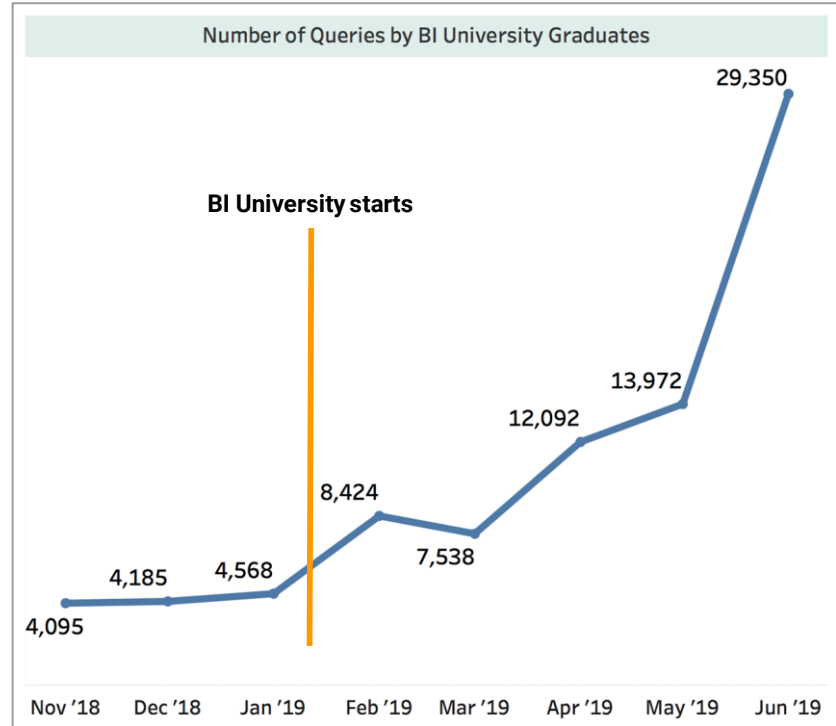
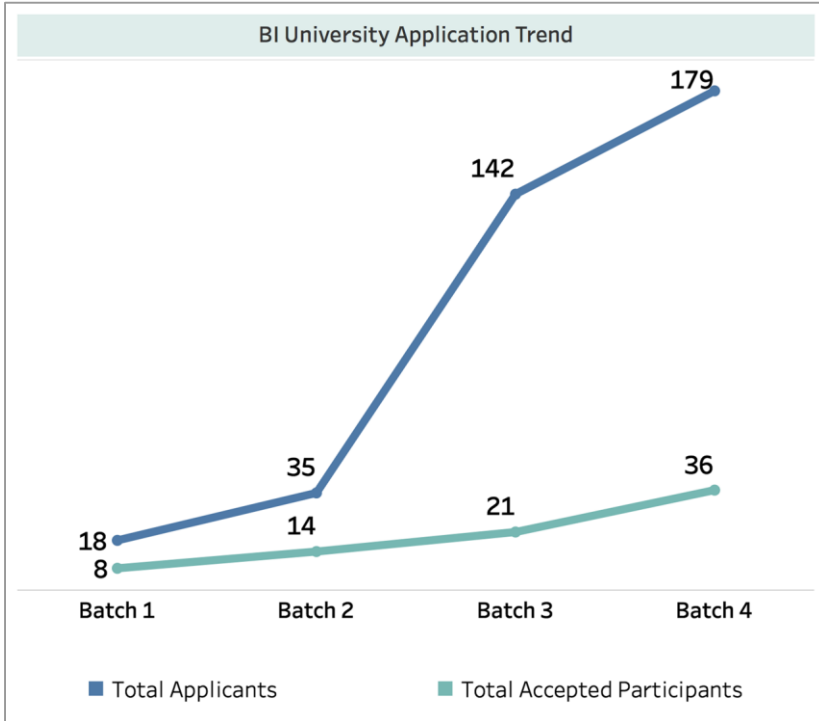


BI UNIVERSITY

Learning Community to Learn Data Analytics



Infecting the Masses



*Batch 3 graduates data

What's the **Timeline**?

Training Weeks (4 Weeks)
To elevate students' knowledge to a shared standard



Showcase
To present their data solutions to the team and users.



Mentoring Weeks (3 - 5 Weeks)
To practice their new skills by solving problems with data analysis, resulting in an insightful Tableau dashboard.

