SaaSOpen
MARCH 28–29 2024

The Subtle Art of Making Sense of Your Business Data

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CEO, Railsware

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About me and Railsware

My experience

- 23 yrs in pro tech, first code at the age of 10
- Engineer by heart, turned CEO by need
- Company $100+m eval and 200+ people, 5x growth in last 5yrs

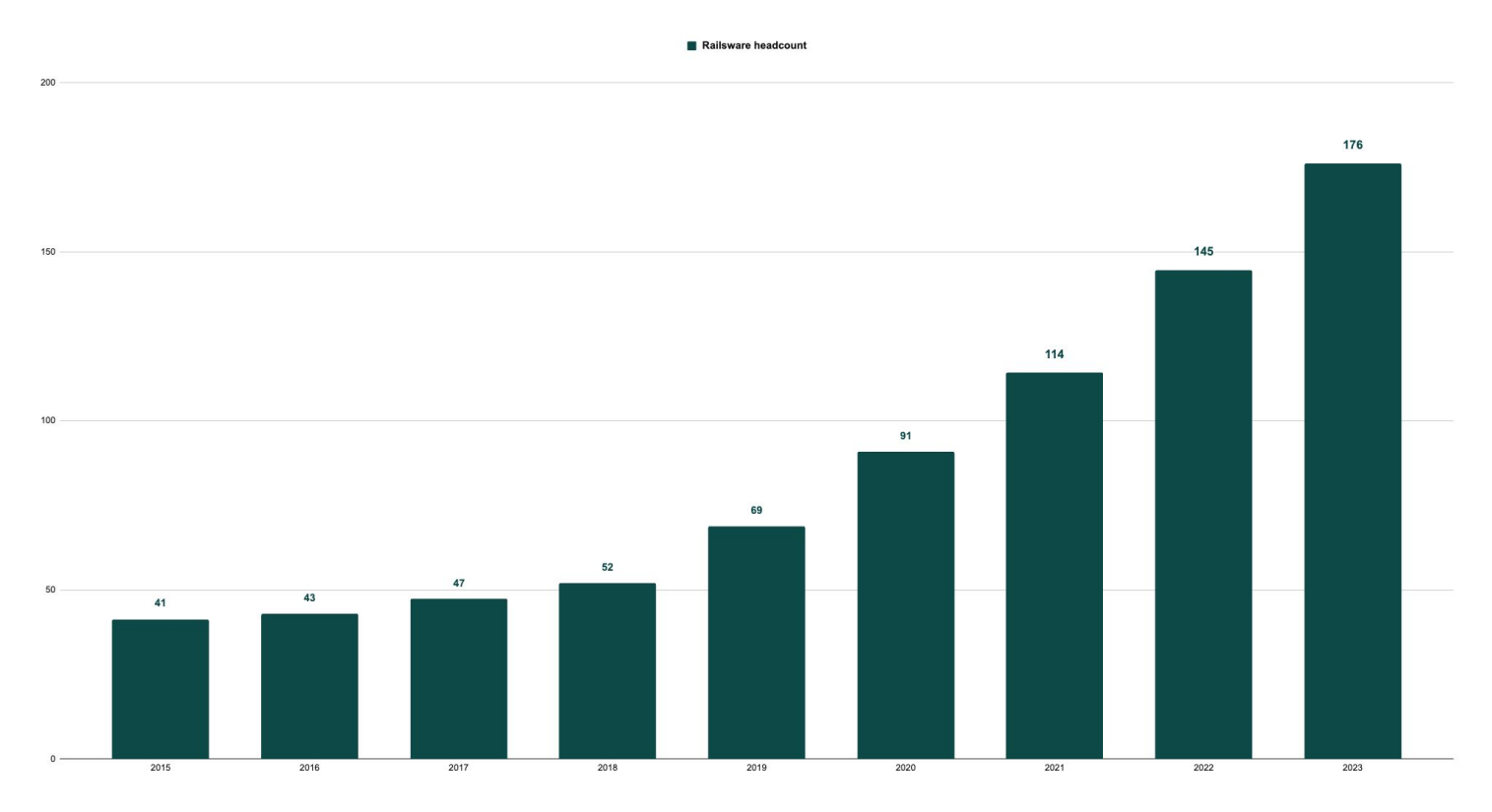
Relevant expertise

- Data product Coupler.io
- TitanApps and other SaaS
- Consultancy

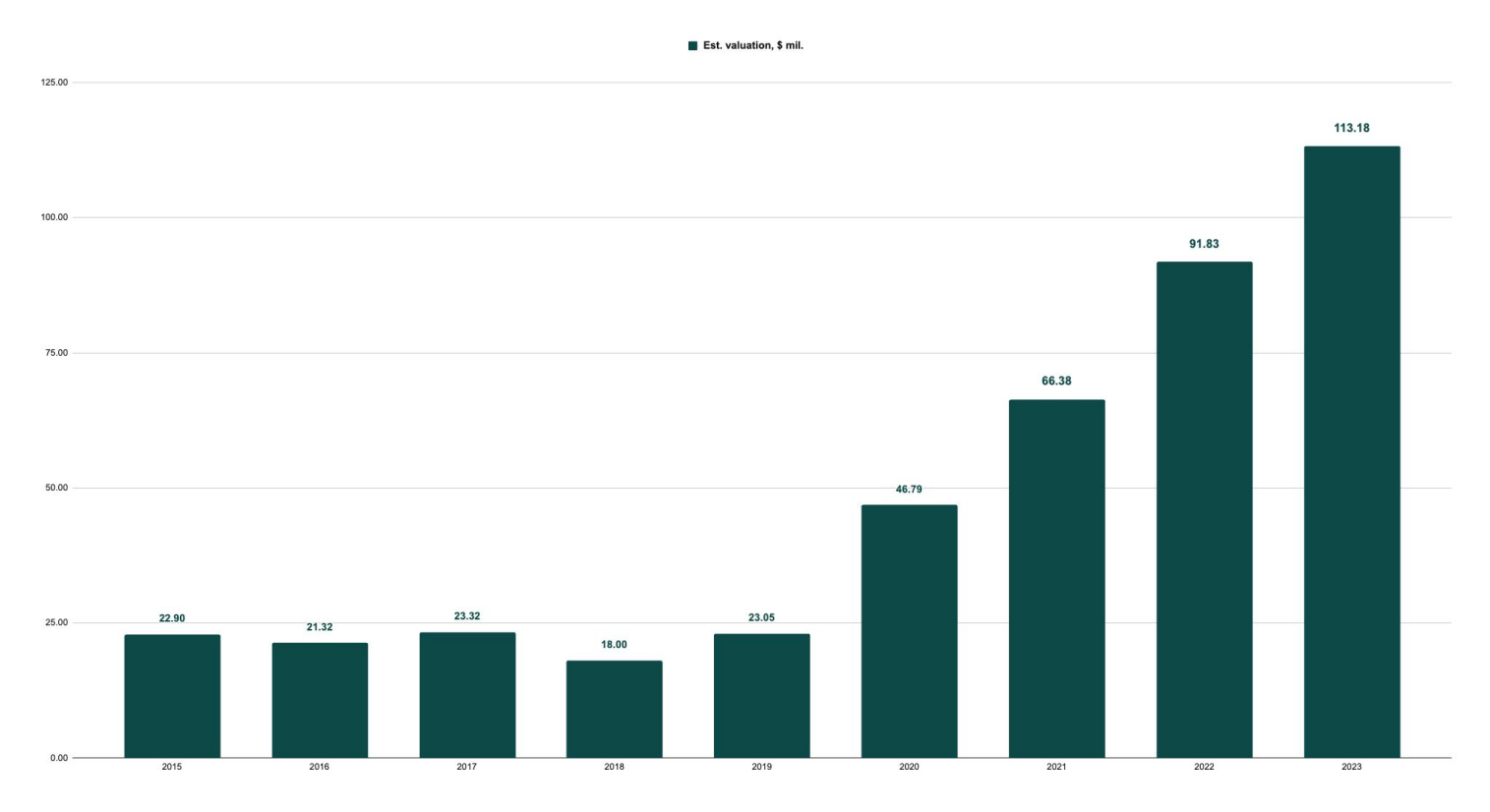
Benefit of this presentation

- Practical approach in helping you SEE and map your IDEAS and REALITY based on data
- Share our lessons learned, so you don’t have to suffer

