

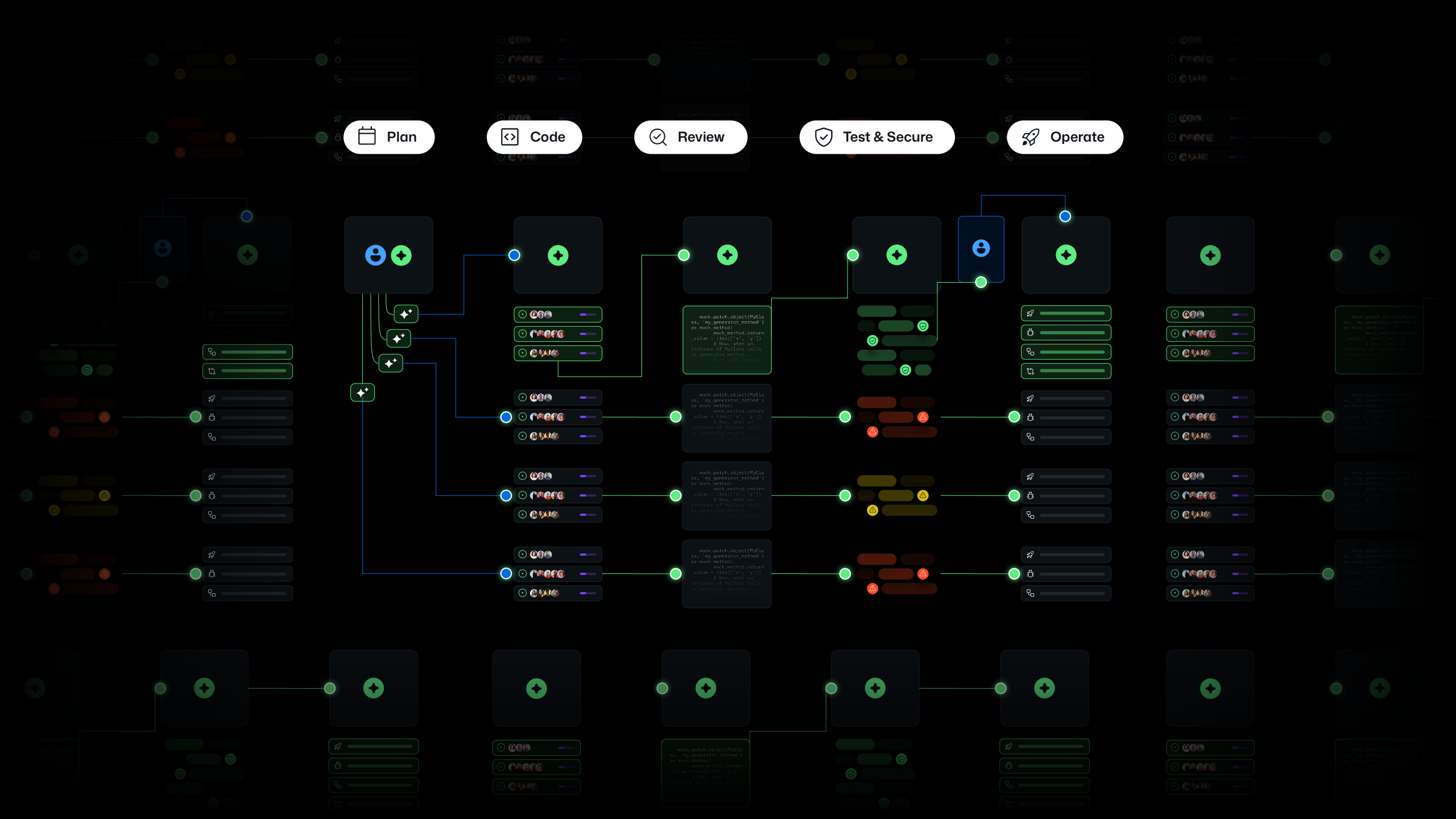


From DAGS to Insights

Tala Karadsheh - GitHub

3.0

What do *billions* of events a day tell us about
developer behavior?



