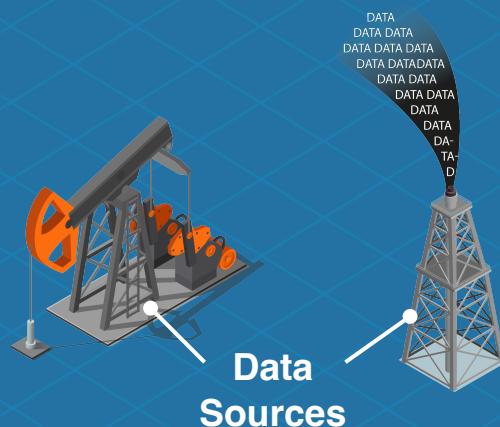


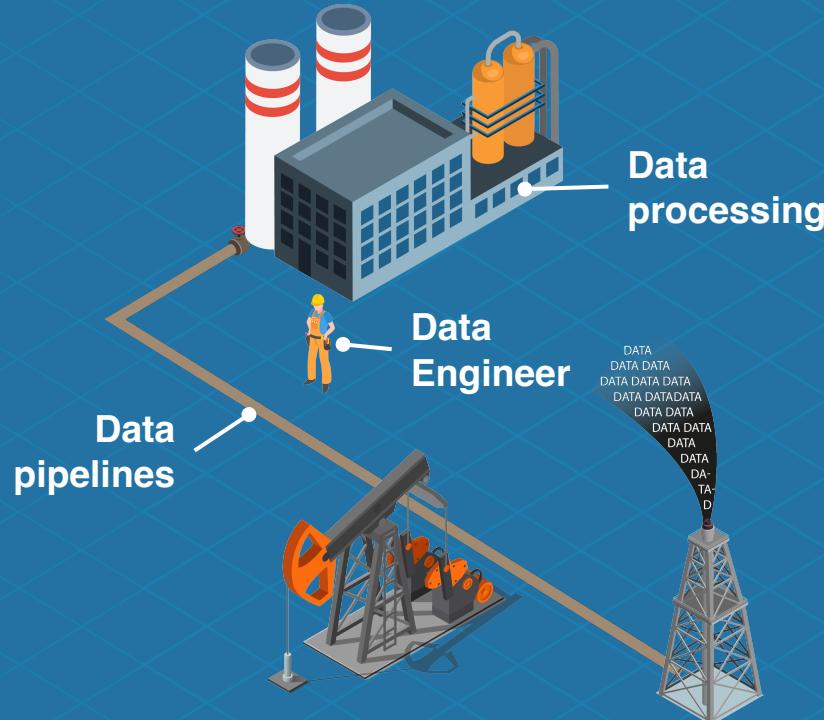


Understanding who does what in data analytics

Data Ready - February 2023

Everything starts with data, produced through **data sources**: our various applications and systems such as our cash-desk, e-commerce website, CRM...





From there, our **data engineers** build **data pipelines** to capture and transport this data. If needed, they can cleanse them through **data processing**.



