

My Indigo Slate Journey

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As an intern at Indigo Slate, I worked with the data analysis research team. I had the opportunity to work with software tools like Excel, Neo4J, Ruptive, Google Analytics, and Python. I was also able to get the rare chance to go into a Microsoft executive briefing. In the short time I had with the data analysis team, we worked with the marketing team to develop their ideas about the modern customer journey. I got to meet a lot of people with amazing skills in data who were all working with one another to reach a common goal.

August 5th 2019:

To start the day, I was given an Indigo water bottle and a short brief about what Indigo was about. A young lady named Lily Webbs gave us a tour around the office before I was sent to my temporary office. Right off the bat, I was invited into a meeting discussing a Microsoft pitch with Roy King. The main idea of the pitch was to gather support from Microsoft to improve a product. At lunch, Michael treated me out for some pad thai with Kurtis and Bob. After lunch, I listened in to Michael and Bob's discussion on how to maximize the data they could collect under their given budget with their client. This was all done before the data analysis and

marketing teams actually talked to the client. Both teams worked together to try and iron out the amount the client was willing to accept, and make the outcome suit the client's needs.

August 6th 2019:

The next day, they had me step a little bit away from the meeting routine, and I jumped into Google Analytics with Harryanne. She guided me through how marketing data is priceless information, because these types of data could be used against them or to benefit rival companies. I explored left and right skew bell graphs with Harryanne, and we took a trip to the past using the waybackmachine. In the afternoon I met Peter G., who worked on Ruptive, a flagship program of Indigo Slate's that builds journey reports for large companies. He gave me a crash course on what Ruptive could be used for, and how to use it. A bit later in the afternoon I got in a call with Kurtis, who gave me another crash course on Excel, using data to find out the tuition rates of colleges around the world. We worked on pivot tables, which was a way to get data filtered and easier to work with.

August 7th 2019:

In the morning, I worked with Kurtis and joined Maya to learn how to do pivot tables in Excel. They told me that if I could do this in Excel, it would be a skill that I could take to college to filter data and make it easier to read. We had some trouble at first, but we ended up figuring out how to get Excel to work with our massive dataset. Kurtis spoke about the star and snowflake schema, which is the fundamental basis of Excel pivot points. Later in the afternoon, I went out of the main office with Maya to learn more about Ruptive and how to use the program. I built my own Ruptive and data report.

August 8th 2019:

Once I entered the office, I got an invitation to go to an onboarding meeting with the new hires and interns at Indigo. I didn't stay long, because Bob and Roy were able to get me a seat to go to Microsoft's executive brief. Once I we made it to Microsoft's building, we had a full tour on what technology and what software they were working on. They were working on a smart AI that could take down the main ideas and record a transcript or take pictures during important meetings. After the Microsoft tour, Bob, Maya, and I went back to Indigo Slate, where we talked about two-survey data, which was a research interest of Bob's.

August 9th 2019:

On the last day, I had some time with the whole team. I talked with Jonthan, a programmer who is really skilled in Python, and worked to extract data from Twitter in real time. After the short session I was invited out to eat with the team at Mod's Pizza, where we talked about people with rare cells that make them get drunk on bread. Other than short conversations with Jonthan on our way back to the company, the day was cut short and everyone on the research team slowly took their leave, leaving me and Peter G. alone in the office. At 5pm, I travelled to the Video production team and met with Peter N. and Henry N, my fellow colleagues who were also job shadowing with me, and said our farewells.