Business Superpower






150M

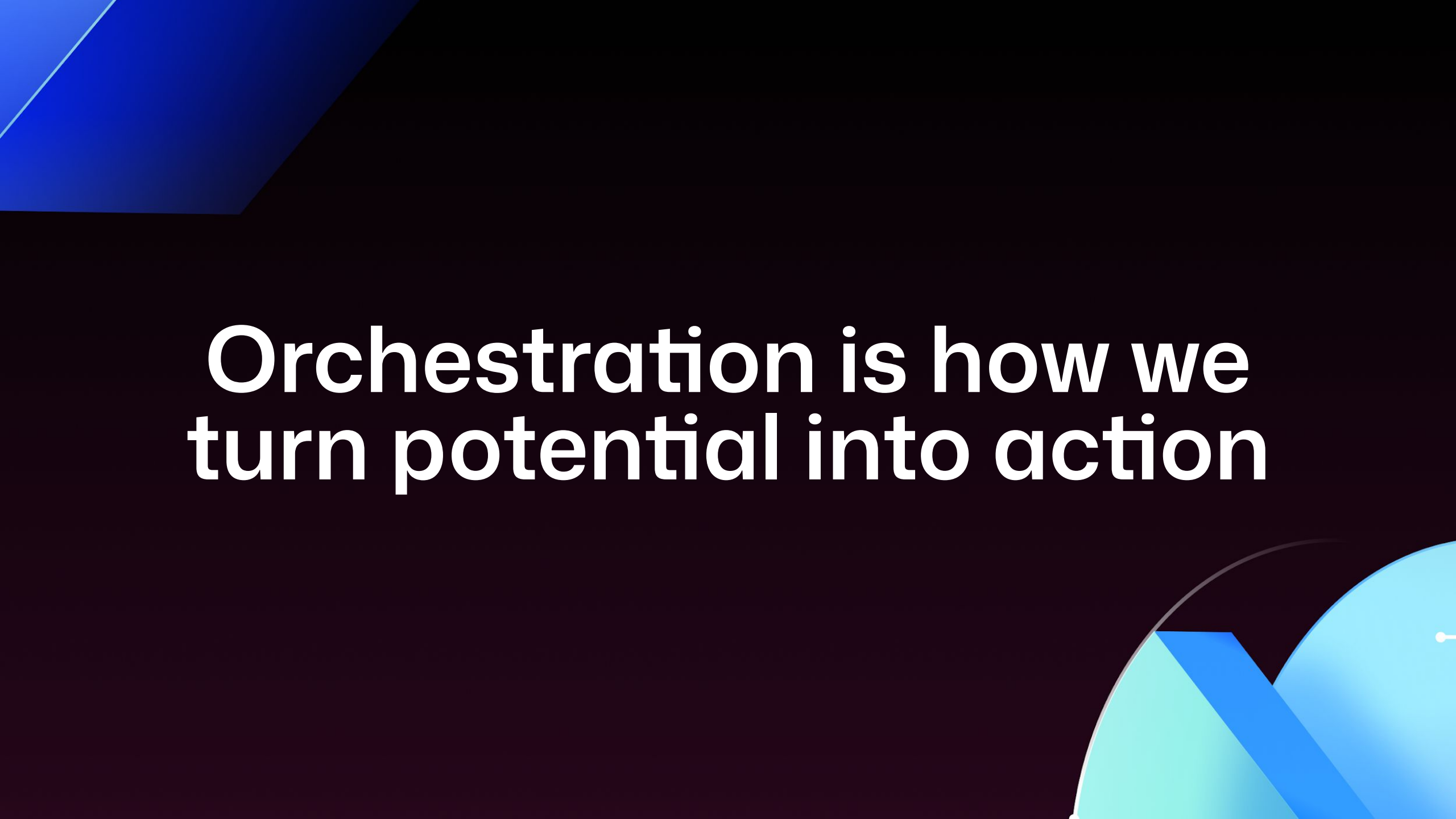
+
Developers


4M

+
Organizations


5B

+
Annual Contributions



**Orchestration is how we
turn potential into action**

“

Airflow is our lifeline

GitHub Engineer

June 2025

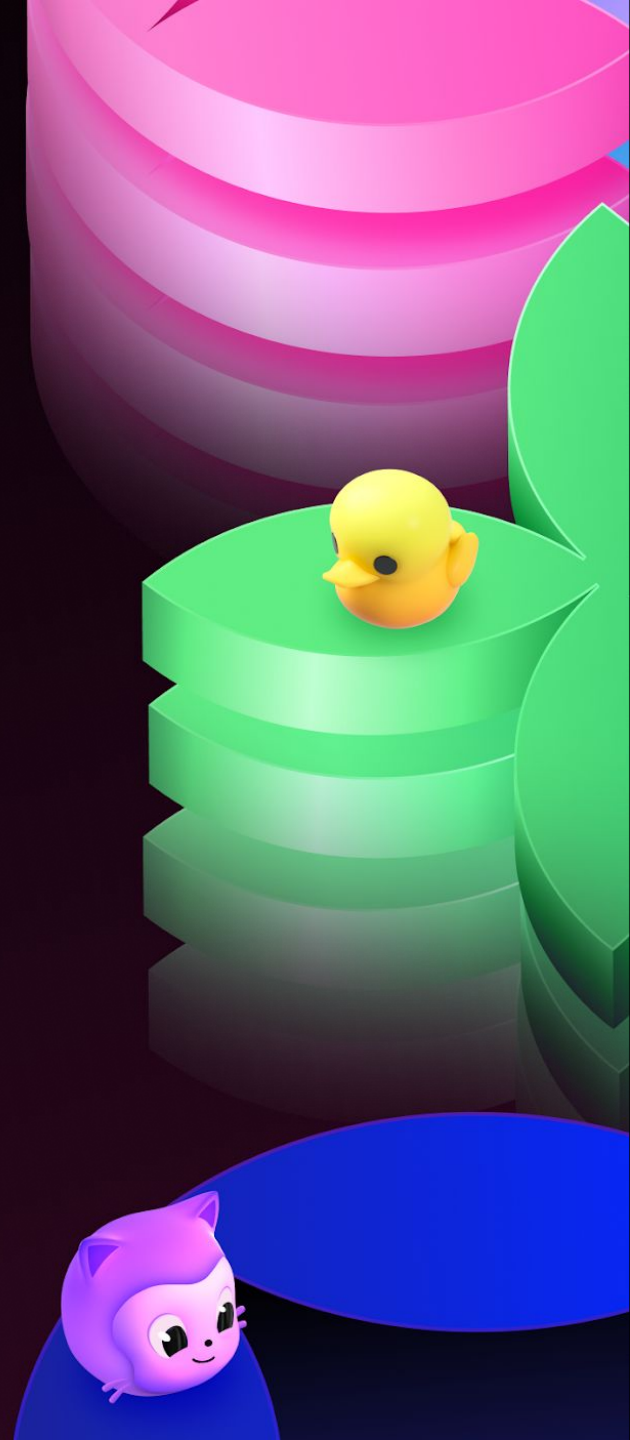
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Airflow is sacred