Jeremy is a **Data Engineer**,
this is how he explains his job



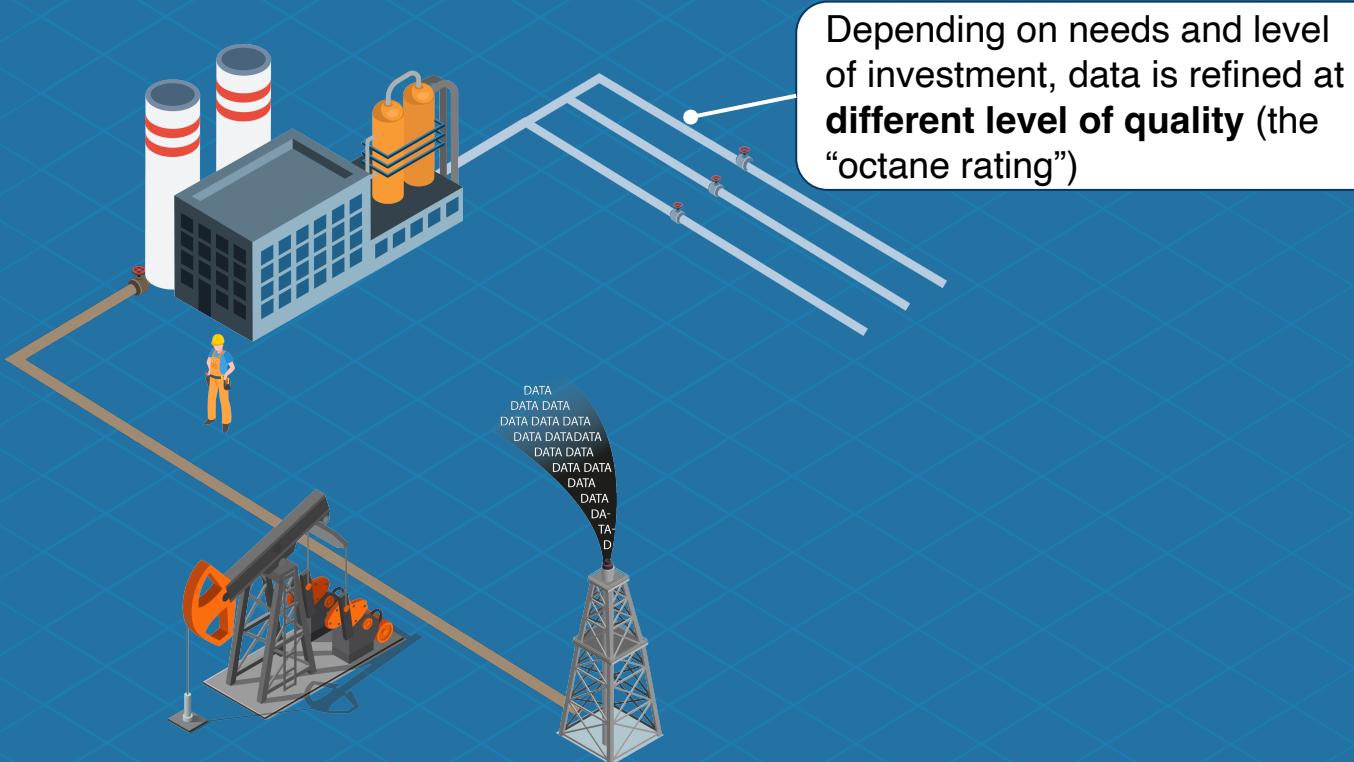


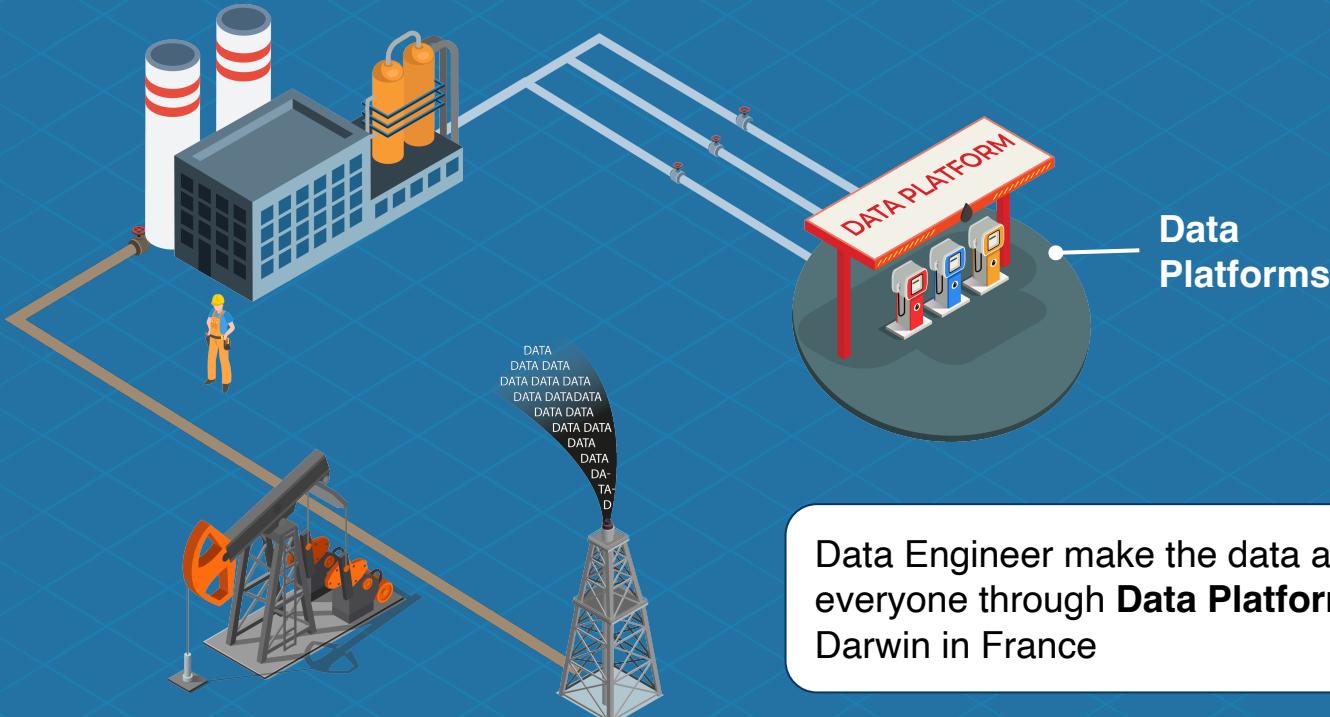


As a **data engineer**, I automate access, manipulation and presentation of data.

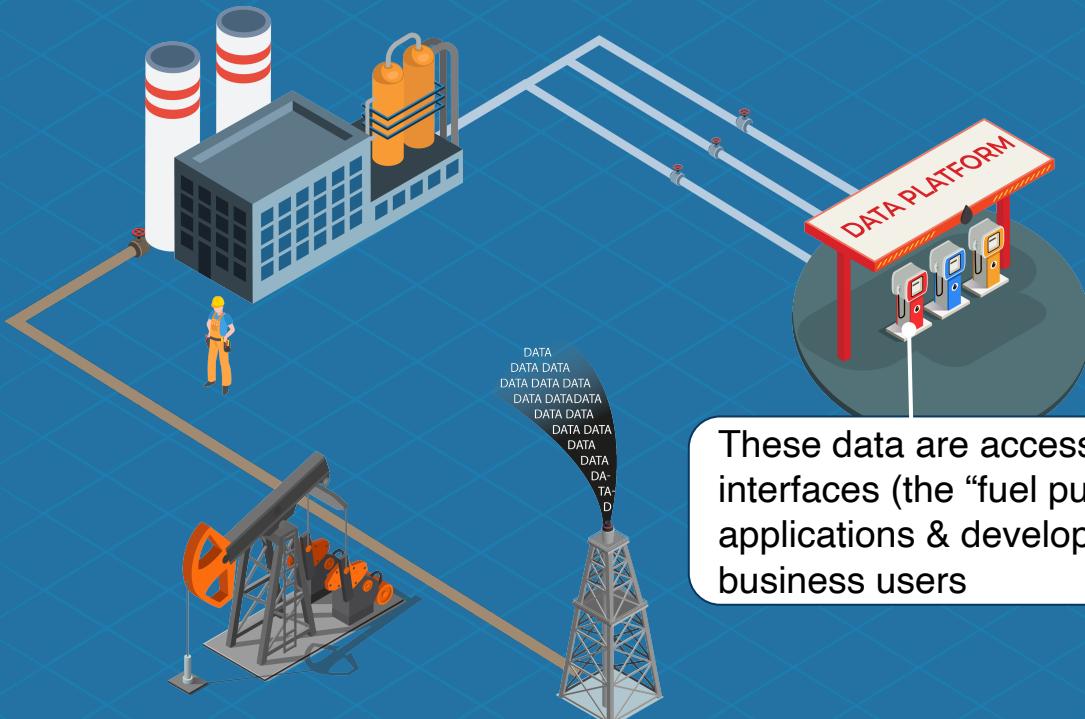
Thanks to my tech skills, I bring **data management** to the next level, systematizing data techniques: I understand the tools required to **extract, structure, clean and prepare data**. I am able to grant access to the right granularity and history of data.

My responsibilities comprehend **architecting cutting-edge solutions** for data scientists and dataviz specialists: Turning manual processes into **"data pipelines"**, optimizing the **acquisition of data**, designing **scalable structures to store information**...





