Welcome to Atlassian

A little about us

Our co-founders

Mike Cannon-Brookes & Scott Farquhar

Our mission

Unleash the potential in every team

OUR PRODUCTS

Jira Software

Plan, track, and release world-class software with the #1 software development tool used by agile teams.

Confluence

Spend less time hunting things down and more time getting things done. Organize your work, create documents, and discuss everything in one place.

Trello

Collaborate and get more done. Trello boards enable your team to organize projects in a fun, flexible, and visual way.

Jira Service Desk

Give your customers an easy way to ask for help and your agents a fast way to respond to requests.

Bitbucket

Collaborate on code with inline comments and pull requests. Manage and share your Git repositories to build and ship software, as a team.

Statuspage

Incidents happen. Keep your users informed and ditch the flood of support emails during downtime.

Opsgenie

Notify the right people at the right time with powerful incident alerting and on-call schedules

ATLASSIAN Access

Company-wide visibility, security policies, and control across your Atlassian cloud infrastructure.

Jira Align

Connect business and technology teams to align strategy with outcomes at enterprise scale.

Crowd

The single sign-on and identity management tool that's easy to use, administer, and integrate.

Sourcetree

Harness the full power of Git and Mercurial in a beautifully simple application.

ATLASSIAN Marketplace

OUR HISTORY

2002

Atlassian becomes real with the launch of Jira 1.0.

2003

Confluence 1.0 is born and released to the world.

2005

We begin hosting our quarterly internal innovation days, ShipIt.

2007

Our five core values come to life.

2012

Atlassian celebrates its 10th anniversary.

2015

Atlassian goes public! We list on the NASDAQ under TEAM.

2017

We introduce our bold, new brand. Acquired Trello in our largest M&A deal.

2018

Opsgenie joins our suite of tools.

2019

Jira Align, Code Barrell, Good Software acquired.