Team growing



Where we stand



Over the next 20 minutes

I'll explain to you

WHY MASTER YOUR DATA

- A lesson from a $120k spreadsheet mistake
- What made our CFO sick – and how we cured it
- Hyper-detailed P&L vs. hidden monsters

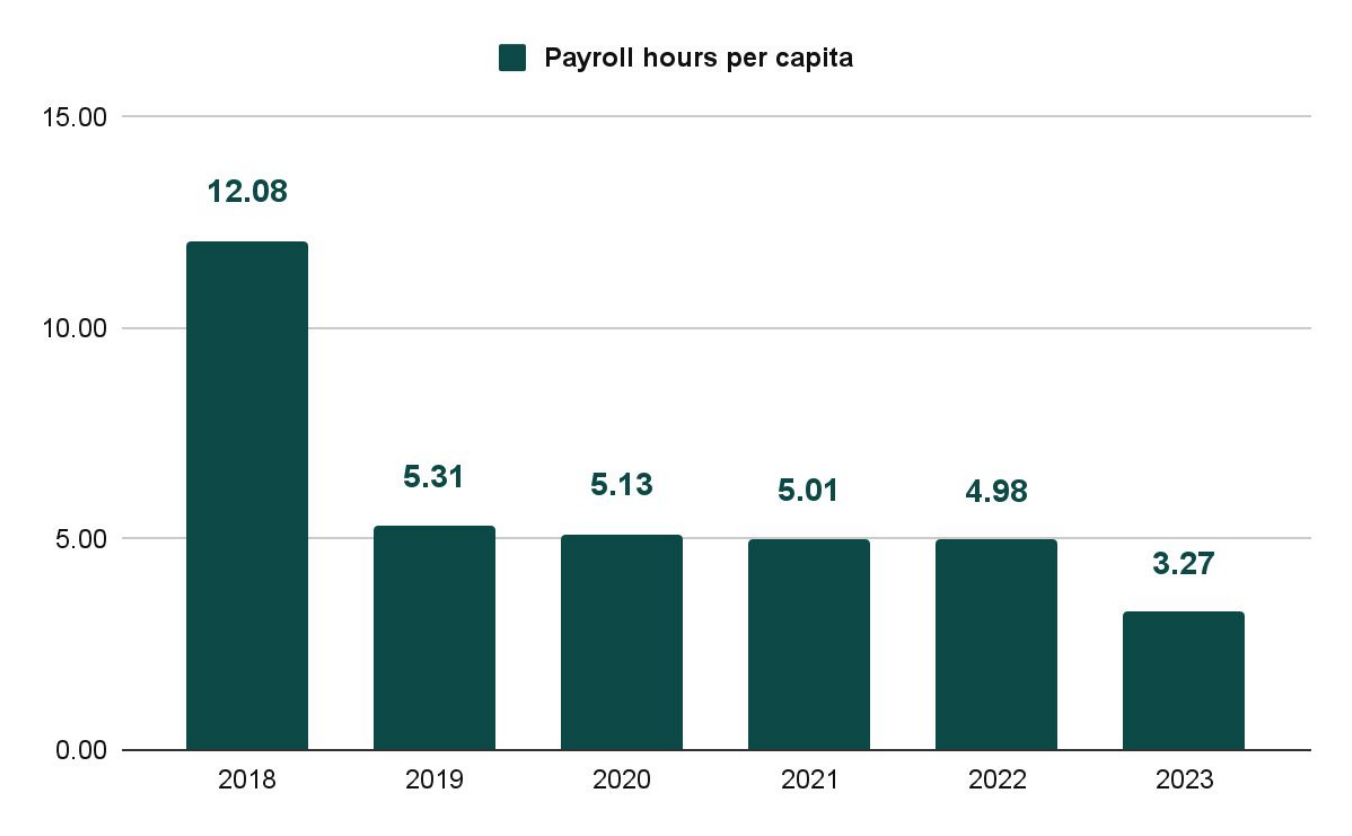
WHAT DATA IS THE BEST

- Become a spider and build your web of data
- Always redesign your spider web for visibility
- Make your own "dashboard of dashboards" with what interests you

