

PRAGUE MEETUP

Real-Time Data & AI

Scale, Speed, and Insights



Odelya Holiday

Staff Software Engineer,
Distributed Systems Engineer

Develop at Scale, Speak in metrics

A framework for linking
engineering work to business
impact

About Me

- At 17, funded my trip to the U.S. through software I developed
- Distributed Systems / Cloud Engineer
- Private Pilot - a real Cloud Engineer
- A fun fact waiting at the end! Remember the number 4



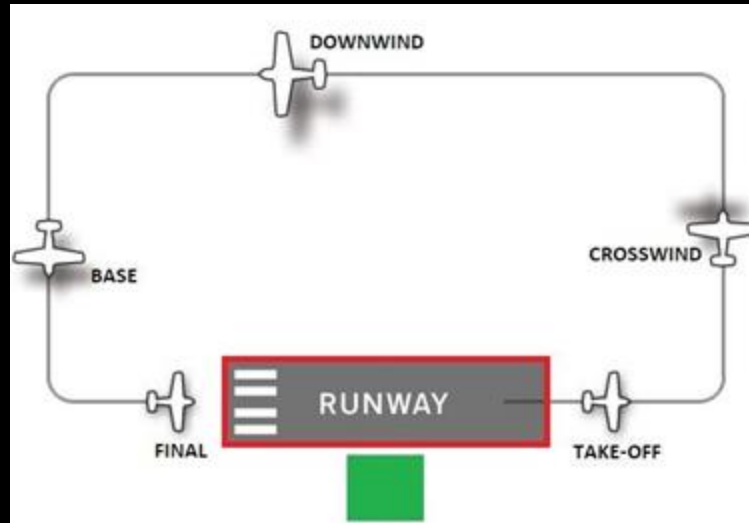
Fido Onboarding Task

- Know Your Client
- Importance to the org and finance

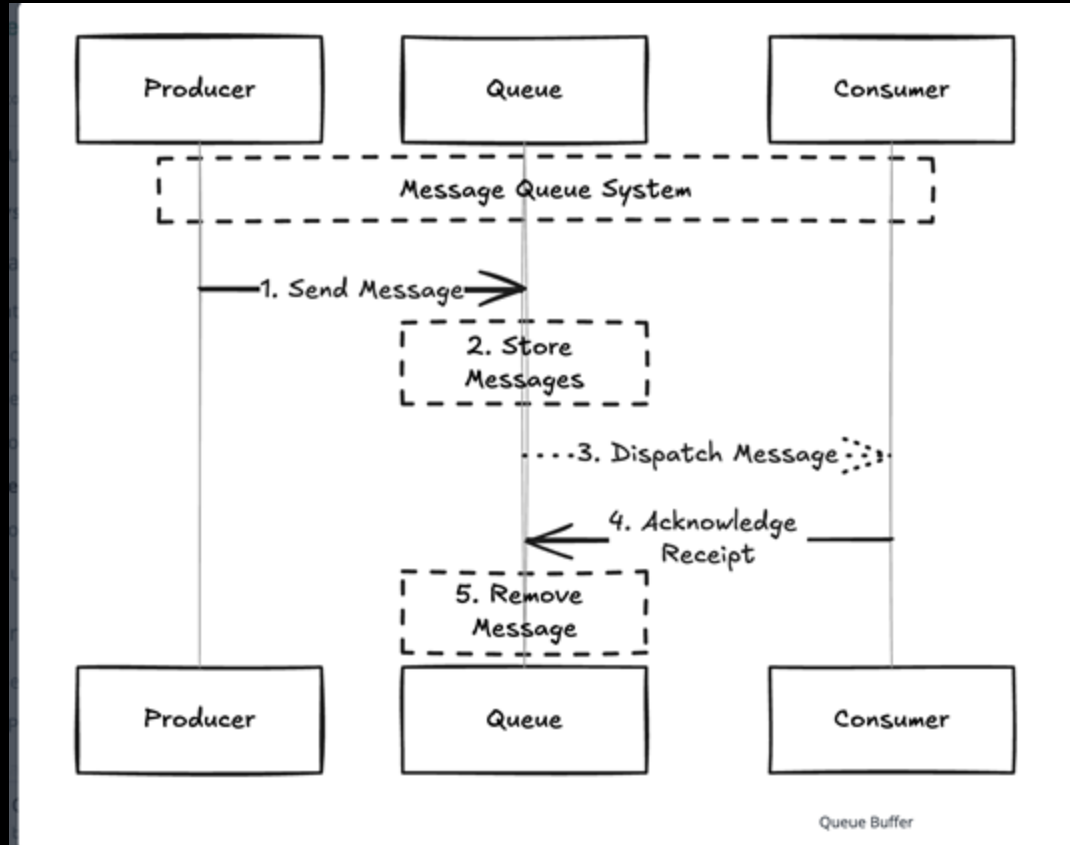


Fido Onboarding Task