12 offices
worldwide

Atlassian Values

They guide what we do, why we create, and who we hire

Open company,
no bullshit

Play,
as a team

Build with heart
& balance

Be the change
you seek

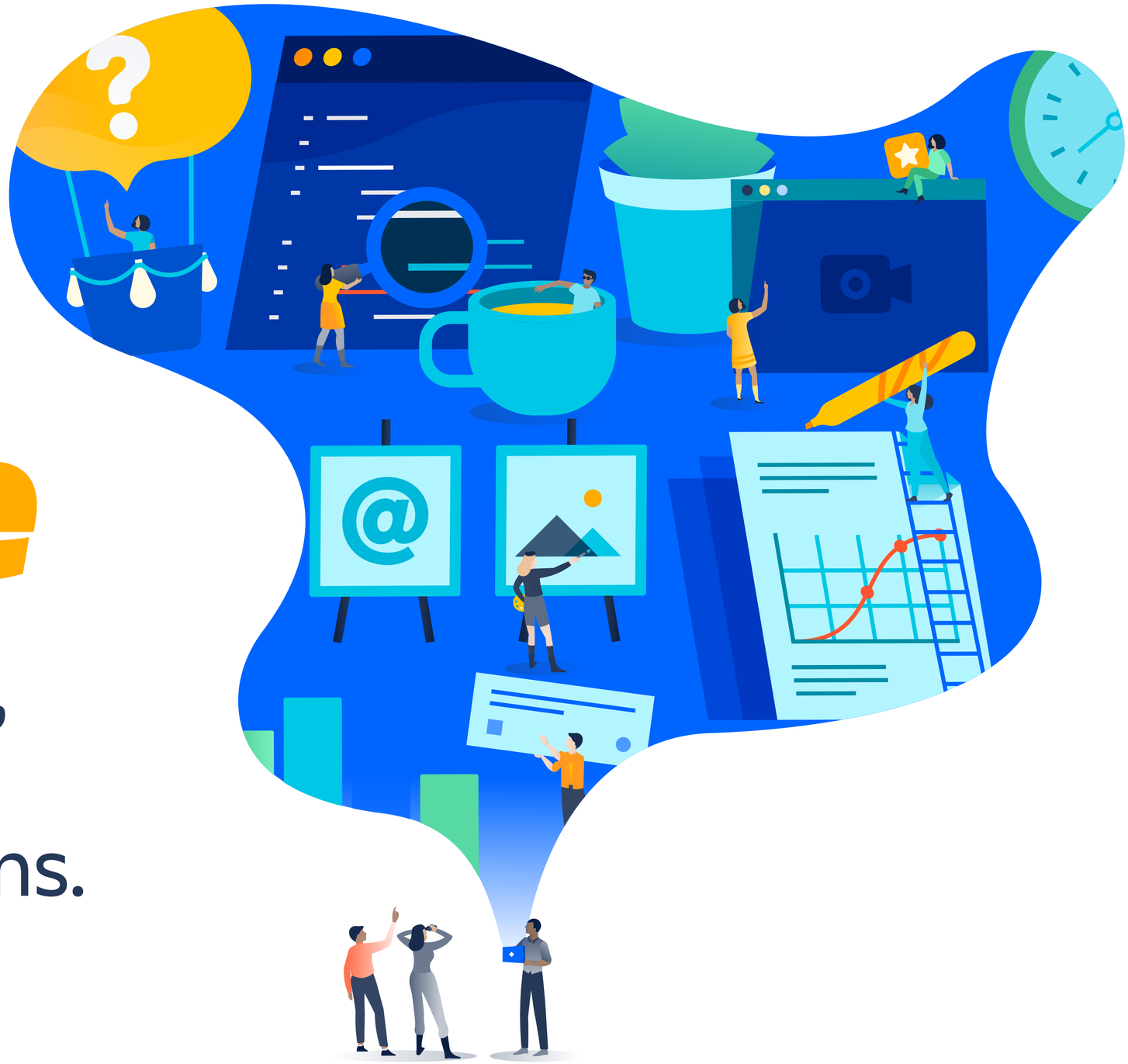
Don’t #@!%
the customer

Our Culture

Our team spirit

We believe

When work is **open**, we unleash the full potential of all teams.



ShipIt

24 hours to innovate.
It’s like 20% time.
On steroids.

Kudos

Kudos Program

Let a fellow Atlassian know you appreciated something awesome that they've done

Pledge 1% of *equity*

Pledge 1% of *time*

Pledge 1% of *profit*

Pledge 1% of *product*

Analytics & Data Science Team

ANALYTICS AND DATA SCIENCE VISION

Analytics empowers the organization to fuel long-term growth, and deliver customer value by building world-class products

We are still early in our analytics journey, but progressing quickly

OUR ANALYTICS MATURITY MODEL

Where we are today

DATA & REPORTING

- Quality tracking of funnel, growth & MAU metrics
- Logging in-product user behavior
- A/B testing framework
- Self-service reporting

Our aspiration

INSIGHTS & UNDERSTANDING

- Atlassians empowered with the right access to data & insights
- Advanced, accessible segmentation of customers combined with insights
- Understanding of users and their use cases, across products

OPTIMIZE USING DATA

- Propensity models (e.g. for X-Sell, churn, etc.)
- Optimization efforts (e.g., ROI, X-Sell, experimentation) operate at scale
- Enriching customer profiles by combining 1st party & 3rd party data

INNOVATE USING DATA

- Driving growth (e.g., Traffic, MAU, MRR) through advanced statistical models
- 1:1 targeting across channels with differential treatment
- Predictive, real-time lead scoring based on customer behavior

ANALYTICS TALENT & CULTURE

Data & reporting

Instrumentation

Self serve platform

Metrics framework

MAU

Funnel Health Report

V. UNDERSTAND OUR FUNNEL ACQUISITION

Launched in FY18

INITIATIVE

The Funnel Health Report

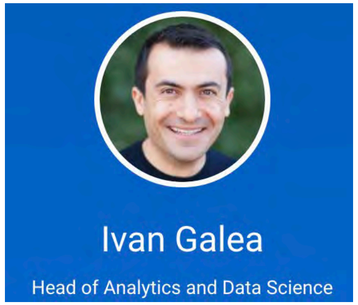
BUSINESS IMPACT

Acquisition funnel metrics with actuals, forecast and goals

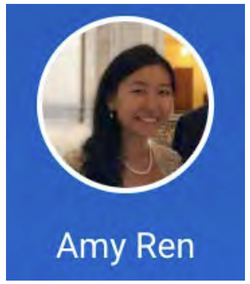
Empowers teams to continuously adjust spend, channel mix, and growth levers to achieve goals

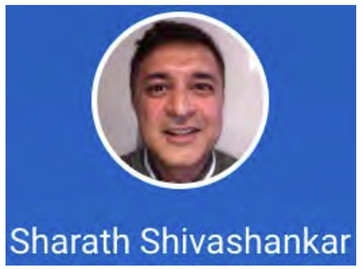
OUR FAVORITE ANALYTICS TOOLS

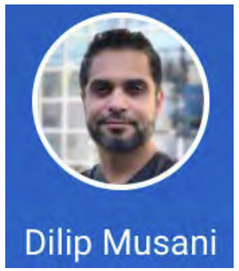
ANALYTICS & DATA SCIENCE ORG CHART

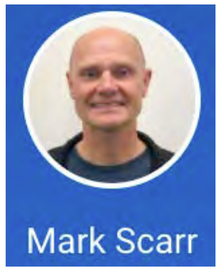


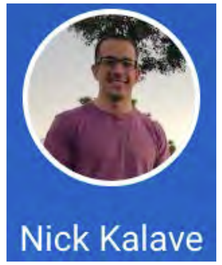
Marketing Analytics	Product Analytics	Growth & Core Analytics	Data Science	Talent Acquisition Analytics











ATLASSIAN ANALYTICS & DATA SCIENCE PANELISTS

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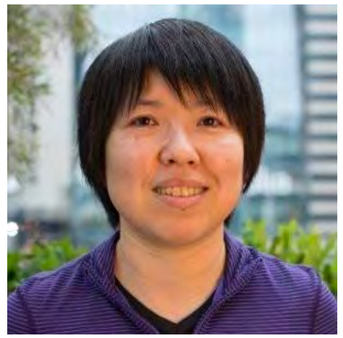
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