

## Data sources

Xero

Jira

Hubspot

Sheets

Booking  
Automation  
and Charge  
Automation

PBX in a  
Flash

## Integration

Stitch

Snowflake

## Database

BigQuery

Raw data

DBT

Modeled data

## Data analysis

Tableau

Possibly  
Jupyter  
notebooks  
for  
analysis  
(later)