BI University Curriculum

Intro to Data Analytics

Understand Data at Gojek

SQL in BigQuery



How to Build Data Product

BI Sharing Sessions

Intro to Data Visualization

Integrate Tableau with Airflow



When a student completes BI University, they will be rewarded with a **Tableau creator license**

BI University Project

LOKET Daily

Event

Monitoring

*Dashboard is created by Hanum Kumala,
with Galih Rizky as her mentor*

Problem

Ticket sale anomalies couldn't be detected quickly, or even detected at all

Why is this problem important?

- Initiatives can be better prepared and be more user-targeted
- Maximize sales achievement on potential revenue

Enterprise Metrics Tracker

Daily Event Monitoring

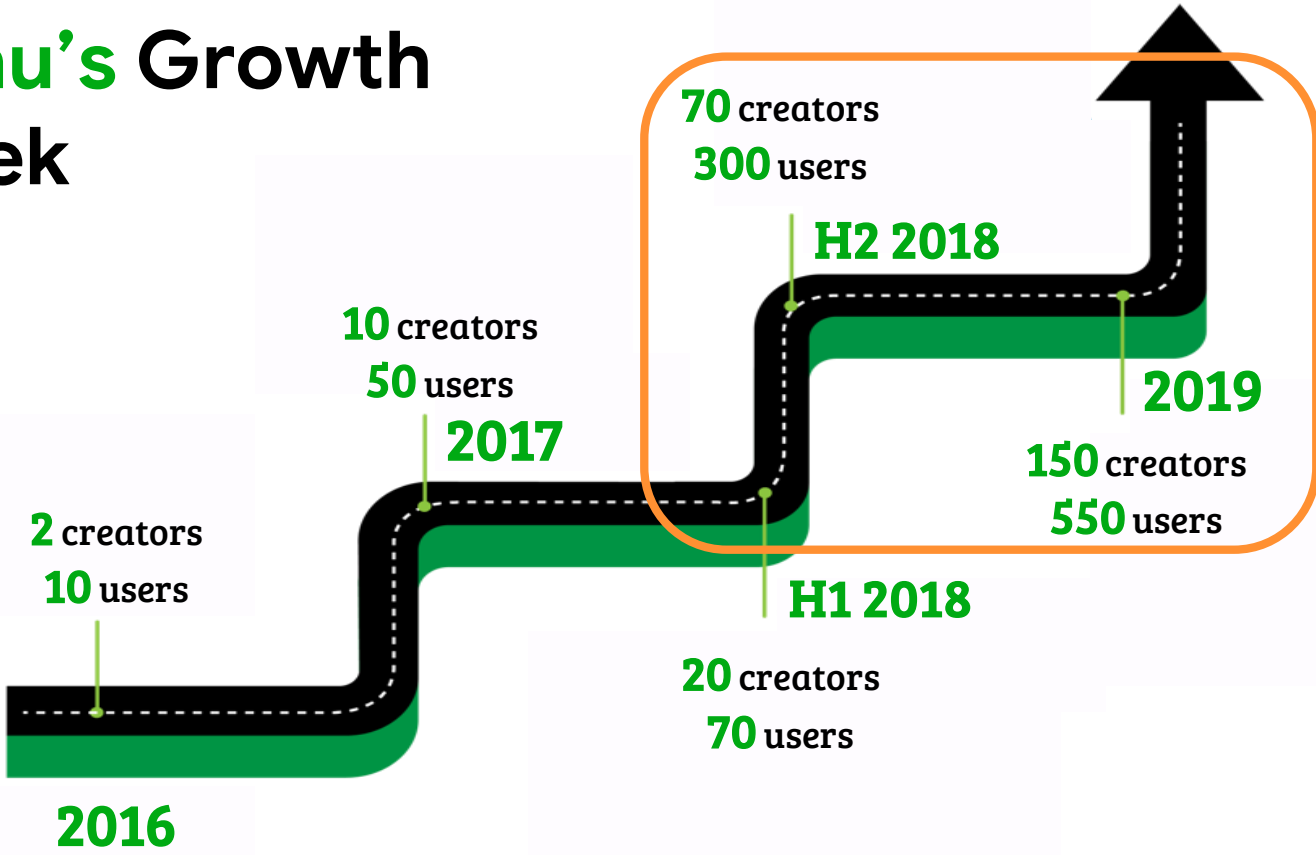
January 01, 2019

PIC Name	Event Name	Daily Actual Ticket Sales	Daily Target Ticket Sales	Daily Target for Remaining Days	Total Actual Ticket Qty	Total Target Ticket Qty	Ticket Sales Progress	Total GMV
Dewi	International Basketball League	0	38	0	300	300	100.00%	IDR 61,663,000
