

ASTRONOMER

Supporting the Vast Airflow  
Community:  
Lessons learned from over  
100 Airflow webinars

# Introduction



**Kenten Danas**

Manager, Developer Relations @  
Astronomer

## My Background

- Data Engineering consultant
- Field Engineer at Astronomer
- DevRel at Astronomer
- All of these roles have been (at least partially) about helping people adopt Airflow

# Agenda

- How developer relations can help the Airflow community
- An overview of Astronomer's webinar program
- 5 lessons learned from over 100 webinars



# The Airflow community and ecosystem is enormous

Growth



**13M+**

Monthly downloads

Ecosystem



**1200**

Building blocks

Community



**30k+**

Slack community

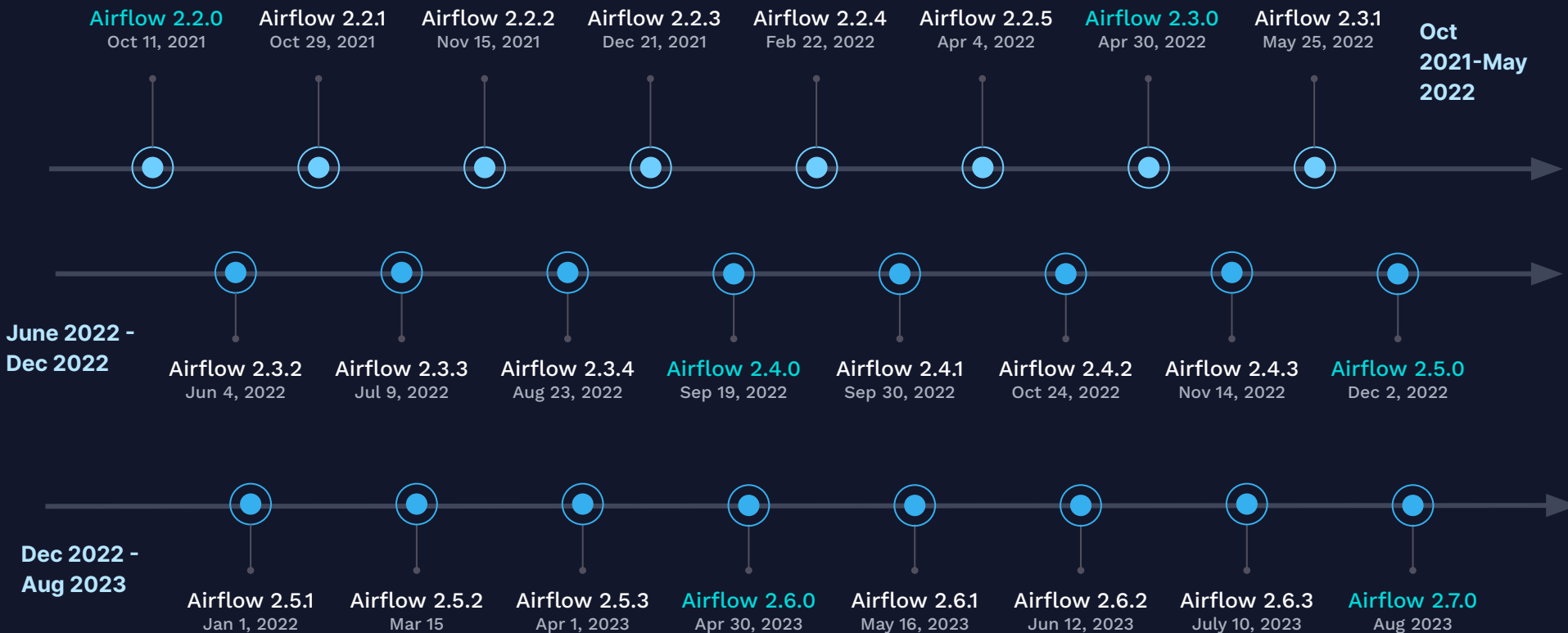
Innovation



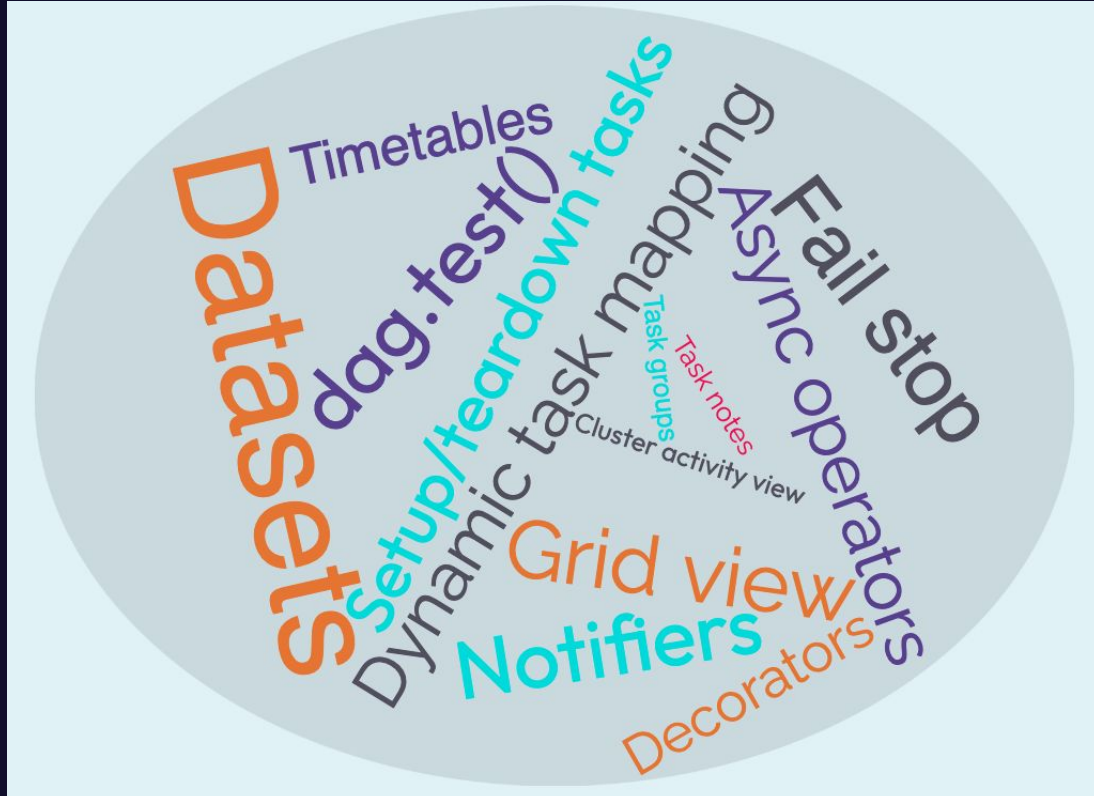
**2.4k+**

Contributors

# And the project moves really fast



# Releases always contain important stuff



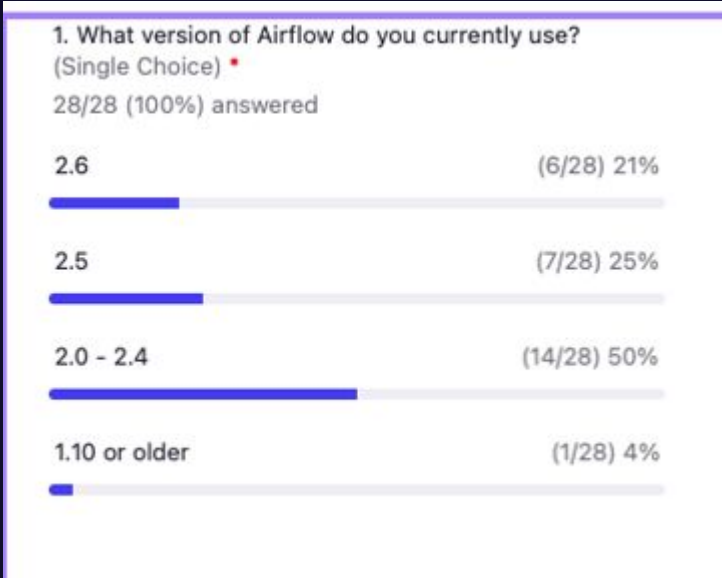


# But we know people can get left behind

## Do you use the Taskflow API/Decorators in Airflow?

The author can see how you vote. [Learn more](#)