- Tech problem: being throttled, synchronized
- Solution: using queue : Kafka-like (SQS)



Queues - buffers for bursty traffic



Not as Easy as It Seems

- Tough onboarding — my manager was away and the team was fully remote.
- Product Manager — Tended to drive the technical direction.
- Me, as Staff Engineer — focused on delivering high-impact, scalable solutions.
- CTO under time pressure — pushing for fast delivery amid tight business timelines

What saved me:

“I used SQS/SNS”

“The code is clear and modular, so other engineers can extend it effortlessly”

“0 bugs”

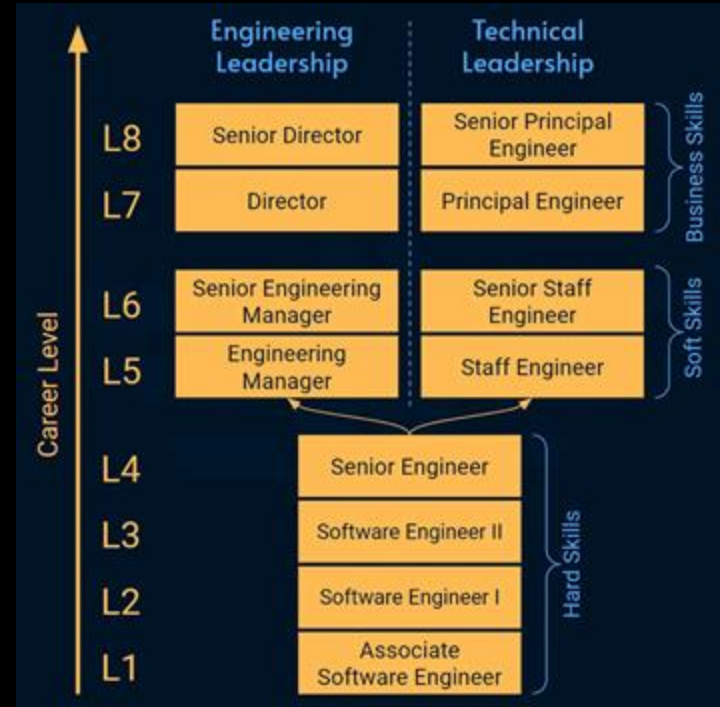
“I reduced the churn rate by 5%”