Data Engineer make the data available to everyone through **Data Platform**, such as Darwin in France



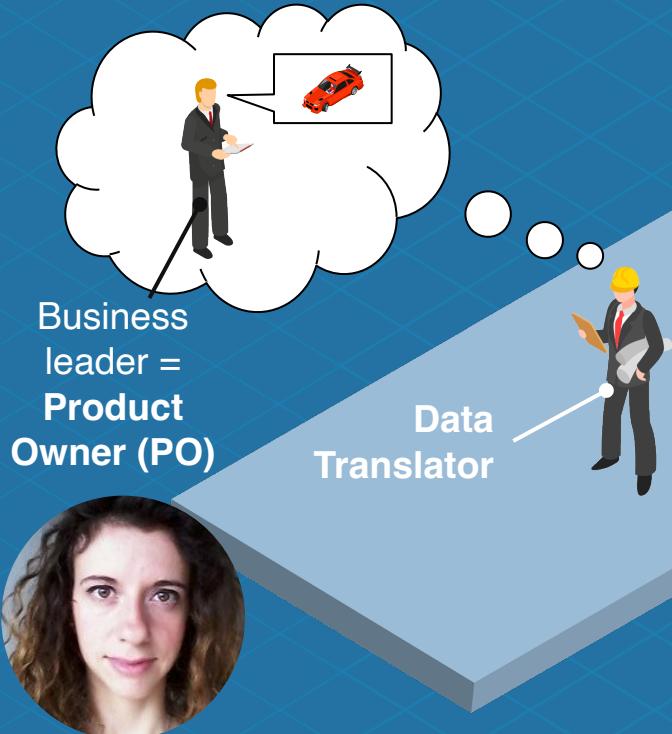
These data are accessible through standardized interfaces (the “fuel pump”) such as **APIs**, for applications & developers, or **datamart**, for business users



Extracting and making the data available is the work of our **Data Tech** teams

In order to generate value from this data, we need 'vehicles' and 'engines' capable of using it, that's where the **Analytics Factory** comes into play



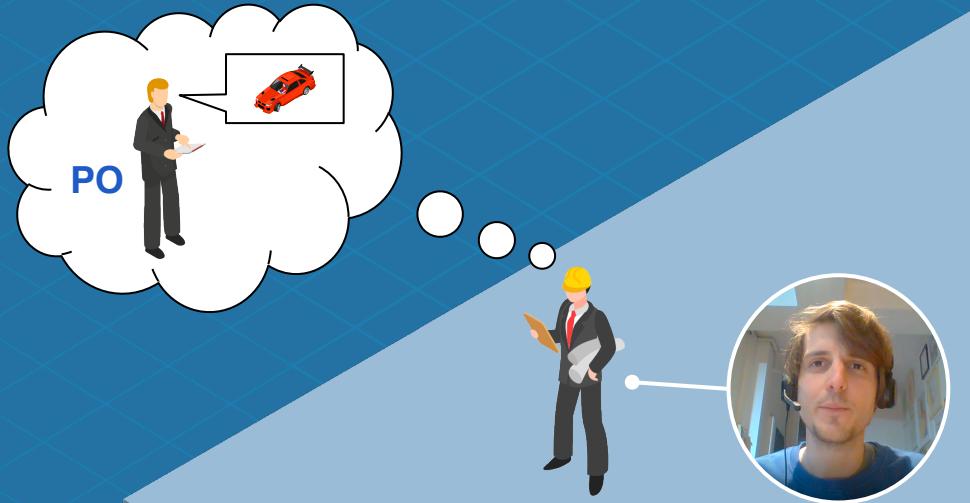


To do so, **Data Translator** works hand-in-hand with **business leader(s)**, like Sara, to frame how data analytics could help them

Once the idea is framed, the **Business leaders** agrees to become the **Product Owner**

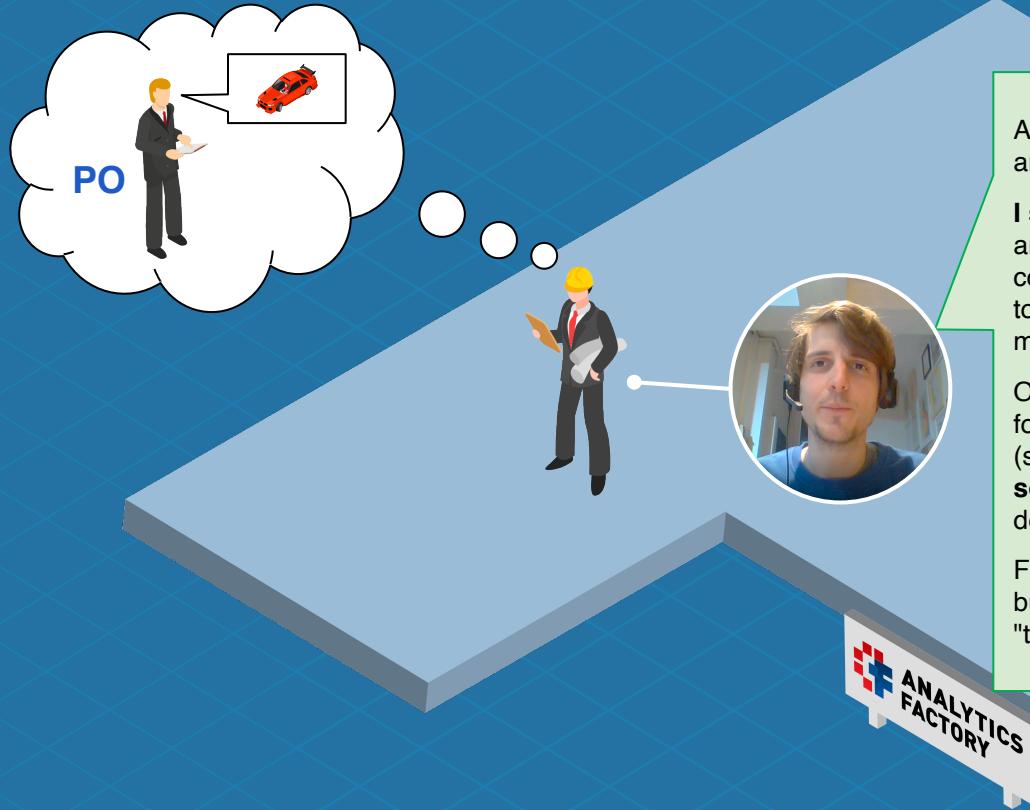






Etienne, Data Translator, will tell us more about his job





As a **data translator**, I'm the interface between the business and analytics.

