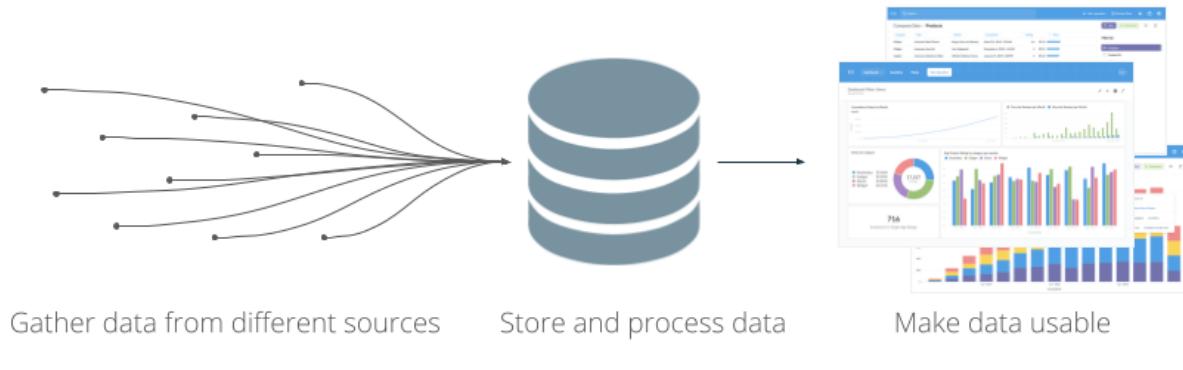




About Pandata

We are a team of more than 30 data experts, located in the heart of Berlin. We are an agile task force that translates complex data challenges into clear guidance and technical solutions.



Together with our clients, we develop solutions across the entire data value chain. We support our enterprise clients strategically and technologically in order to grow in a data-driven manner. We are specialising in web and mobile app tracking, the development of scalable data infrastructures, data processing and data science-applications. This includes:

- Tracking implementation for websites and mobile applications
- Connecting different data sources
- Setup of a centralised data processing system (data warehouse / data lake)
- Creation of reports and dashboards
- Data analytics and insight generation with data science and machine learning

Pandata Facts

- Pandata is entirely tool agnostic and not affiliated to any software vendor. We believe that tools are merely an interchangeable manifestation of the underlying concepts and technologies.
- We have relevant experience with almost all data tools that have a relevant share in the market.
- We believe in absolute transparency and rapid prototyping rather than building slide decks and delivering shiny presentations.

Service Range



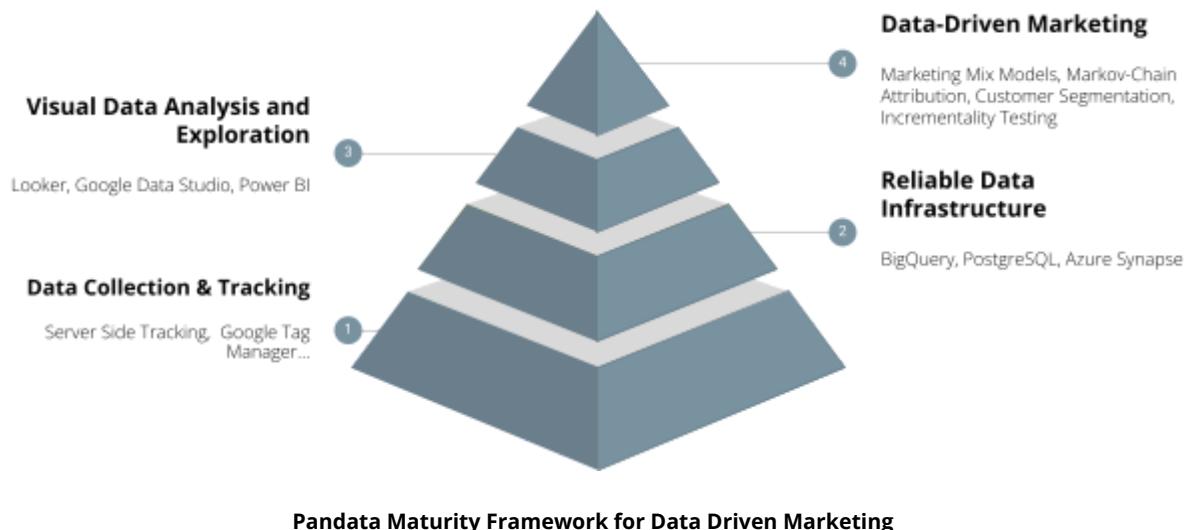
Padata Services across the Data Value Chain

Data Collection:

- Web-tracking with all common tools and technologies. This includes the entire Google-stack (also GA4), Adobe Analytics, Matomo, Segment, Snowplow, Tealium and specializations in server-side tracking.
- Product and mobile app-tracking with Amplitude, Mixpanel, Google Analytics for Firebase, Adjust, Appsflyer and more.

Data Pipelines:

- Implementation and development of data ingestion pipelines (ETL) using common solutions in the market or custom-built solutions.
- Extensive experience with state-of-the-art tools like DBT and Airflow.
- Orchestration and monitoring of ETL-processes and data quality and consistency checks.



Data Processing:

- Data modelling and structuring using logical business objects and processing layers.
- Design and implementation of entire data warehouses or data lakes on the basis of all common database systems (PostgreSQL, Amazon Redshift, Google BigQuery, Snowflake and more).

Data Usage & Insights:

- Data delivery includes visualizations with most of the common tools and own solutions for specific cases (e.g. built on libraries like d3.js) and data feeds into third-party-systems.
- Development of data products
- Data science and machine learning approaches like user journey analysis and attribution models (e.g. using Markov Chains) or marketing mix models.