Skills

- Hard skills
- Soft skills
- Business skills

Levels of Engineers

- Alex Ewerlöf
- Career ladder - what is expected at each stage



Skills

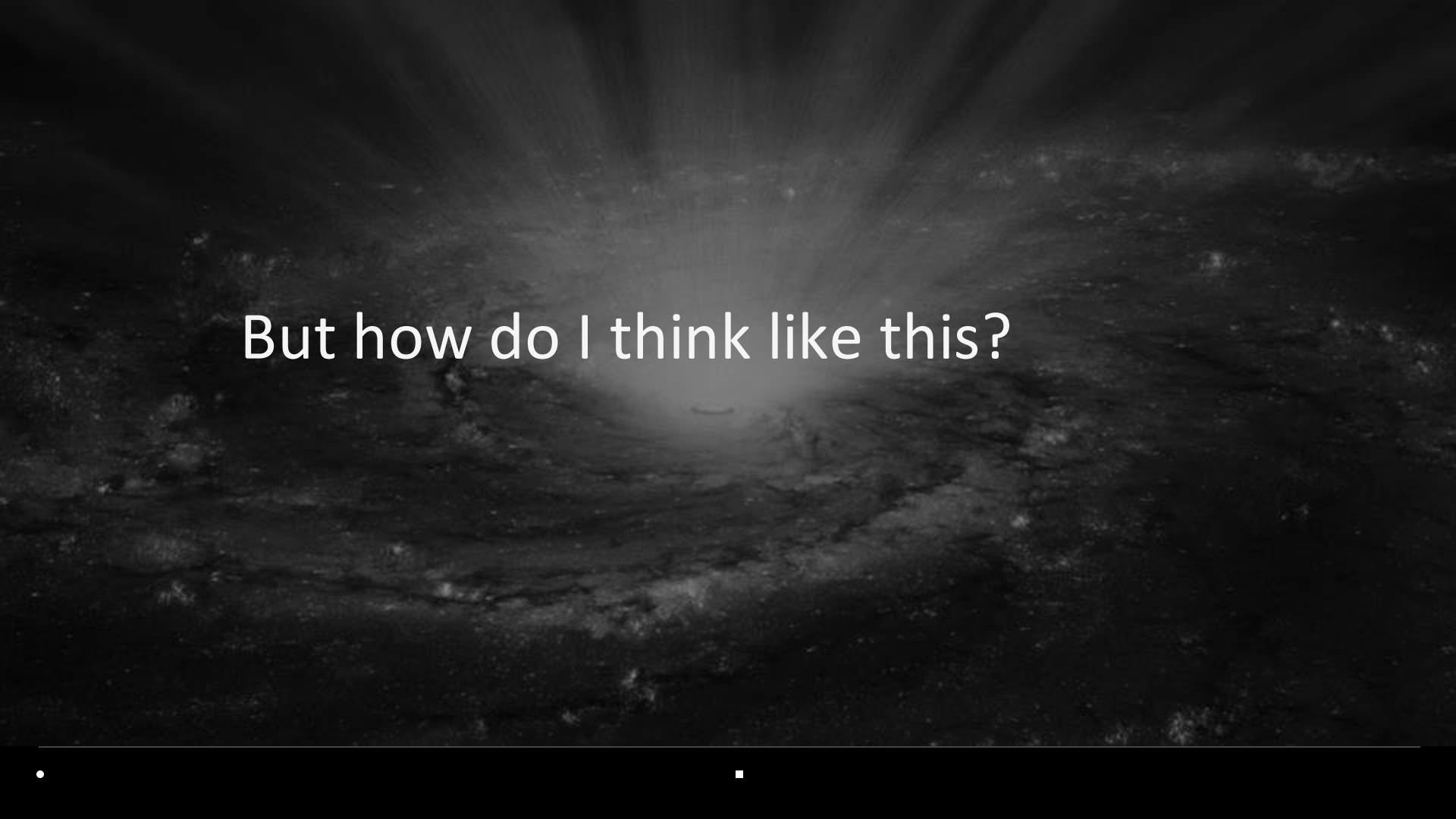
- Alex Ewerlöf (Sweden)
- Hard, soft and business skills



AI Era: business = soft skills

Scrooge McDuck explains money better
than an MBA professor (1967)





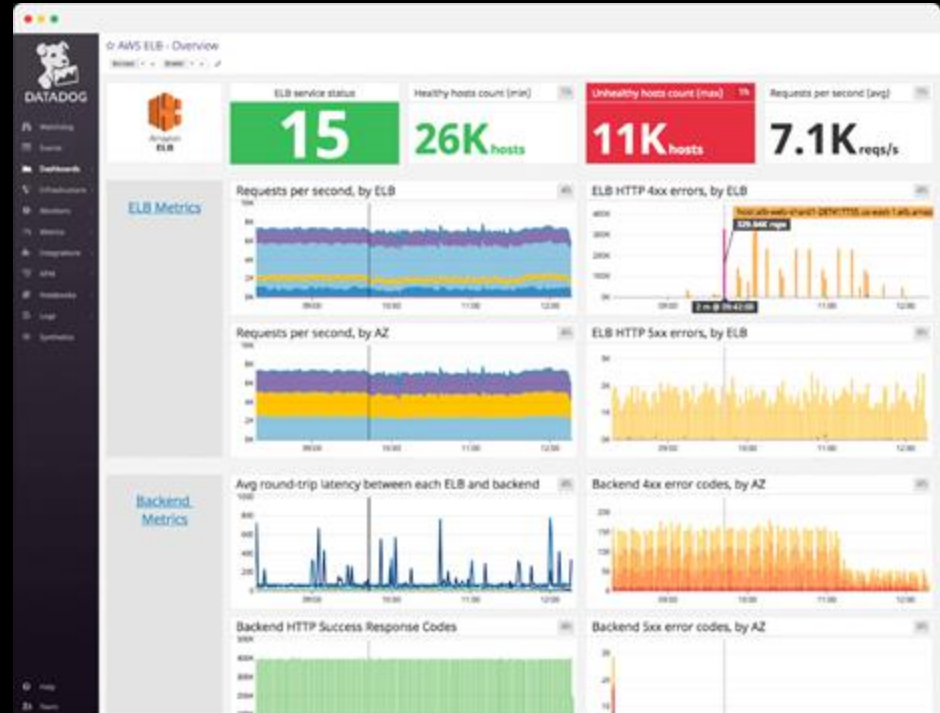
But how do I think like this?