I speak the same language as my business colleagues, and ensures we understand each other. As the first point of contact of the business unit I'm accompanying, I contribute to identifying **data priorities** every day while inspiring with market trends when possible.

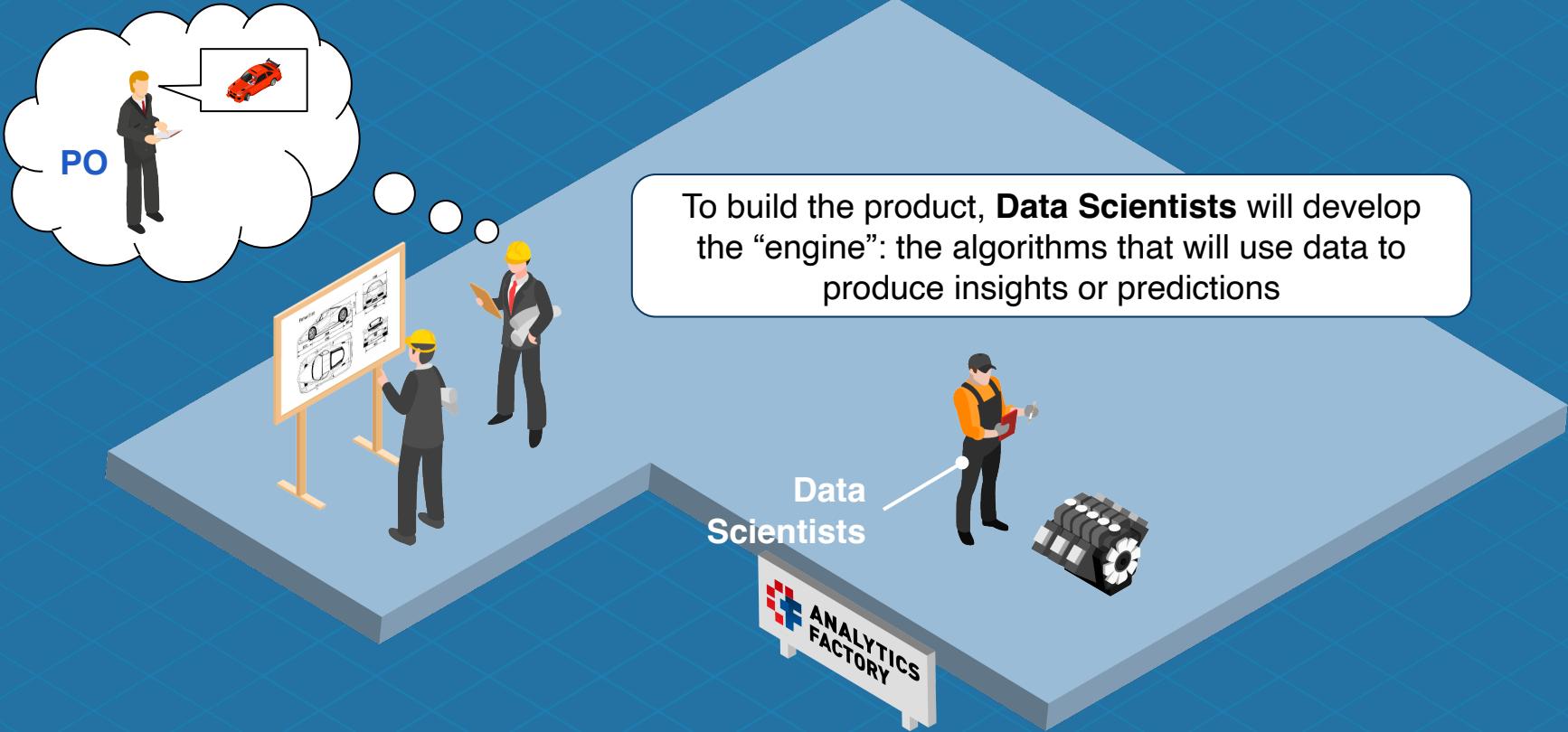
Once the business needs are well understood and formalized, I discuss with the different data experts (scientists, dataviz, engineers...) to **identify the best solutions**. I also provides transparency on progress during delivery.

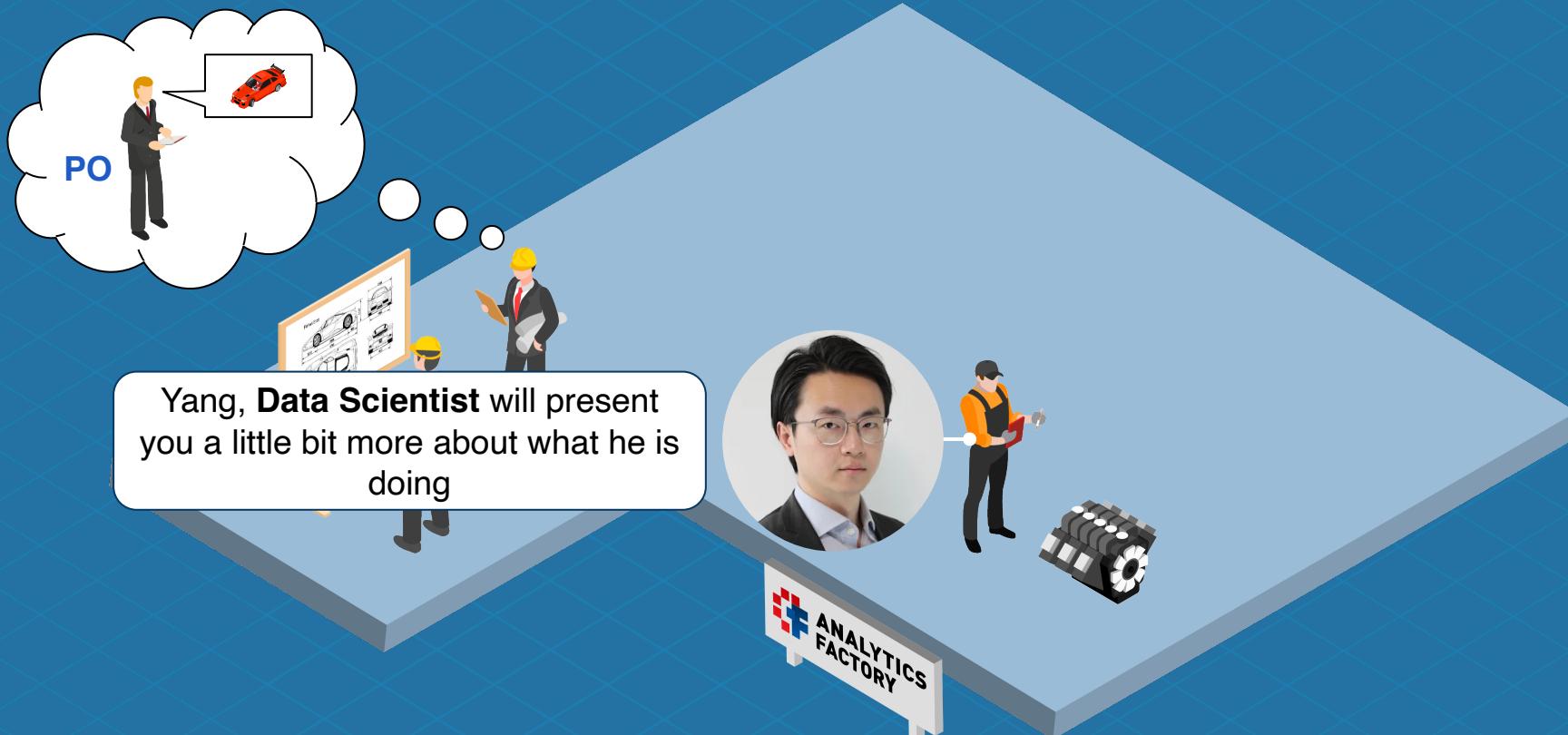
Finally, my job also include ensuring **capability building** of business areas when it comes to data: I strive to be the best "teacher" every day.



