How GOJEK started

Mobile App for Your Daily Needs

The GOJEK app offers various services such as transport, food delivery, courier, instant shopping, professional massage, payments, entertainment, and more

Available on the App Store

GET IT ON Google play

2010 Call-center for ojek* services

2015 App launched with 3 services

2016 Expansion and new services

2018 Expansion to other countries

*ojek is an Indonesian term of motorcycle taxi

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Our Solution for Every Customer's Needs

GO-RIDE

GO-CAR

GO-BLUEBIRD

GO-FOOD

GO-SEND

GO-TIX

GO-PULSA

GO-BOX

GO-SHOP

GO-DAILY

GO-FIX

GO-MASSAGE

GO-GLAM

GO-LAUNDRY

GO-AUTO

GO-MED

GO-POINTS

GO-DEALS

GO-BILLS

GO PAY

Visit https://www.go-jek.com for more information

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GOJEK Footprints Nationwide

Operating in 76 cities throughout Indonesia

Banda Aceh

Medan

Batam

Palembang

Bandung

Balikpapan

Manado

Ambon

Jayapura

Makassar

Bali

Kupang

Merauke
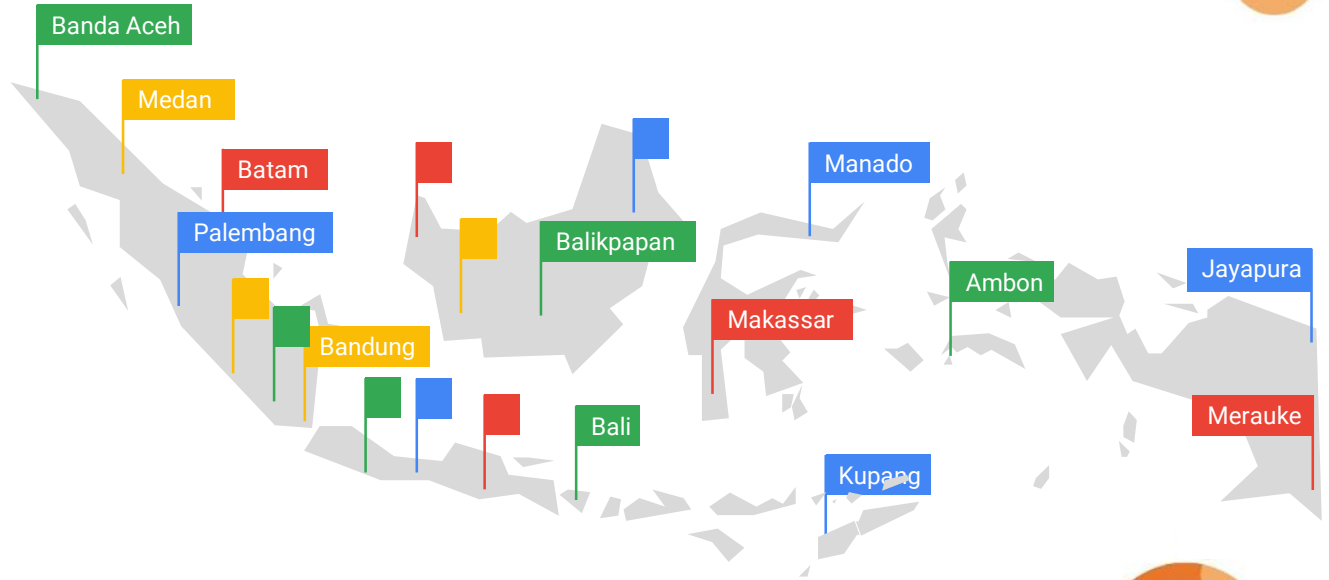
80M
app downloads

+15M
users

+1M
drivers

+300k
merchants

+70
cities

4

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GOJEK Footprints in the World

Operating in 80 cities throughout 4 countries

Hanoi

Bangkok

Ho Chi Minh City

Singapore

Indonesia

GOJEK goviet GET!

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GOJEK BI Tech Stack

Data Source	ETL	Data Lake	DWH	Presentation

Data Source:
- MySQL
- PostgreSQL
- Kafka
- MongoDB
- API
- Pubsub
- CleverTap
- AppsFlyer

ETL:
- Spark
- Dataproc
- Beam
- Dataflow

Data Lake:
- Cloud Storage
- PostgreSQL

DWH:
- BigQuery

Presentation:
- Tableau

Operations Monitoring
- Airflow
- GitLab
- docker

Batch job (in daily, weekly, monthly)
Near real time data (in minute, hour)
Real time data (streaming)

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GOJEK's Journey with Tableau

