

**SUP
ERC
ELL**

DATA PLATFORM

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SUPERCELL

- We make **mobile games**
- Headquarters in **Helsinki**
- **7** live games
- **900** employees
- **300 million** monthly active players worldwide



DATA PLATFORM

- Mission:

MAKE IT **EASY** FOR **EVERYONE**
TO WORK WITH **DATA**

- **5 PB** of data, **2500** production tables
- Many **domains**: games, player support, finance, trust & safety, marketing, Supercell ID, creators, etc
- Optimizing for **convenience** and **speed**
- Combination of **self-built** and **vendor tooling**
- Everything is in the **cloud** (AWS)



DATA PRINCIPLES

- Supercell is **hypothesis-driven**
- Data plays an important role in **decision making**
- **Everyone has access** to data (except for PII)
- Great care in handling **PII** and **player privacy** rights



ORG STRUCTURE

- **Hybrid setup:**
 - **Central team**
 - **Embedded engineers**
- **The best of both worlds:** centralized coordination and proximity to the domain



CENTRAL TEAM



- Defines company-wide **strategy** for the craft
- Develops the **Golden Path** for tech stack and tooling
- Facilitates **communication**, knowledge sharing
- Acts as the **craft** center of excellence
- Data Stewards for **shared assets** (telemetry, datasets)

EMBEDDED ENGINEER

- Has **deep knowledge** of the **domain** (e.g. a game)
- Data Steward for **domain specific assets**
- May **contribute** to central tooling
- Participates actively in the craft **community**



A GREAT DATASET

- Trustworthy and **high quality**
- Has a clear **purpose**
- Easily (re-)usable, self-explanatory
- A solid **foundation** for analysis
- **Timely** and fresh
- **Accessible** and discoverable



DATA STEWARDSHIP

- **Creating** datasets, doing spring **cleaning**
- Ensuring **data quality**
- Handling **PII**
- Maintaining **timeliness** and **freshness**
- Writing high quality **documentation**
- Being available for **ad-hoc guidance**



QUESTIONS?



ARCHITECTURE