When designing a new analytics product, the data translator will work with **User Experience designers** to make sure the product is usable and desirable for business users







Yang, **Data Scientist** will present
you a little bit more about what he is
doing

- ① lay main piece
- ② look feature
- lay out features
- turn drop within VB
- at least

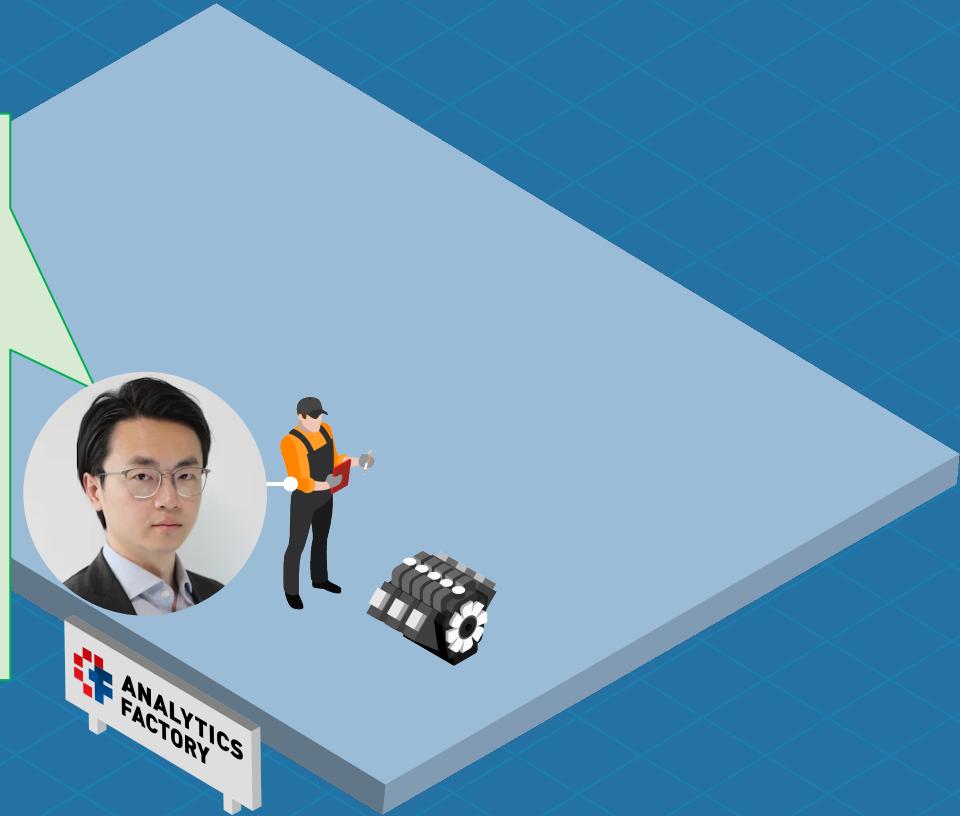




Deep into numbers and stats, I'm able to turn raw, often complex and large quantities of data -what is commonly called "Big Data"- into **added-value insights**.

In order to make this happen, I master several **analytics techniques** (statistics, optimization, machine learning, deep learning...) and i'm **fluent in technology** (R, Python, SQL...). I use this toolkit to solve problems that matter for business. Extracting data from multiple sources, looking at it from different angles, looking for trends and presenting it in an insightful manner are part of my day-to-day tasks.

I do not work on my own: **I collaborate closely with business and translators** to define the criteria that will determine if analytics models work, and with data engineers to gain access to the necessary data.