Yes, my DAGs are beautiful now	31%
Never heard of that	22%
I heard but never tried	38%
No, it's a pain to use	10%



te did not realize there was an "airflow 2"

## DevRel goals for Airflow

- Ensure existing users know how new features can make their lives easier
- Ensure new users know *Airflow can* support their use case
- Ensure everybody knows how to implement the features they need and get them to production



# This can be challenging for such a large community

We want to foster the entire ecosystem, not just one type of user



VS





# Community webinars can help

Webinars can be a great resource - they're free, highly accessible, and provide a more interactive way to learn than reading a blog post or tutorial.

WEBINARS

## Efficient data quality checks with Airflow 2.7

When  
September 14, 2023 at 11am PDT / 2pm EDT

Hosted By

 **Kenten Danas**  
Manager, Developer Relations  
Astronomer

 **Tamara Fingerlin**  
Developer Advocate  
Astronomer

### Save Your Spot Today

First Name  Last Name

Work Email

Company Name

How familiar are you with Apache Airflow?

By proceeding you agree to our [Privacy Policy](#), our [Website Terms](#) and to receive emails from Astronomer.

WEBINARS

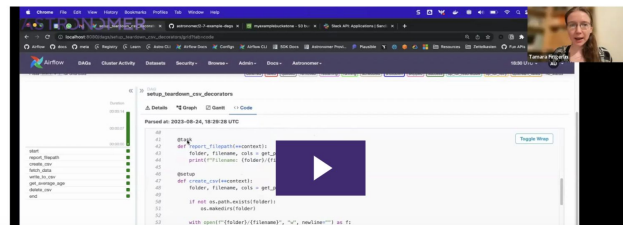
## What's New in Airflow 2.7

Watch On Demand

Hosted By

 **Kenten Danas**  
Manager, Developer Relations

 **Viraj Parekh**  
Co-Founder, Field CTO



# Astronomer's webinar program

Webinars are held for 1hr every week, where we deep dive into Airflow-related topics like new releases, new features, data quality, ML + Airflow, local dev and more

**> 100**

Events held

**> 7000**

Unique registrations

**> 20**

Speakers

**> 2.5 years**

Age of the program

**> 500**

Typical reg for new release sessions

**> 650**

Repeat attendees

**Countless**

Audience questions answered

**Countless**

Airflow feedback received

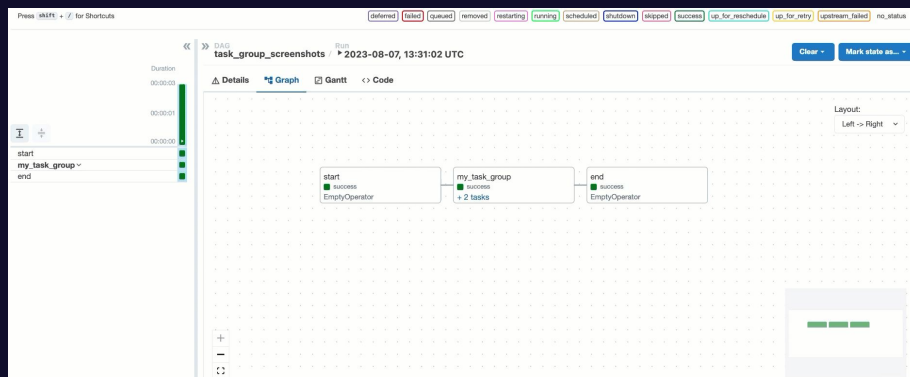
What have we learned?