GitHub Product Manager

September 2025

Orchestration drives business impact



GitHub Business Use Cases

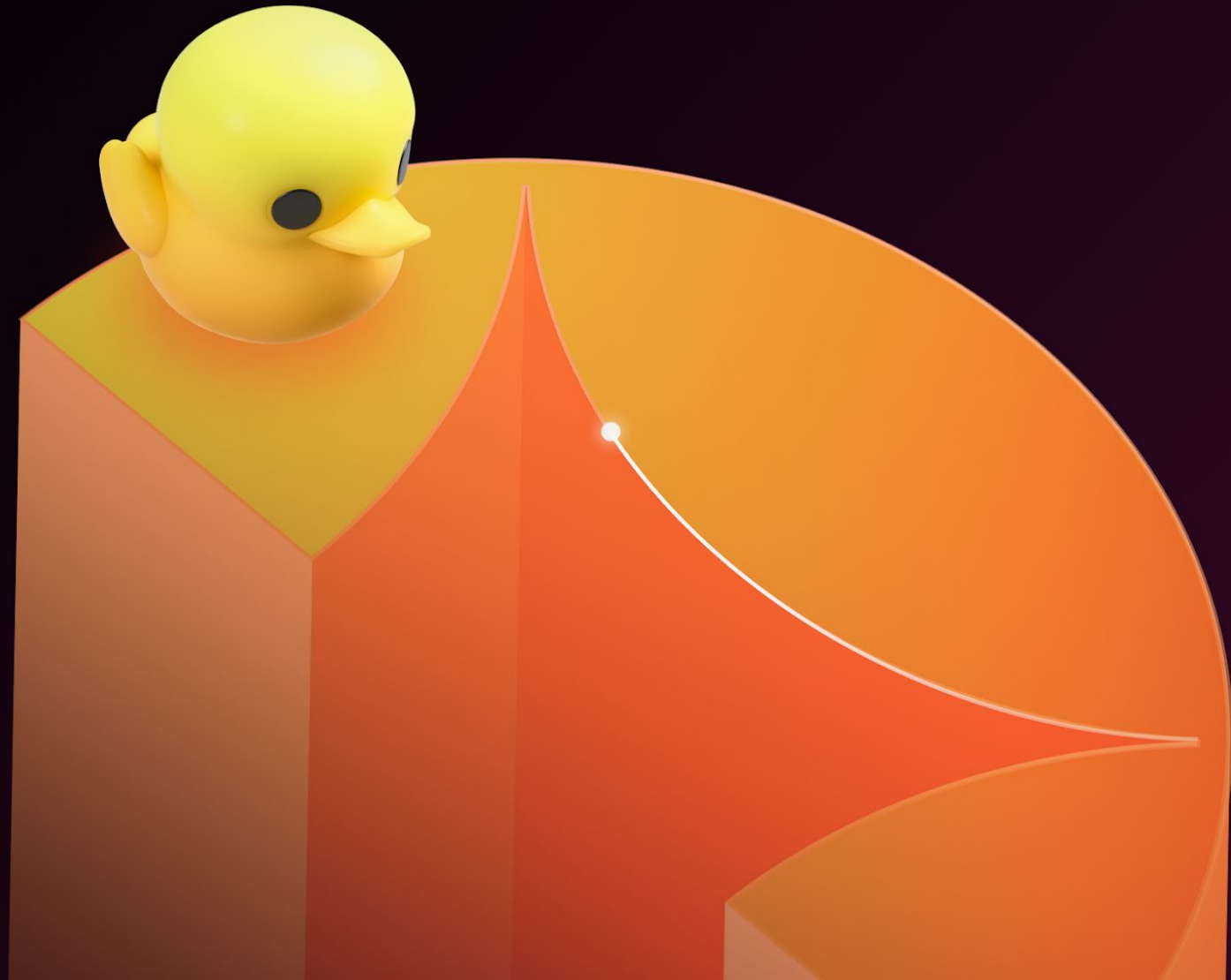
Open Source Health Metrics

Customer Success Signals

GitHub Copilot

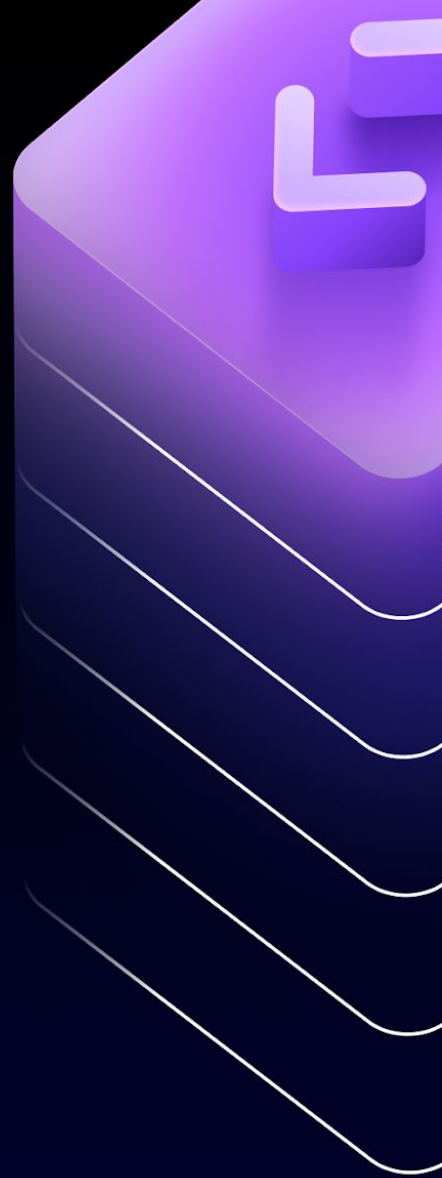
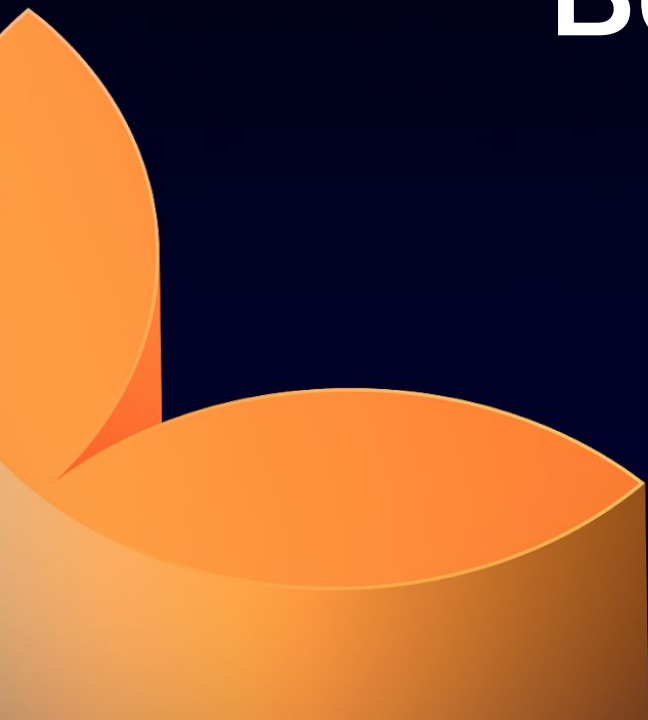