HOW TO MAKE ART OF DATA

- You + data extraction tools + GSheets = 🧡
- Analysts + data science + dashboard tools = 💪
- Your business + organized data + 3D view = 🧑🏻‍🎨

Turning CFO nightmare into a piece of cake



Let’s Start with Section 1

I’m going to show you

SAY BYE TO HUMAN ERRORS

- How a $120k spreadsheet mistake made us never trust manual processes again

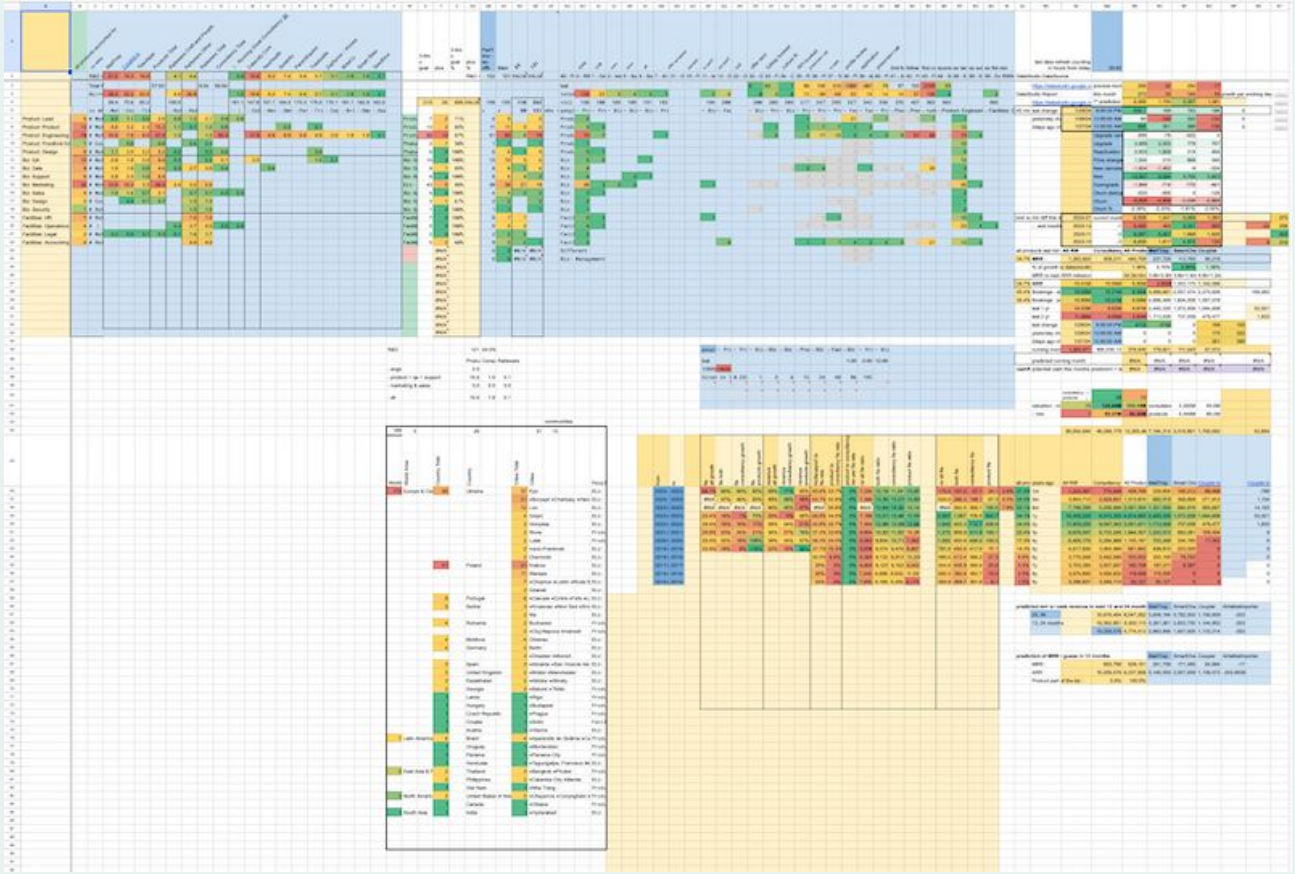
AUTOMATION MAKING WONDERS

- How a 15-day custom payroll to 20 countries made our CFO sick – and led to an automated process done within half of a day