	Makassar Music Festival	11	118	252	191	6,990	2.73%	IDR 21,963,240
Fuad	Jazz Jalanan Festival	0	83	1,018	35	2,070	1.69%	IDR 78,557,000
	ABC Anniversary Concert	2	7	8	237	420	56.43%	IDR 124,615,164
	XYZ World Tour 2015	15	26	10	886	1,200	73.83%	IDR 586,304,400
	National Football League	58	229	134	39,034	47,097	82.88%	IDR 66,056,931,000
	International Football League	0	51	127	82	7,681	1.07%	IDR 176,410,000
	Movie Festival 2017	72	37	16	3,831	6,065	63.17%	IDR 7,160,111,500
Shinta	Australia Music Tour	0	20	0	4,000	4,000	100.00%	IDR 2,968,684,540
	Jakarta Classical Concert	0	32	44	0	9,688	0.00%	IDR 0

■ Daily Target Achieved
 ■ Sold Out
 ■ Daily Target Not Achieved

*) Color is based on the discrepancy between Daily Target Ticket Sales and Daily Actual Ticket Sales

Tableau's Growth in Gojek



How can we scale even further?

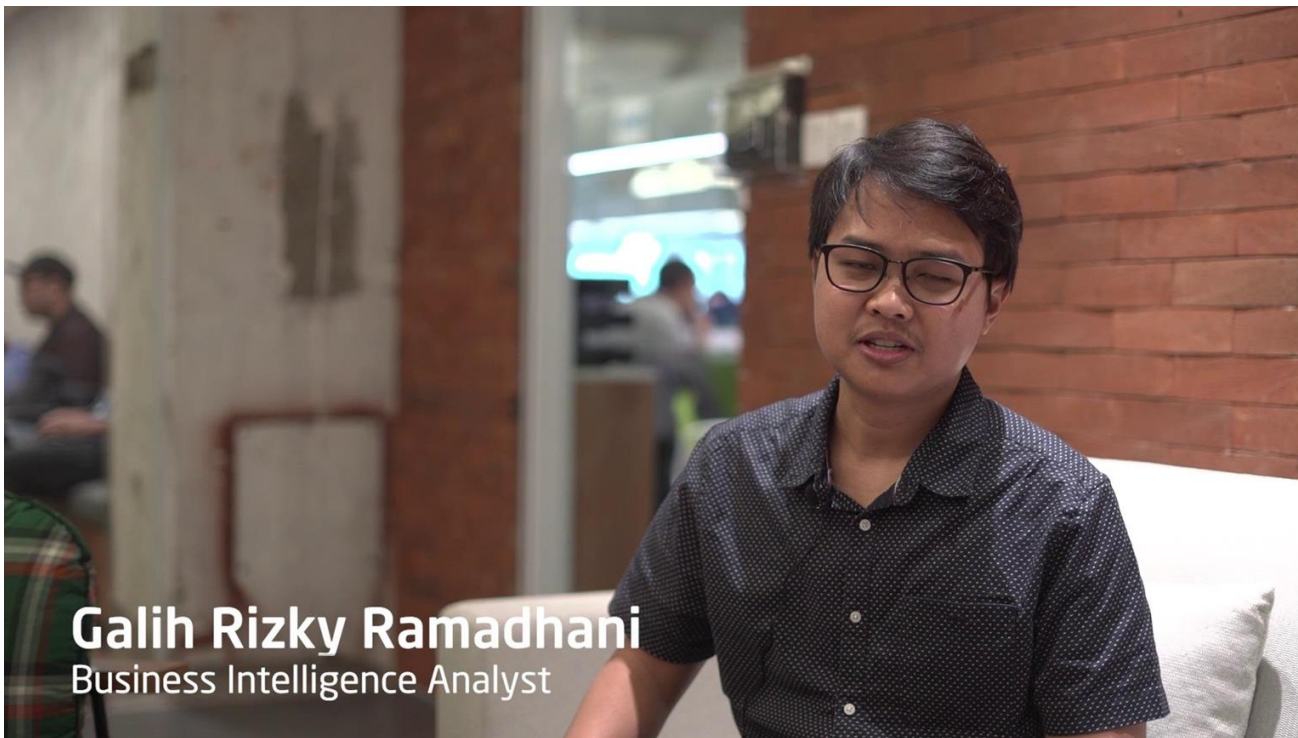


DATA UNIVERSITY



**LEARNING MANAGEMENT
SYSTEM**

BI University Testimonial Video





Thank you!