Open Source Health Metrics



Airflow's Value

Daily metrics
Backfills for redefinitions
Lineage for audit

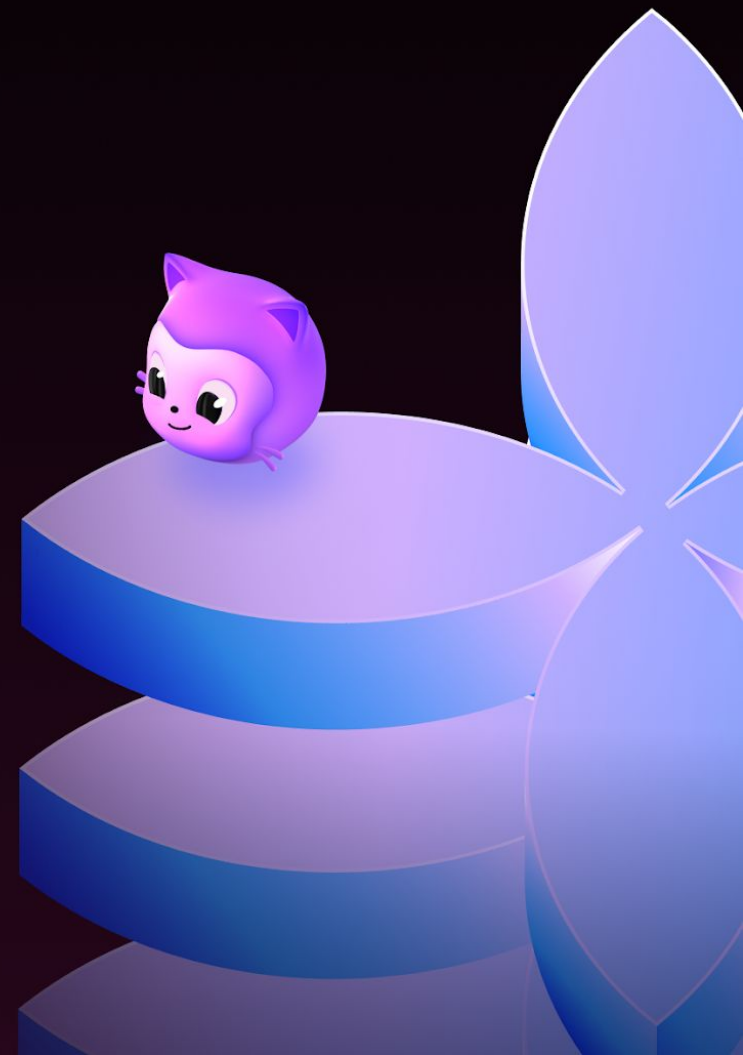


Key Takeaway

**Healthy maintainers means a
healthy ecosystem -
orchestration keeps that visible**

Customer Success Signals

Onboarded → Adopted → Engaged → Growing



Airflow's Value

Sensors for speed
Anomaly detection
Custom operators
DAGs

Key Takeaway