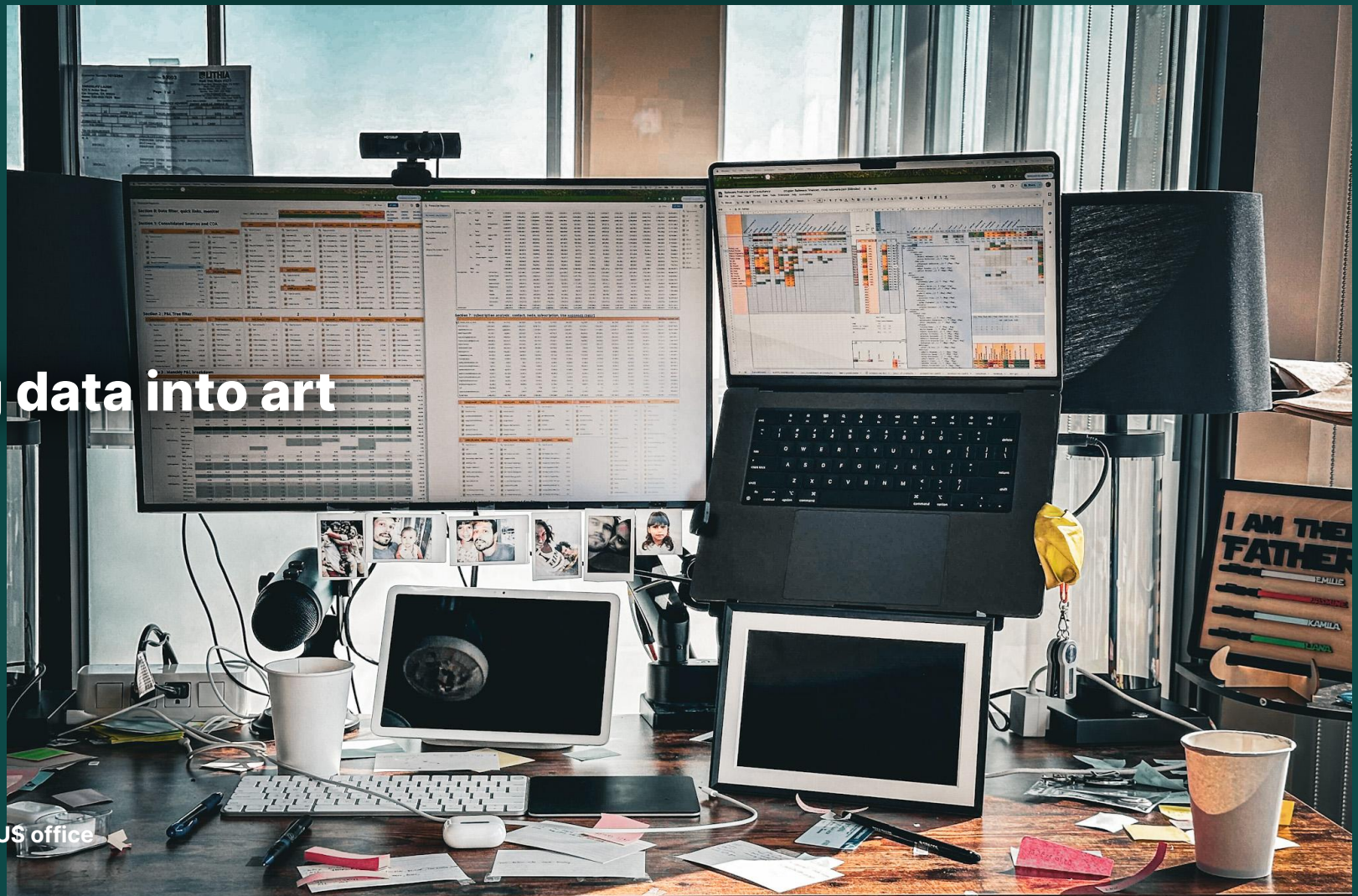
WAY TO A ZERO-EFFORT FULL VIEW

- How a hyper-detailed P&L helped us know and not be afraid of hidden monsters and led to a zero-effort full view of business

A dashboard of dashboards can look like this

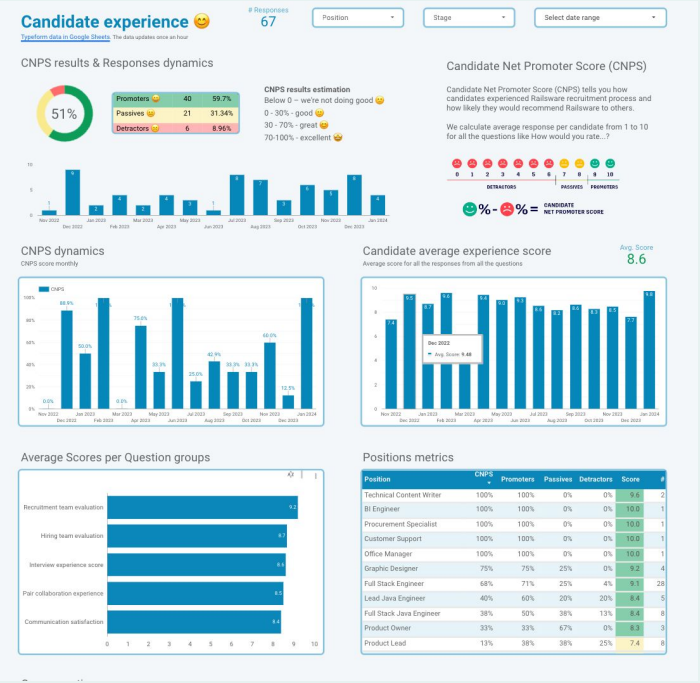


Turning data into art



2024, Railsware US office

Get insights that matter



Let’s jump into Section 2

I’m going to show you

YOUR DATA WEB

- Become a spider, build your web of data, and see which one is shaking

ADAPT CONSTANTLY

- Always redesign your spider web for visibility

