What is ETL?

ETL Simply Stands for Extract Transform Lead. To understand this consider an example below:

Consider a case of bank:

1. The bank may have its core data( credit and debit card transactions, loan transacations, transaction done through atm and cheque etc) in one single database say Oracle
2. The bank may have customer data in another database ( customer-name, address, DOB, etc) in another database say MYSQL
3. Also they may track user social media presence and transactions through their social media webpage and store this in another database say MONGO-DB
4. They may track user shopping styles and shopping amounts and store them in JSON,XML or Excel format

Now for the bank to make recommendation it has to analyse the data. Now accessing the data from a particular database is not possible as this may corrupt the database or the database may go down.

Hence for this the data is dumped into a single data storage known as data warehouse

For dumping data ETL tools like informatica are used which help in Extraction, Transformation and Loading of data as desired