The Data Journey

1. Generate Data
   - Structured: Charts, Relational DBS, Internet
   - Unstructured: Mobile, Photo, Audio, Video, Text
   - Personas: Company Wide

2. Store Data
   - Cloud Applications: Salesforce, AWS, Azure, Oracle, MySQL, PostgreSQL, Excel, SQL Server
   - Personas: Company Wide

3. ETL (Extract, Transform & Load)
   - Data Pipelines, Data Integration, Data Warehouses
   - Personas: Data Engineers

4. Aggregate Data (Preparation, Transformation and Creative Staging)
   - Data Warehouses & Data Lakes: Amazon Redshift, Azure, Snowflake, Amazon S3
   - Personas: Data Engineers, BI Developers

5. Data Modeling (Create Relationships Between Data, Connect Tables)
   - Dimension Tables, Sisense Elasticube, Fact Tables
   - Personas: BI Analysts, BI Developers

6. Data Visualization (Build Dashboards and Widgets)
   - Natural Language Querying (NLQ), Natural Language Processing (NLP), Augmented Analytics
   - Personas: BI Analysts, BI Developers

Actionable Insights