A DASHBOARD TO RULE THEM ALL

- Execs should make their own “dashboard of dashboards” with what interests or troubles them

Let’s jump into Section 3

I’m going to show you

DATA EXTRACTION TOOLS

- You + data extraction tools and GSheets =
  - non-blocking,
  - fast to iterate,
  - understandable

  foundation that shows a lot about your business processes

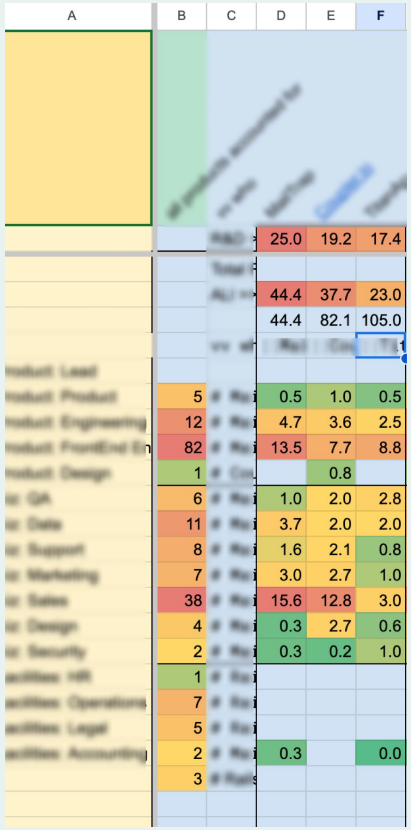
DATA SCIENCE TOOL

- Analysts + data science and dashboard tools =
  - stable
  - long-term,
  - built on the foundation,
  - built to last