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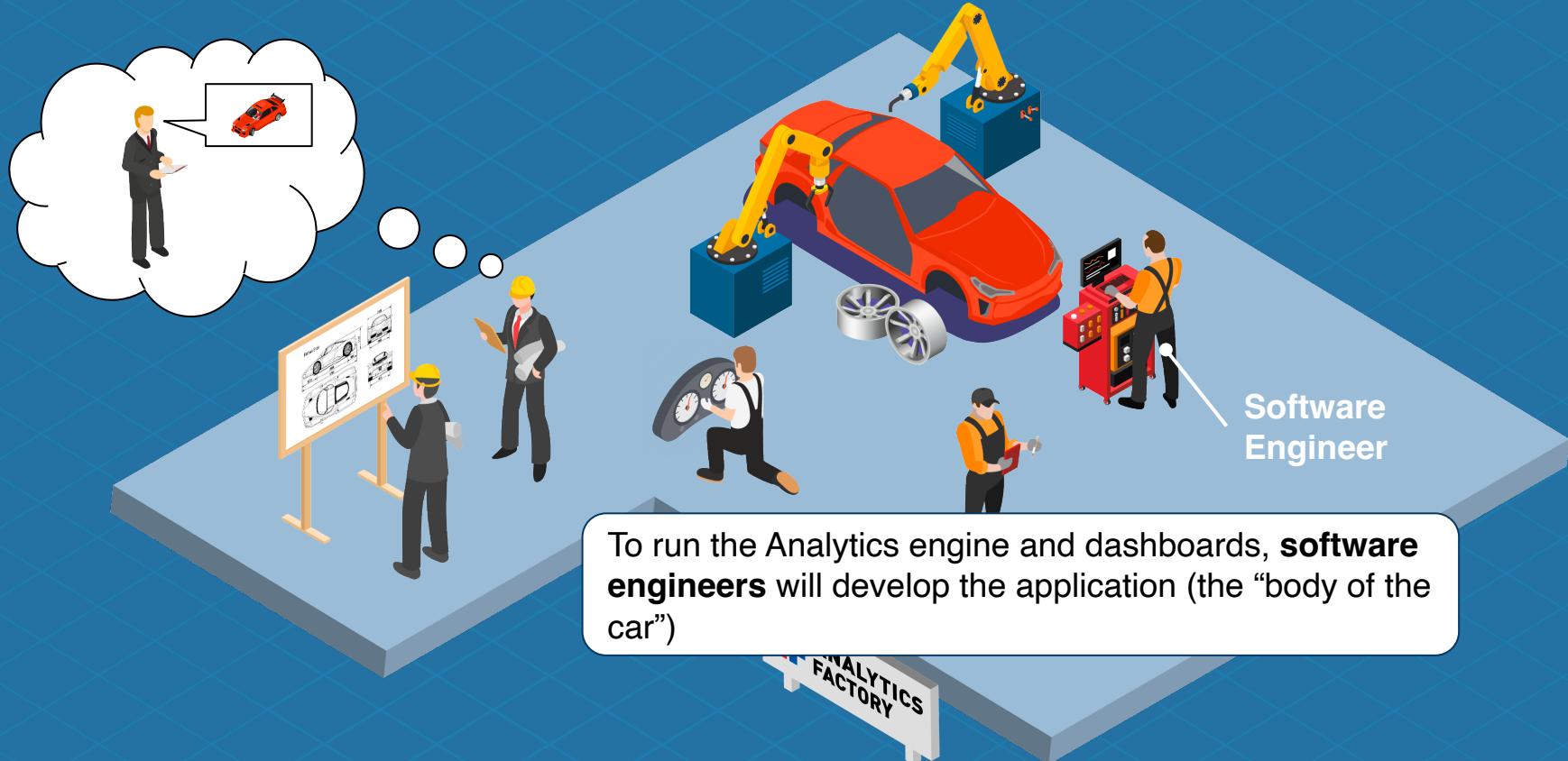
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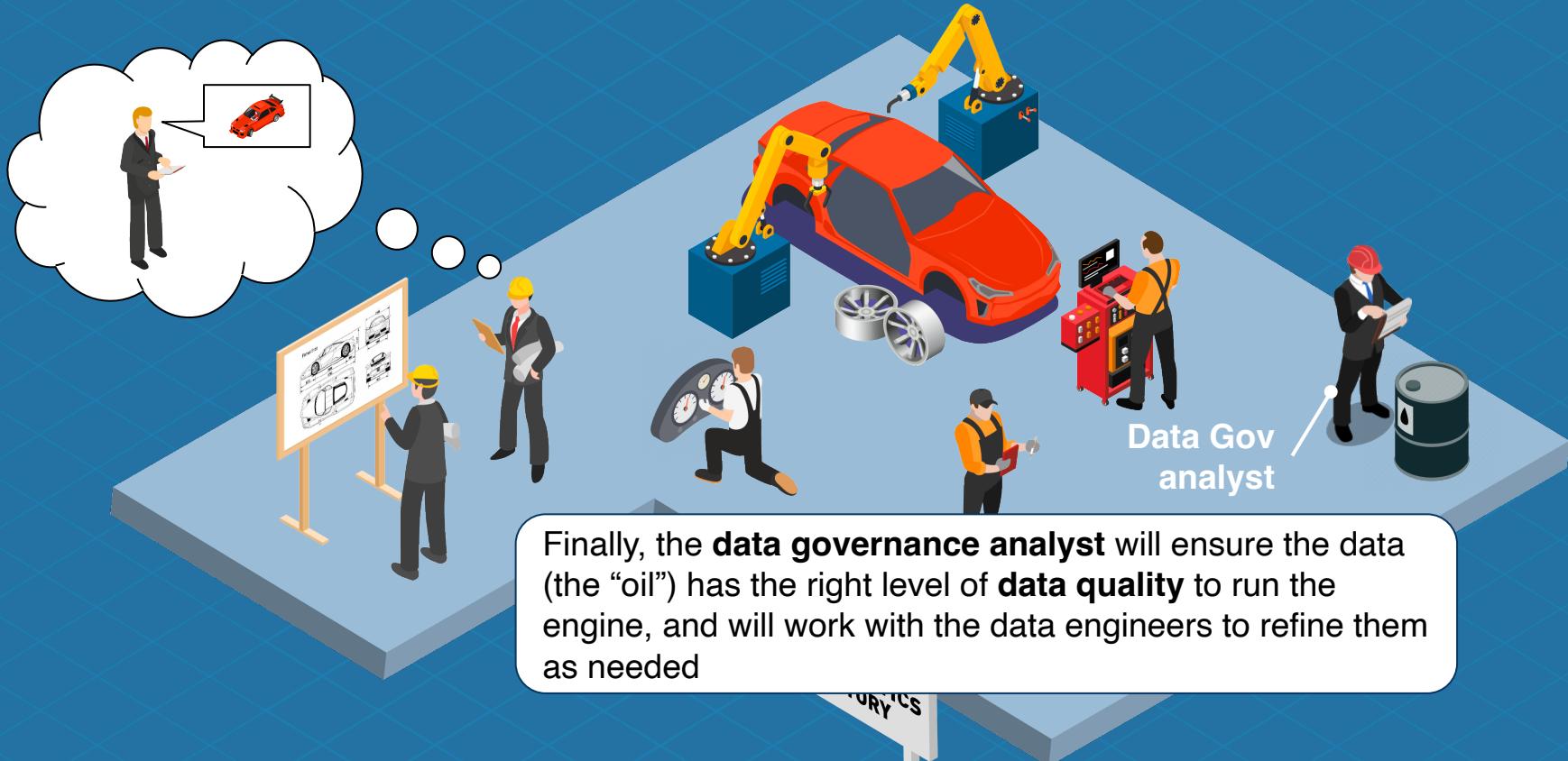


As dataviz specialist, I turn business needs into **accessible and understandable visualizations**.

