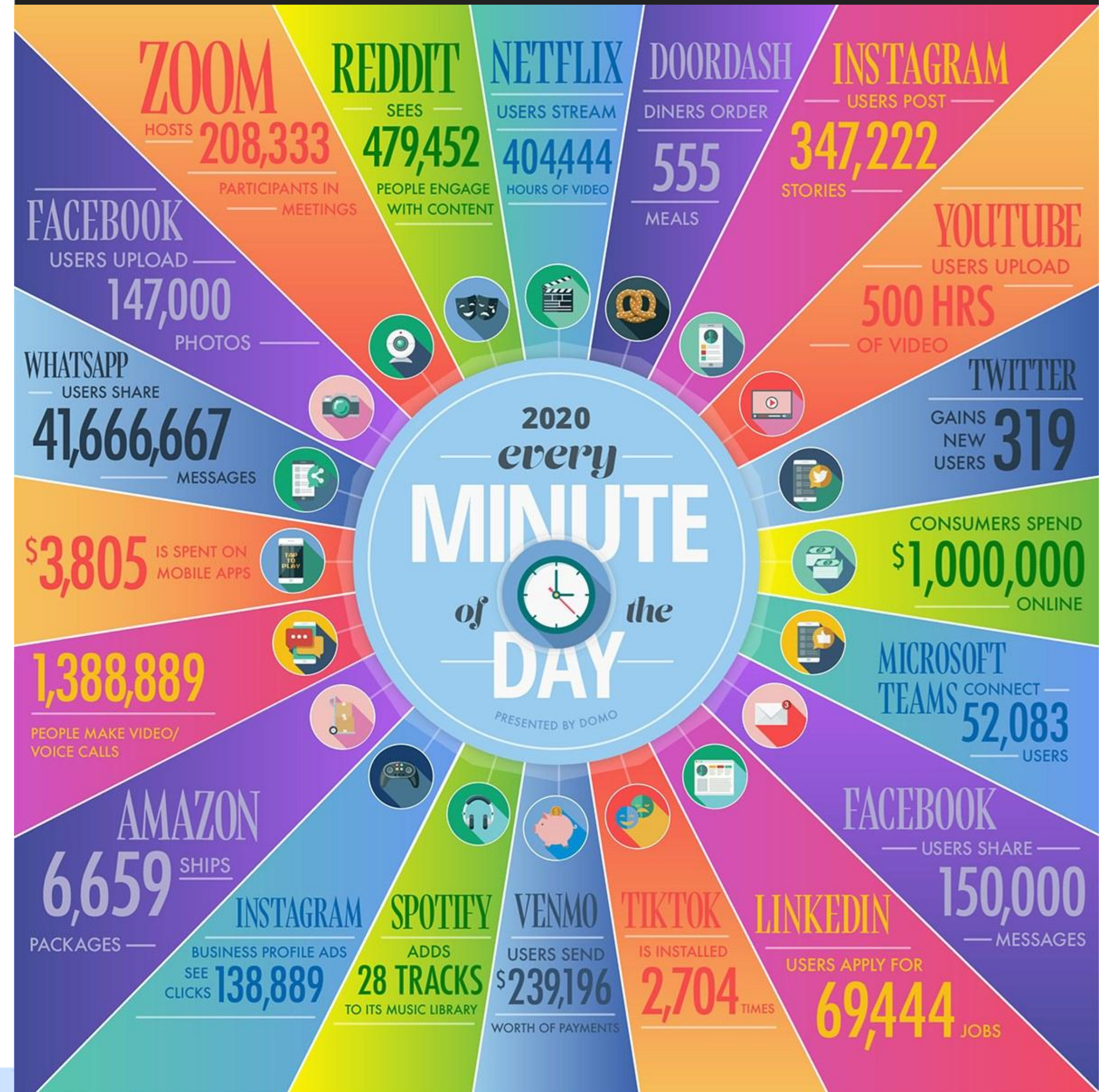# Introduction to data engineering

Yasmine Chelly
ML GDE

"**Data is the new oil** because data can be used to derive insights. Depending on what a company does, insights can drive customer retention, upselling, new revenue models, advertising, etc. If data is the new oil, insights are the new money." - Forbes