**When signals trigger plays,
customer see value faster - and
orchestration makes that loop real**



GitHub's AI Developer Platform

Policy & Governance



Plan

Brainstorming Agent

Issues

Planning Agent

Spaces



Code

Agent Mode

Coding Agent

Loops

Spark Workbench



Review

Coding Agent

Coding Review

Playwright

Pull Requests



Test & Secure

Actions

Autofix

Code Quality

Spark Runtime



Operate

Metrics

Models

Spark Runtime

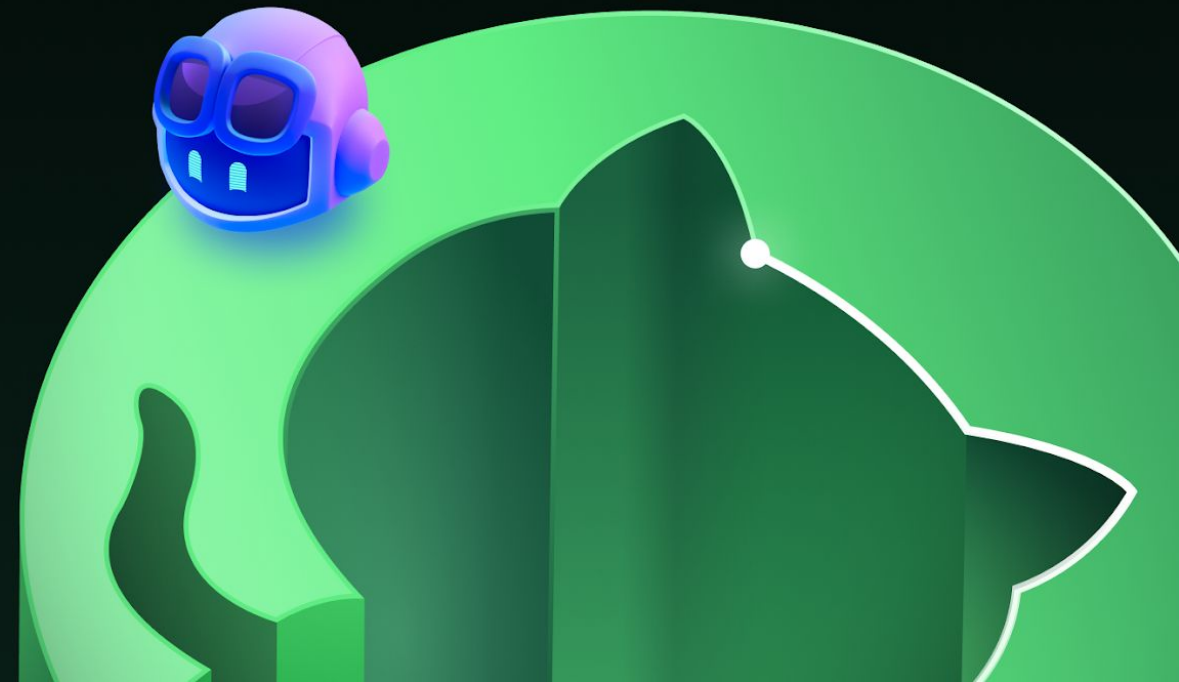
SRE Agent



Integrations & MCP

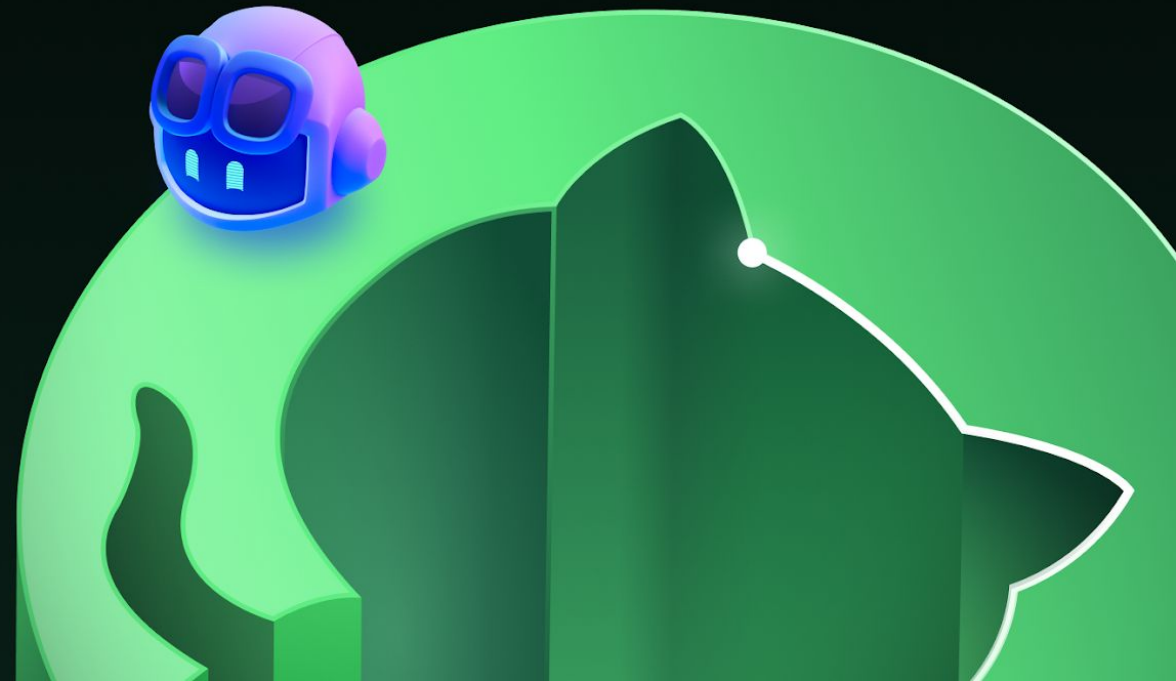
Airflow's Value

Sensors
Validation
Custom operators
Safe



Key Takeaway

**Usage plus
feedback equals
better design - and
Airflow makes that
loop safe, fast and
reliable**



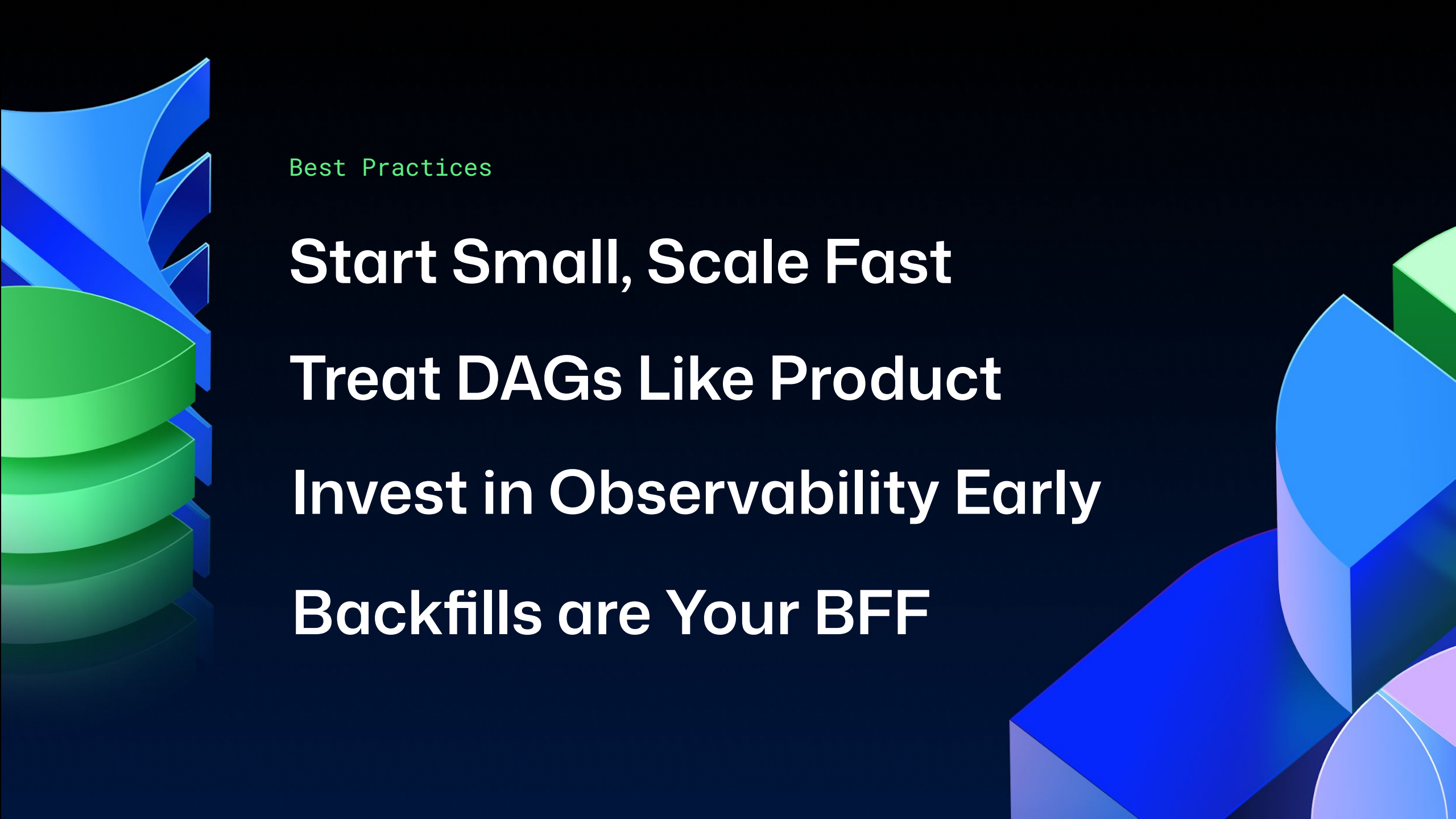


Return on Investment

Time Saved