# Lesson 1: Demo, demo, demo



# Demos are really important

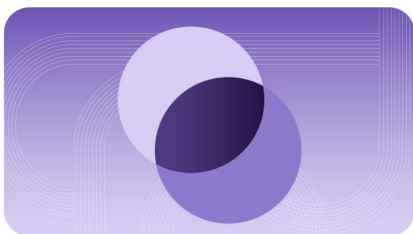
- When you can't speak to everybody's specific use case, let the features speak for themselves
- Live demos are tough, but they're much more engaging
- Spending more time on demos makes the webinars informative *and* a resource for implementation



Lesson 2:  
Talk about new features  
*A lot*

# New features need a lot of air time

- It can be tough to get widespread adoption of new features, but it's really important to make sure everybody gets the most out of Airflow
- For big features, one webinar probably isn't enough



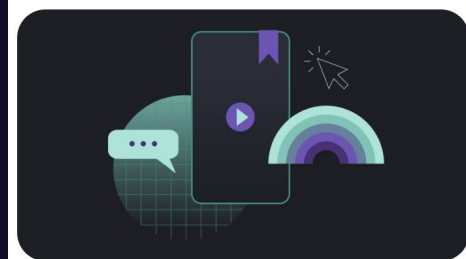
March 7, 2023

How to easily test your Airflow DAGs with the new `dag.test()` function



April 4, 2023

How to test and debug your Airflow connections



January 31, 2023

Debugging your Airflow DAGs

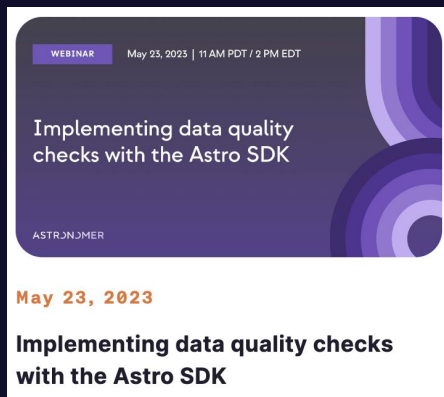
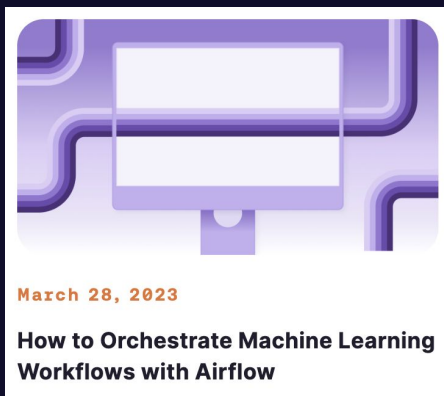


# Lesson 3:

## Use use cases

# Use cases help with adoption

- It's important to provide inspiration on *how* Airflow can help with certain use cases
- Helps draw in more experienced users
- These events sometimes get less attendance, but often more engagement



**Lesson 4:**  
**Don't underestimate the day  
to day**

# Development, testing, debugging, is hard

- Local dev and the process of getting DAGs to production may not be the shiniest topic, but it's one everybody deals with
- Small improvements can have a big impact

What do you think is the least discussed topic in Airflow content? (and you would like to see)

The author can see how you vote. [Learn more](#)

Setting up monitoring/metrics	25%
CI/CD implementation	42%
Working with Azure	9%
Testing/Debugging	24%

What is your biggest blocker implementing CICD with Airflow?	0
Not sure how to set it up	37
None, we already use CICD	18
Didn't know it was possible	6
Other	4
Airflow environment doesn't support it	2

# Lesson 5: Community over code

# Remember the human component

## Quality presentations

Keep things interesting, simple (easily understandable), and take feedback.

## Provide recordings

Making content as accessible as possible will broaden the reach and help support a vast community.

## Answer questions

Live Q&A puts you on the spot, but it's really important for people to get that interaction and feel heard.

**In Conclusion**



# This program is ongoing!

- We're excited for the next 100 webinars, and what we'll learn from those
- Upcoming topics include:
  - Weaviate provider
  - Managing connections
  - LLMs with Airflow



## Call to Action

- Register for a webinar!
  - [astronomer.io/events/webinars](https://astronomer.io/events/webinars)
- Vote for our next topics!



Questions?