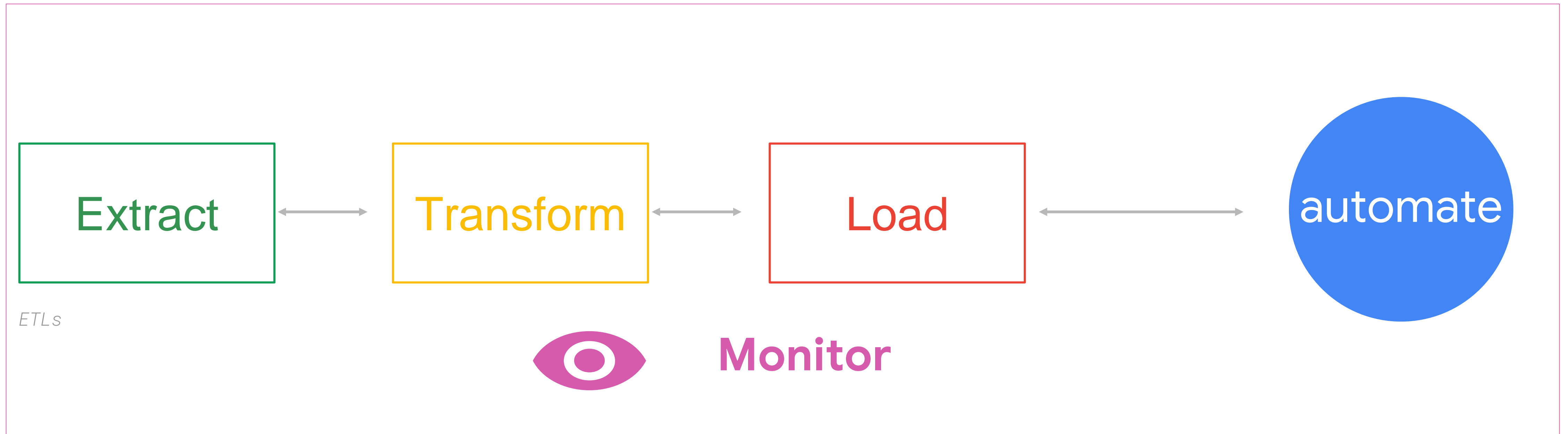

Experts

What is a data engineer ?

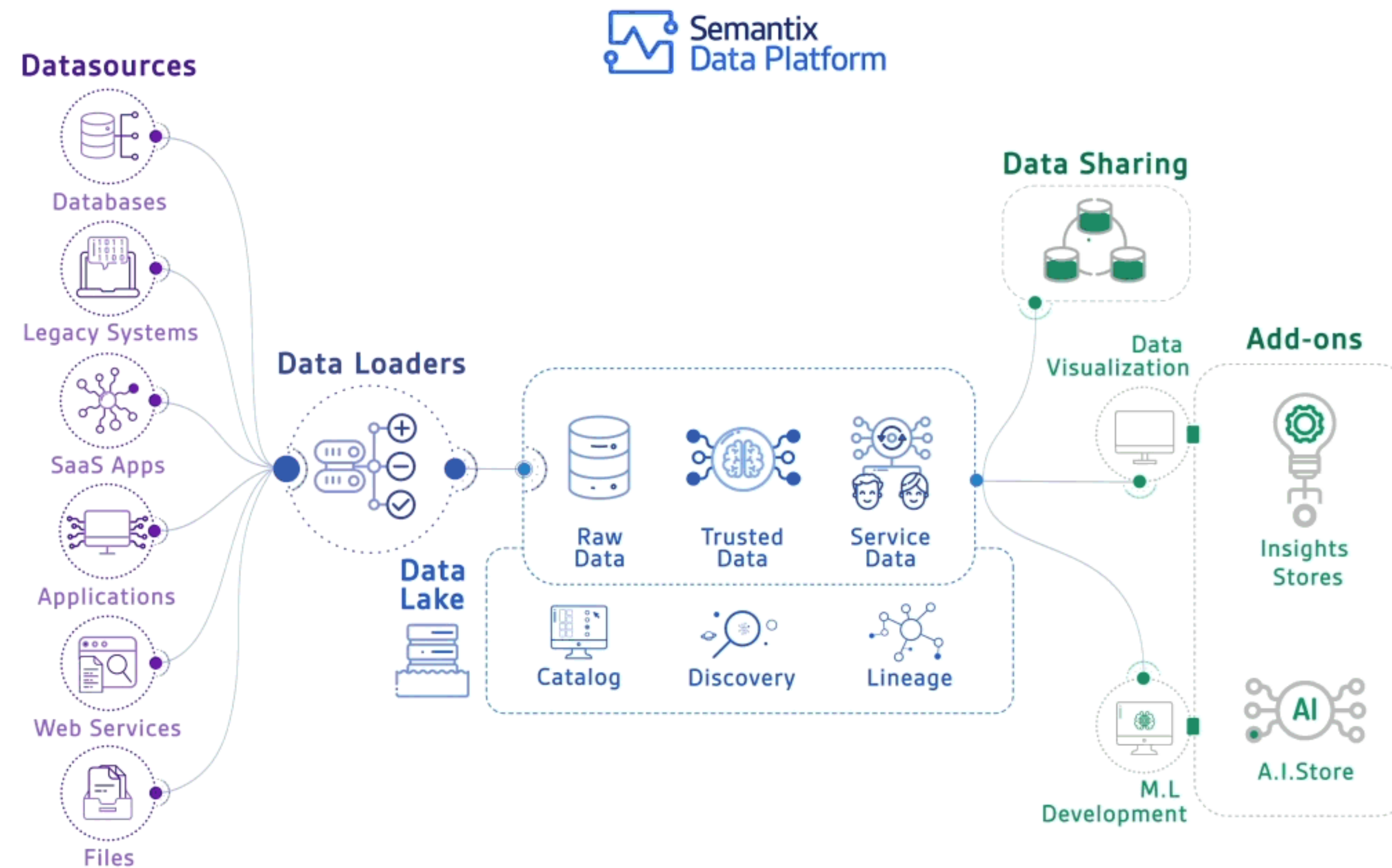## A developer with a tester mindset

Data engineers are the people who **design** the system that **unifies data** and can help others navigate it.