Speed to Decision

The cost of not investing in data



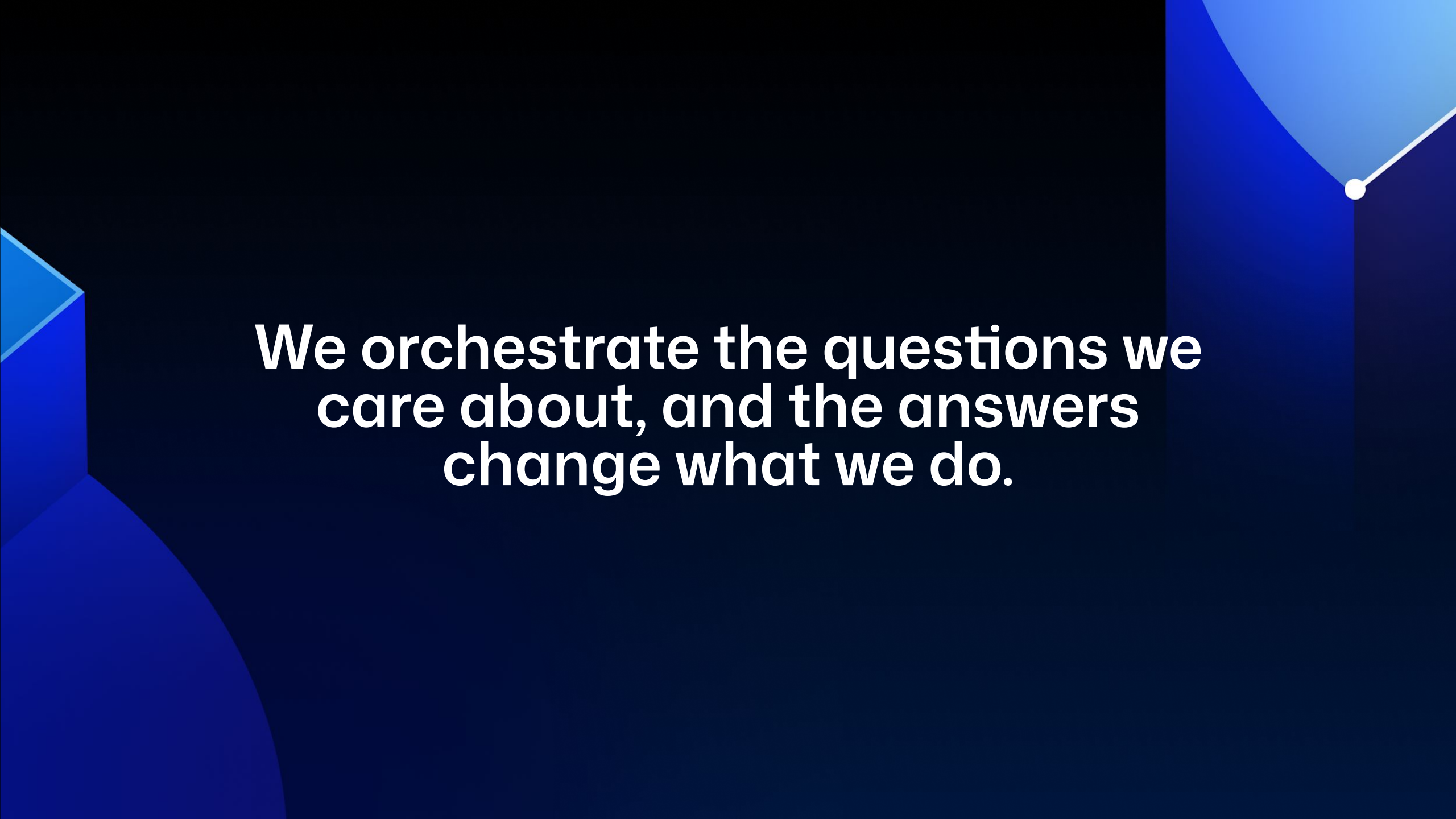
Best Practices

Start Small, Scale Fast

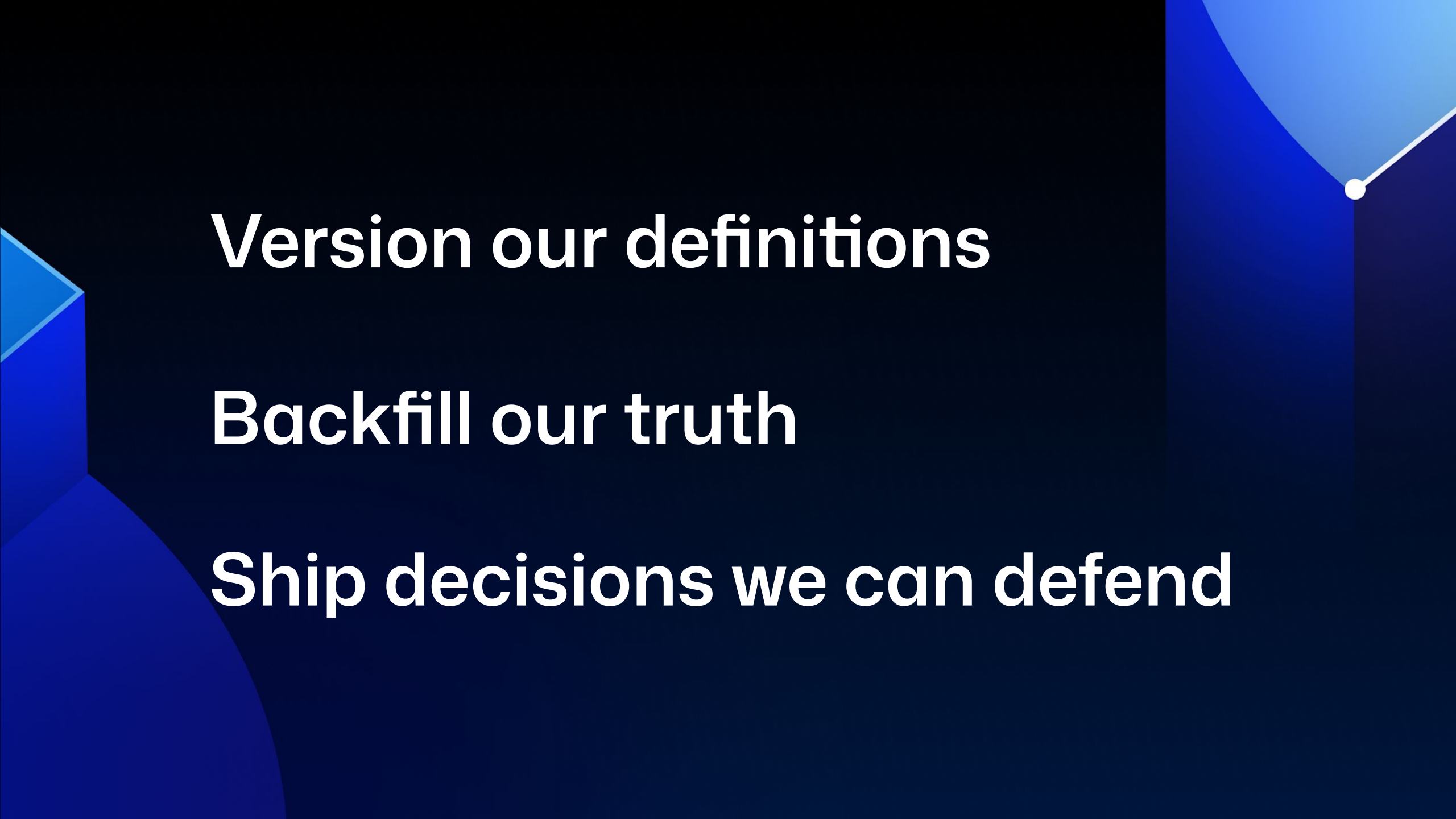
Treat DAGs Like Product

Invest in Observability Early

Backfills are Your BFF

The background is a dark blue gradient. On the left, there are several overlapping blue geometric shapes, including a triangle and a larger curved