2016   2017   H1 2018   H2 2018   2019

2016
< 10 creators
< 10 users
< 10 dashboards

2017
< 15 creators
< 50 users
< 100 dashboards

H1 2018
20 creators
70 users
~400 dashboards

2019
80 creators
400 users
~700 dashboards

H2 2018
70 creators
~300 users
~600 dashboards

~200
daily active users

~100
daily views users

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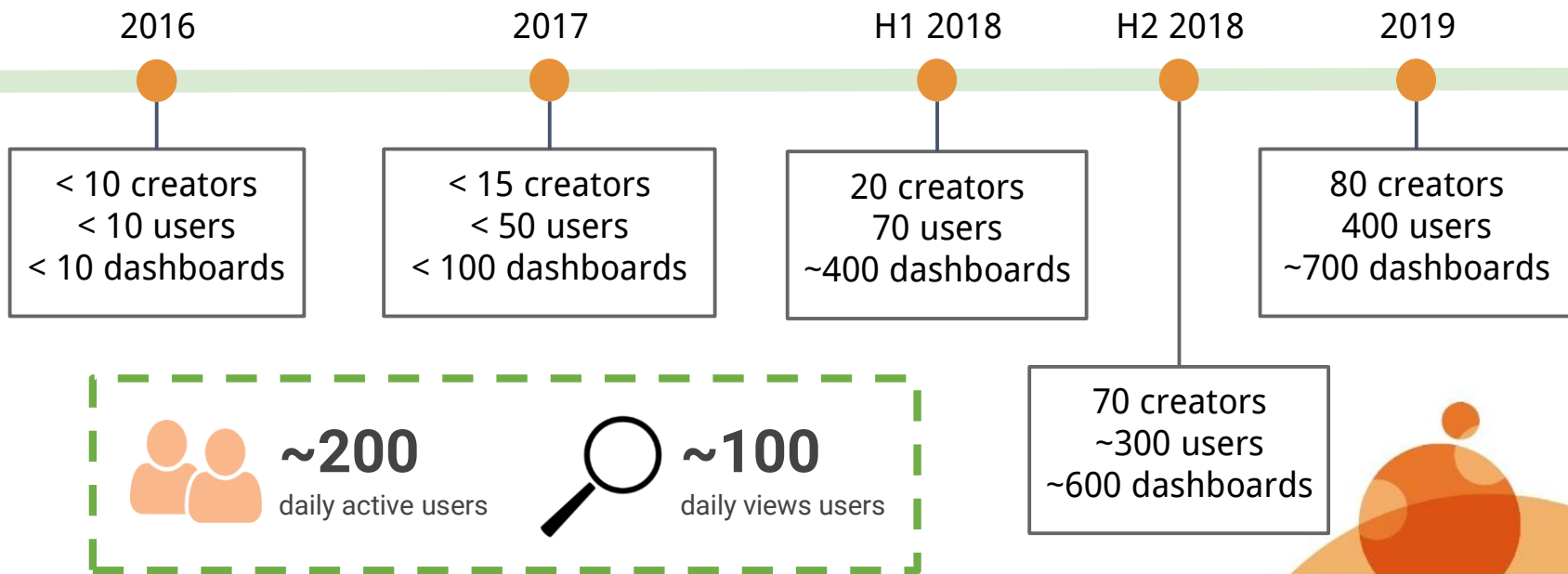
Data Evangelism at GOJEK

What are the Problems?

Business Users

" I NEED D-A-T-A ! "

Who can pull the data for me?

Where can I get the data?

How can I pull 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**?

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What **Matters** for Business Users?

EASE OF USE

Find a user-friendly tool
to analyse data.

TIME

Make impactful business
decisions in mere moments.

SKILL DEVELOPMENT

Help business users develop
their own insights.

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BI UNIVERSITY

Learning Community to Learn Data Analytics

What is BI University?

BI University is an **intensive training & mentoring program** on data analytics by Business Intelligence for others outside BI, within the GOJEK Group.

We envision that our students will become the **data ambassadors** for their respective teams. This is how we **scale and become a data-driven organisation**.

WHO ARE OUR STUDENTS?

Business users from diverse teams

WHO ARE OUR TEACHERS?

- Business Intelligence team
- Graduates from previous batch

What's the Timeline?

