SISENSE

The Data Journey

	Resources/Tools	Personas
1 Generate Data	**Structured**: Charts/Relational DBS; **Unstructured**: Internet, Mobile, Photo, Audio, Video, Text	Company Wide
2 Store Data	**Cloud Applications**: salesforce, IBM DB2, PostgreSQL, aws, Excel, Microsoft SQL Server, ORACLE, amazon S3, MySQL, Azure	Company Wide
3 ETL (Extract, Transform & Load)	Data Pipelines, Data Integration, Data Warehouses	Data Engineers
4 Aggregate Data (Preparation, Transformation and Creative Staging)	**Data Warehouses & Data Lakes**: amazon REDSHIFT, Azure, snowflake, amazon S3	Data Engineers, BI Developers
5 Data Modeling (Create Relationships Between Data, Connect Tables)	Dimension Tables, Sisense Elasticube, Fact Tables	BI Analysts, BI Developers
6 Data Visualization (Build Dashboards and WIdgets)	Universal Knowledge Graph, Machine Learning (ML), Natural Language Querying (NLQ), Natural Language Processing (NLP), Augmented Analytics	BI Analysts
(Embed Analytics)	**Actionable Insights**	BI Developers