RAILSWARE DATA TRICK

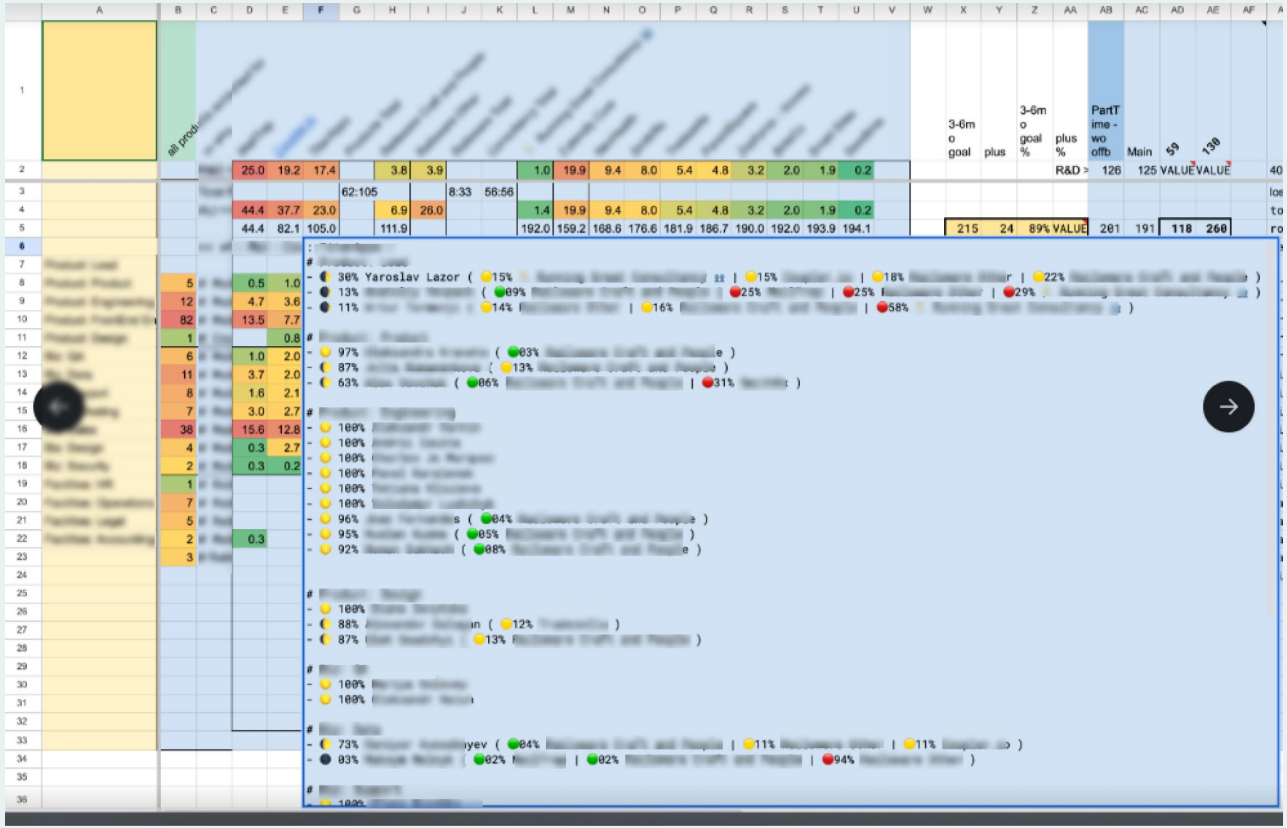
- How you can reimagine your view of business with the 3D data shape

3D data shape – go from ordinary...