Be it a dashboard, a business intelligence report or simply a meaningful dataset, my goal is to have business teams capable of making **better and faster decisions**.

As a dataviz specialist, I am also a **coach**: I am happy to show our Carrefour colleagues how to use our data visualization tools so they become autonomous and learn to present data in an impactful manner.

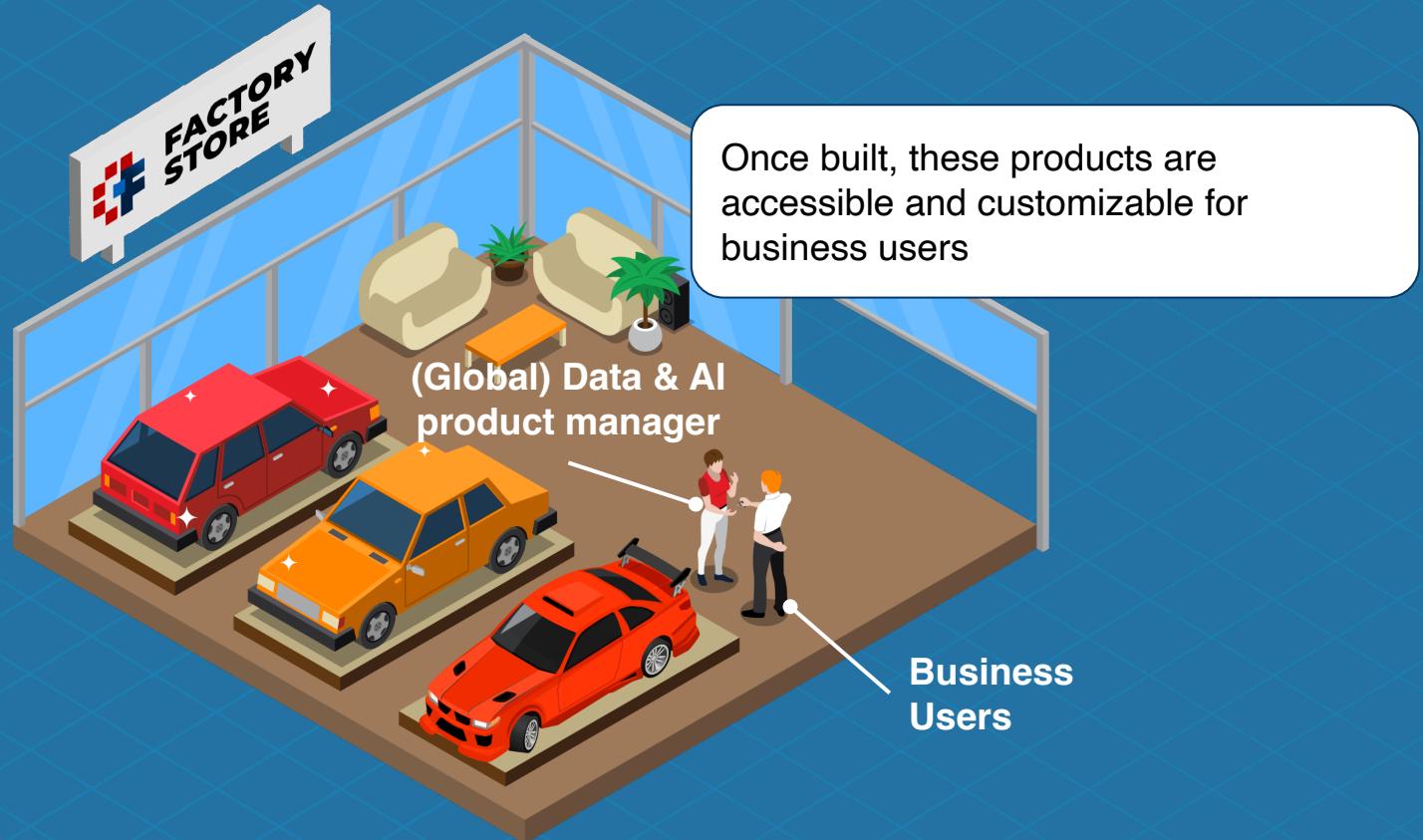


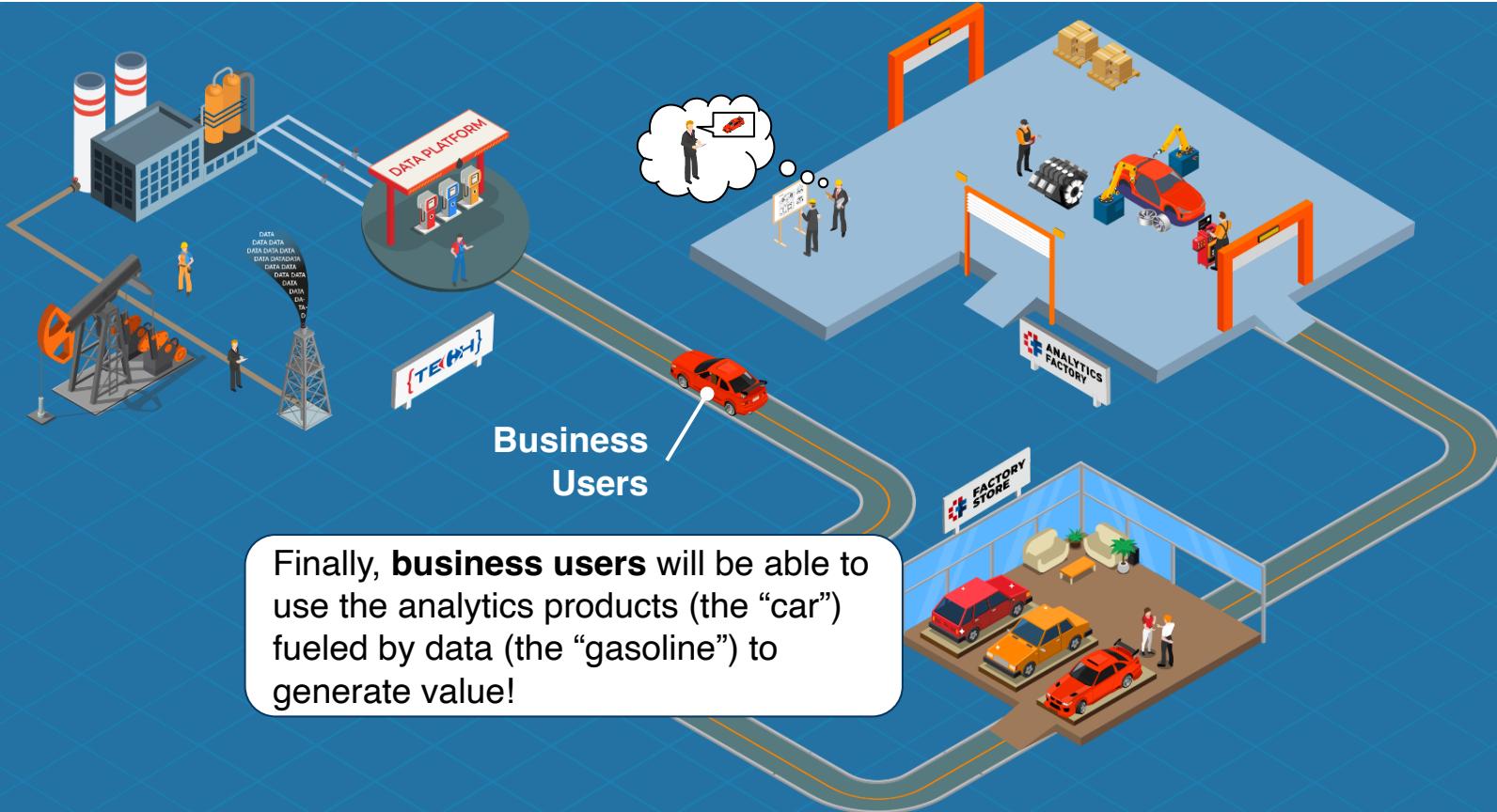












