

WORKSHOP SERIES

dbt Enablement Workshop

Constructing an end-to-end dbt pipeline for the modern data stack.

1-2 DAY FORMAT

PLATFORM & CARE

HAND-ON DEMOS

WORKSHOP INVESTMENT

1-DAY \$10,000	2-DAY+AI \$10,000
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Classroom-style intensive with phData experts Dustin & Dakota.

*Base pricing; subject to customization. Credited towards implementation sow.

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.

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



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**

Workshop agenda (Day 1)

60m	60m	60m	60m	60m
FUNDAMENTALS & EVOLUTION	PROJECT SETUP & BEST PRACTICES	MODEL BUILDING & MATERIALIZATIONS	JINJA, MACROS & ADVANCED LOGIC	TESTING & ORCHESTRATION
Why dbt adoption is high, its role in the data stack, and the differences between Platform and Core.	Connecting to Git and Snowflake, configuring environments, and designing project structures.	Constructing your first models using sources, seeds, snapshots, and incremental materializations.	Streamlining SQL code and enhancing reusability through Jinja templating and custom macros.	Setting up automated data quality tests, CI/CD pipelines, and Slim CI for efficient production deployments.

Ready to build your foundation?
We've got you covered.

SCHEDULE WORKSHOP

WORKSHOP SERIES

AIAD Enablement

Scaling trustworthy AI with agentic data engineering.

- AI AUGMENTED DEV
- AGENTIC WORKFLOWS
- SEMANTIC GROUNDING

AI BUSINESS IMPACT

70%
REDUCTION IN
TIMELINES

85%
PROJECT
INCLUSION
RATE

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."



ADVANCED TECH STACK

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

From RAW to ready

Knowledge

Foundation

Intelligence

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).

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