

dbt Enablement Workshop

CONSTRUCTING AN END-TO-END DBT PIPELINE FOR THE MODERN DATA STACK.

1-2 Day Format

Platform & Core

Hands-on Demos



The Objective

Master the fundamentals and advanced features of dbt (data build tool) to build robust, version-controlled, and tested data pipelines. This workshop covers everything from project initiation to production-grade orchestration, ensuring your transformations are "AI-Ready."

Note: While content is demonstrated on dbt Platform, all demos are structured to function in dbt Core. We clarify architecture differences throughout the session.

Workshop Agenda (Day 1)

60m

Fundamentals & Evolution

Why dbt adoption is high, its role in the data stack, and the differences between Platform and Core.

60m

Project Setup & Best Practices

Connecting to Git and Snowflake, configuring environments, and designing project structures.

60m

Model Building & Materializations

Constructing your first models using sources, seeds, snapshots, and incremental materializations.

60m

Jinja, Macros & Advanced Logic

Streamlining SQL code and enhancing reusability through Jinja templating and custom macros.

60m

Testing & Orchestration

Setting up automated data quality tests, CI/CD pipelines, and Slim CI for efficient production deployments.

WORKSHOP INVESTMENT



\$10,000 (1-Day)

\$10,000 (2-Day + AI)

Classroom-style intensive with phData experts Dustin & Dakota.

**BASE PRICING; SUBJECT TO CUSTOMIZATION. CREDITED TOWARD IMPLEMENTATION SOW.*

Who Should Attend?

- Analytics Engineers
- Data Engineers
- Warehouse Administrators
- Modern Data Stack Architect

Key dbt Features

- Governance dbt Mesh
- Semantics dbt Semantic Layer
- Collaboration dbt Catalog
- AI Assist dbt Copilot

Hands-on build session tailored to your warehouse and Git workflows.

SCHEDULE WORKSHOP

Ready to build your foundation?

[We've got you covered.](#)

AIAD Enablement

SCALING TRUSTWORTHY AI THROUGH AGENTIC DATA ENGINEERING.

AI Augmented Dev

Agentic Workflows

Semantic Grounding



AI Objective

Data modeling is the long pole in the tent for AI initiatives. Day 2 focuses on operationalizing AI within the data lifecycle. We explore how agentic workflows and dbt's semantic foundation turn raw data into a reasoning engine for the enterprise, reducing development timelines by up to 70%.

Insight: "Dimensional modeling makes grain, relationships, and metrics explicit so AI can reason with less ambiguity and more trust."

AI BUSINESS IMPACT

70%

REDUCTION IN TIMELINES

85%

PROJECT INCLUSION RATE

Workshop Agenda (Day 2)

60m

dbt Copilot Deep Dive

Harnessing the power of dbt Copilot for automated documentation and transformation logic.

60m

Local Experience with MCP

Mastering Model Context Protocol (MCP) with Claude Code for real-time local engineering assist.

60m

AI-Driven Code Review

Automating the PR process using GitHub Copilot and platform agents for governed logic.

60m

Platform Agents & TTYD

Enabling "Talk to Your Data" (TTYD) experiences that provide accurate, business-grounded insights.

60m

Intelligence Architecture Lab

Mapping your foundational data to intelligence layers (Context, Semantics, Ontology).

Advanced Tech Stack

- Model Context Protocol
- dbt Semantic Layer
- Cortex Code / Claude Code
- Agentic CI/CD Pipelines

FROM RAW TO READY

• Knowledge

• Foundation

• Intelligence

Ready to build your foundation?

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SCHEDULE WORKSHOP