Wrapping this up: the ‘core’ Data & Analytics roles



Arnaud,

The Chief Data Officer

Data
{TECH}

Data engineers



the infrastructure
builder



**Data
translators**



Etienne,
the expert
interpreter



**Data
scientists**



Yang,
the engine
expert



**Dataviz
specialists**



Damien,
the dashboard
designer

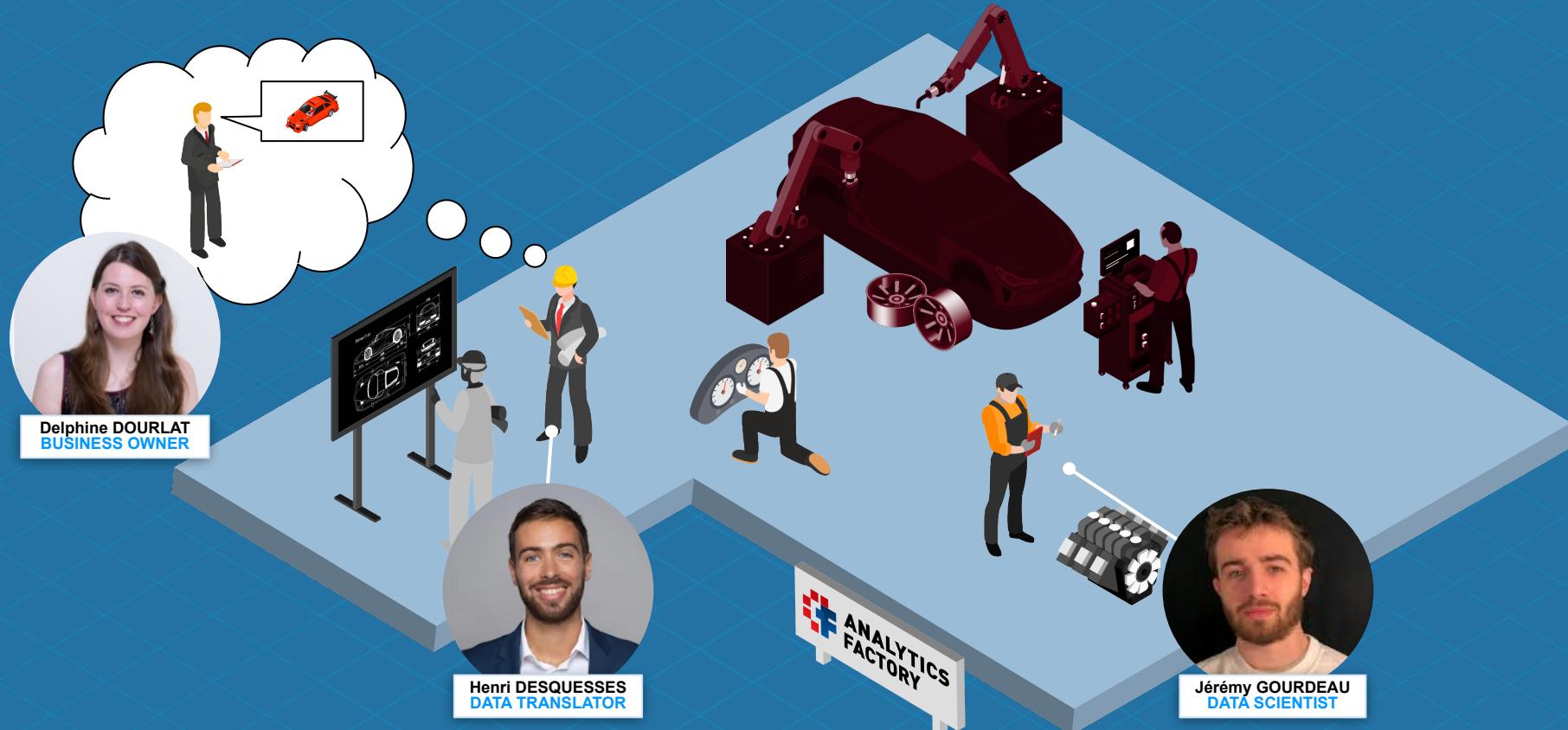


**Data
governance**



Isabel,
the warden





Delphine DOURLAT
BUSINESS OWNER

Henri DESQUESSES
DATA TRANSLATOR

Jérémie GOURDEAU
DATA SCIENTIST