Data engineers perform many different tasks including: **Acquisition**, **Cleansing**, **Conversion** and **deduplication.**
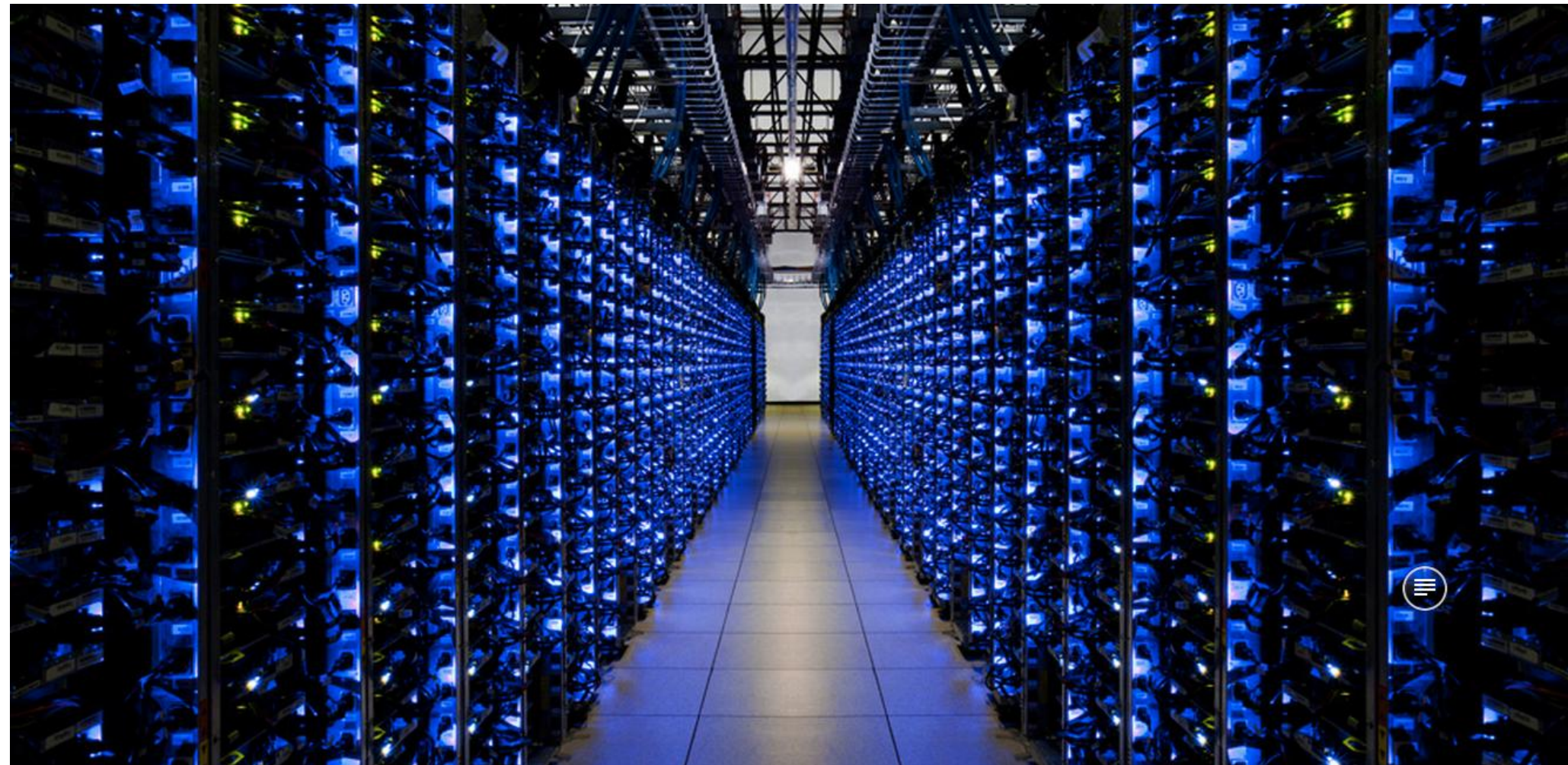
Simplified pipeline

Extract

Transform

Load

automate

ETLs

Monitor

A real pipeline

Google's role in modern data engineering

Let's get to know some GCP tools

Experts

What is Google Cloud Platform

GCP

Google Cloud

Big Data and ML Products		
Compute Power	Storage	Networking
Security		

Experts

Google Developers

Google's DE services

Lab

https://shorturl.at/fkpqA

Experts

Thank You!

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ML GDE

bibliography

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