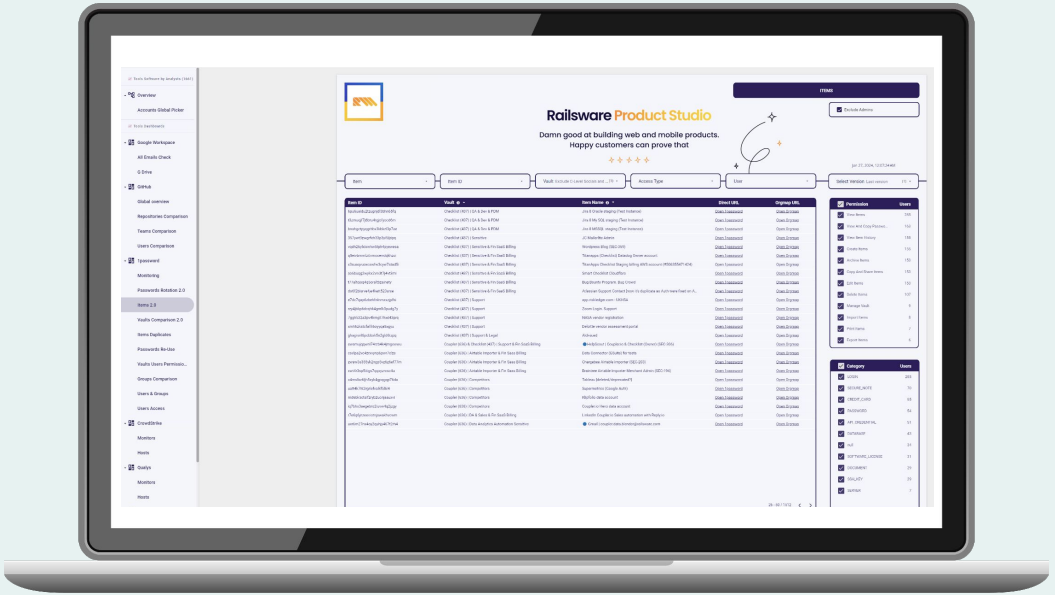
A	B	C	D	E	F
			25.0	19.2	17.4
			44.4	37.7	23.0
			44.4	82.1	105.0
	5		0.5	1.0	0.5
	12		4.7	3.6	2.5
	82		13.5	7.7	8.8
	1			0.8	
	6		1.0	2.0	2.8
	11		3.7	2.0	2.0
	8		1.6	2.1	0.8
	7		3.0	2.7	1.0
	38		15.6	12.8	3.0
	4		0.3	2.7	0.6
	2		0.3	0.2	1.0
	1				
	7				
	5				
	2		0.3		0.0
	3				

...to extraordinary



Top Keywords

- ✓ Data **mastery**
- ✓ **Automated** processes
- ✓ **Hyperdetailed** view
- ✓ Your **web of data**
- ✓ Constant **improvement**
- ✓ Strategic **insights**
- ✓ Adaptive **dashboards**
- ✓ **3D shape** of data



Over the last 20 minutes...

I showed you:

WHY YOU NEED TO MASTER YOUR DATA

- How a $120k spreadsheet mistake made us never trust manual processes again
- How a 15-day custom payroll to 20 countries made our CFO sick – and led to an automated process done within half of a day
- How a hyper-detailed P&L helped us know and not be afraid of hidden monsters and led to a zero-effort full view of business

BEST DATA IS THE ONE YOU ACTUALLY LOOK AT

- Become a spider, build your web of data, and see which one is shaking
- Always redesign your spider web for visibility
- Execs should make their own “dashboards of dashboards” with what interests or troubles them

THE ART OF DATA

- You + data extraction tools and GSheets = non-blocking, fast to iterate, understandable, builds the foundation and shows a lot about your business processes
- Analysts + data science and dashboard tools = stable and long-term, built on the foundation, built to last
- Railsware data trick: Reimagine your view of business with the 3D data shape

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Thank you!

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