shape. On the right, a light blue curved shape is visible, with a white dot and a thin white line extending from it towards the center.

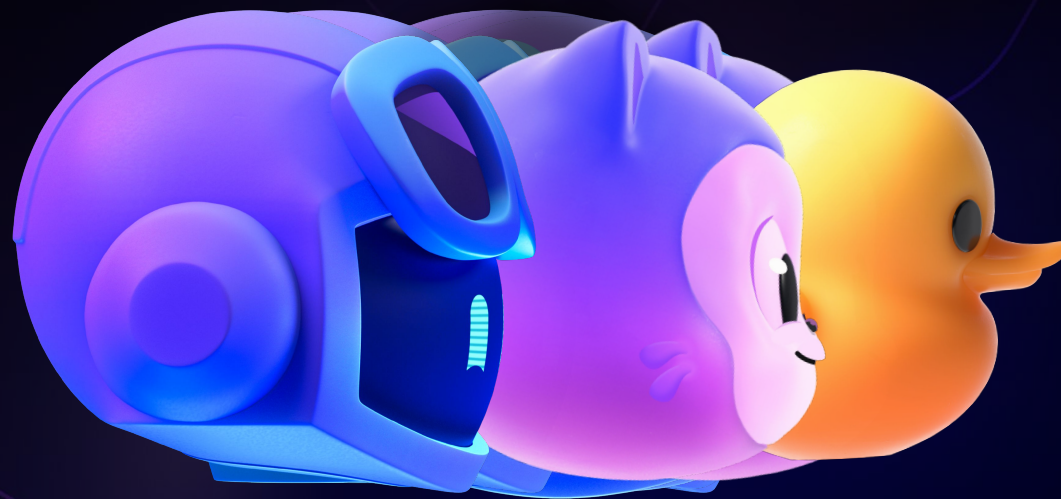
**We orchestrate the questions we
care about, and the answers
change what we do.**



Version our definitions

Backfill our truth

Ship decisions we can defend



Orchestration fuels insights

**Let's build the future,
together.**