Estimate impact BEFORE

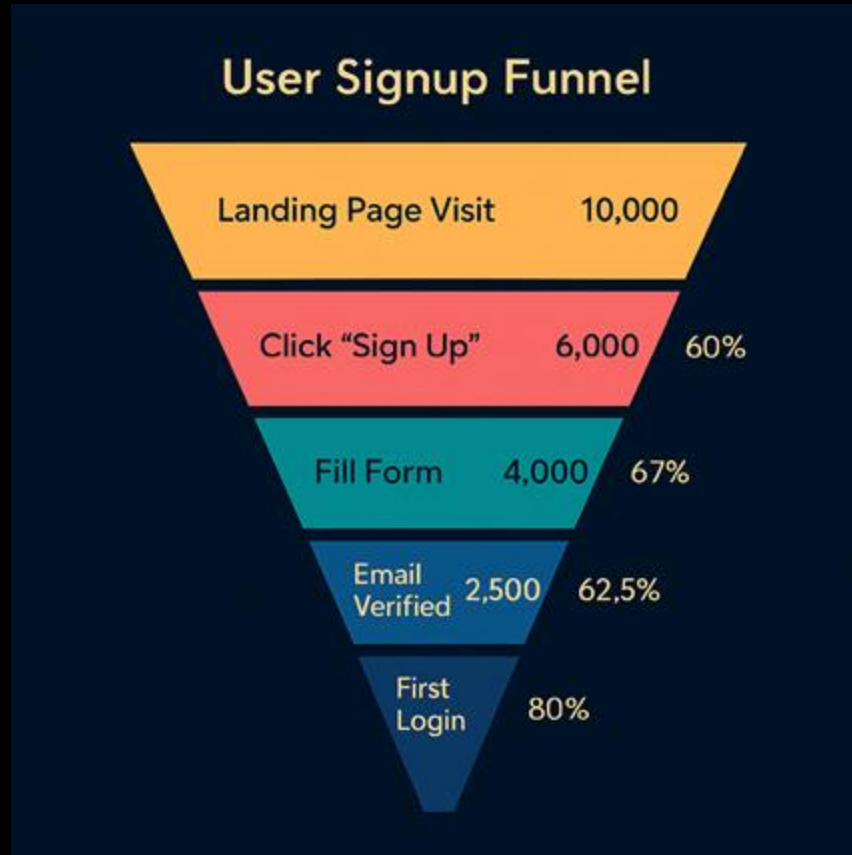
- Understand the company metrics. Meta uses DAU, Fido - Monthly loan
- Soft skills zone - speak to the PM / analysts
- Use a collaborative tone

Data Data Data

- Analysts
- Create one from log messages! (DataDog)

