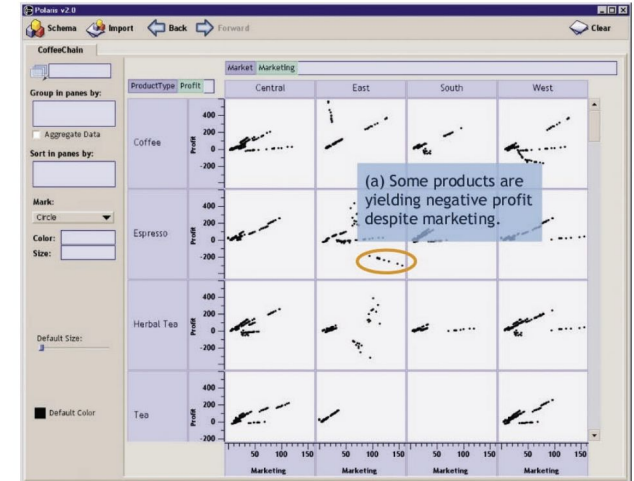
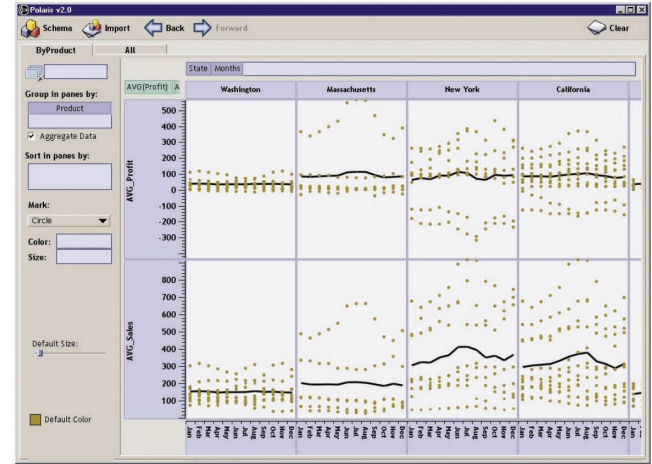


# Polaris

- Context: Lyber is an emerging ride-hailing app that uses a subscription-based pricing model
- Utility of implementing Polaris:
  - **Which cities to expand into and pricing** – analyze competitor ride-hailing data to yield hot spots for Lyber to focus on next
  - **Where to focus marketing budget** – marketing team can visualize how effective marketing campaigns are
  - **Resource usage and infrastructure** – infrastructure teams can understand resource (compute, storage, etc) usage and how we can scale while minimizing costs



# Evaluation

- Positives
  - Can combine multiple data sources in a single visualization (especially useful if we want to compare with competitor data, look at how we are doing in multiple cities, etc)
  - Able to handle complex queries, no fixed set of building blocks
- Negatives
  - Potential learning curve for teams that will be using Polaris
  - Doesn't scale well to large datasets
- Adoption
  - Hold demos and office hours and invite relevant teams to introduce Polaris