TRAINING WEEKS (4 WEEKS)

To elevate students' knowledge to a shared standard.
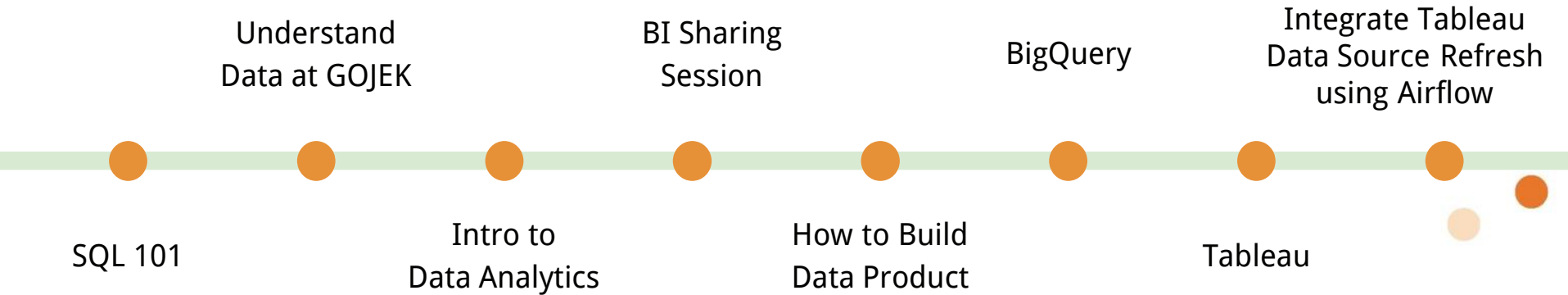
MENTORING WEEKS (3 WEEKS)

To practice their new skills by solving a problem with data analysis, resulting in an insightful Tableau dashboard.

SHOWCASE

To present their data solution to the team and users.

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BI University **Curriculum**

Understand
Data at GOJEK

BI Sharing
Session

BigQuery

Integrate Tableau
Data Source Refresh
using Airflow

SQL 101

Intro to
Data Analytics

How to Build
Data Product

Tableau

Infecting the Masses

1. **Everybody loves data!**
2. Spread the good virus!
3. Become a more data-driven organization!

Application Trend
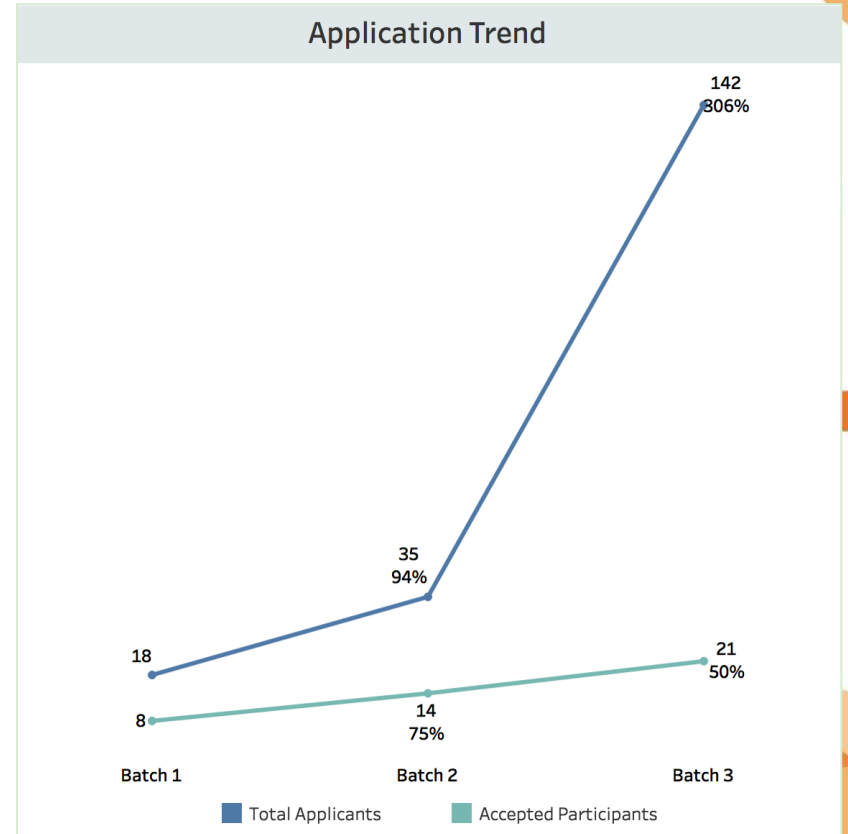
Infecting the Masses

1. Everybody loves data!

2. **Spread the good virus!**

   -Show them how to do it

   -Create tutorials and documentation

3. Become a more data-driven organization!

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Infecting the Masses

1. Everybody loves data!

2. Spread the good virus!

3. **Become a more data-driven organization!**

What's Next?

PROBLEMS OF OFFLINE TRAINING

- How do we **scale** it even further?
- People need to **wait** for the next batch

SOLUTION: LEARNING MANAGEMENT SYSTEM

- LMS **won't replace** offline training,
  but it will allow students to learn **in their own time**
- Bring GOJEK **data context** to our business users

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tableau

BI University Testimonial Video

Thank You