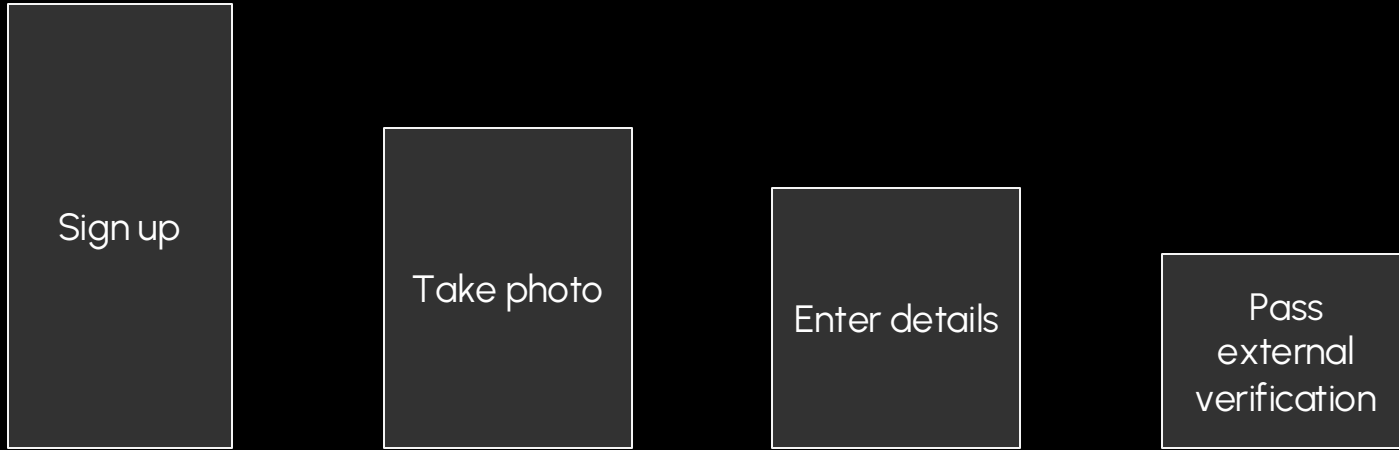


Funnel - start from 100%



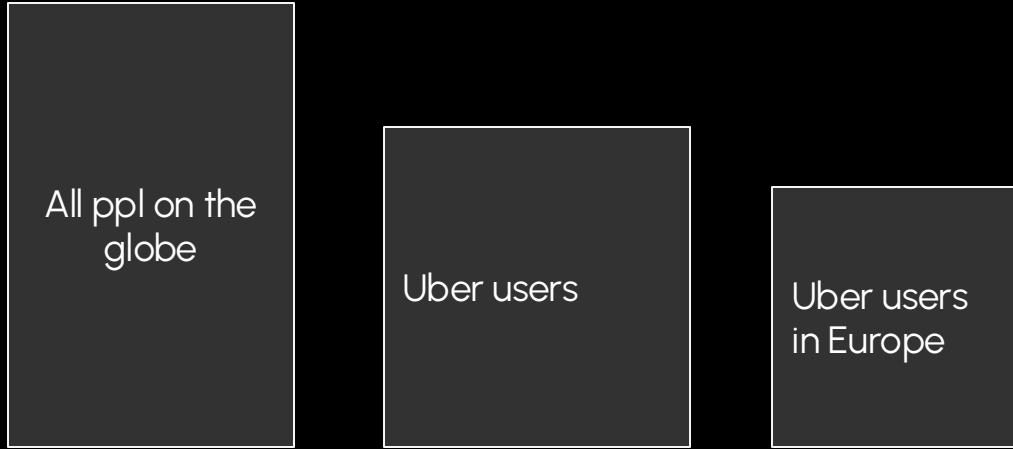
Funnel - use churn rate for growth

- Funnel = steps
- Use the term churn - the foundation of sustainable growth



Funnel - use adoption rate for acquisition

- Zoom in from a larger picture
- Increasing numbers



Funnel - human efforts

- It's not the \$\$, it's the time a developer puts into it
- Customer support time = must show numbers

Sum up your work - use company metric

General Formula:

We achieved [quantitative improvement] which led to [business/user outcome] by doing [technical action],

Sum up your work - use company metric

Happy to share some great results! 🎉

Our work on improving the KYC process led to a 5% reduction in user churn — meaning that with \$25M in monthly loans (Jan 2025), we're now retaining an additional \$1.25M worth of users each month.

By introducing a queue-based, microservices-oriented architecture, we made KYC more reliable and built a scalable framework other teams can leverage for future use cases.

Collab with peers

Our work on optimizing database performance led to a 50% decrease in customer support tickets, allowing the support team to focus on higher-value issues and improving overall response time. By introducing efficient indexing and query optimization, we reduced database response times from 30 seconds to 1 second, making the system more reliable and responsive for both users and internal teams.

Questions?



Remember the number 4?