Big data for business

Week 2 - data integration and APIs

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1. Welcome!

2. Let’s discuss key aspects of the content of the lecture for today

- Integrating different **data streams**: it is a technical challenge and it can create value by itself
- New challenge for data integration: being compliant and transparent (we’ll go more in details in a later session)
- A note on the technical vocabulary used by data scientists visiting this course
- What is a **DMP**? Difference with a "**data lake**" and "CRM"?
- "SalesForce have a rich ecosystem and that’s because they understood the value of APIs before their competitors"
- On the difference between EDIs an APIs: a matter of IT culture

The end

Find references for this lesson, and other lessons, here.

This course is made by Clement Levallois.

Discover my other courses in data / tech for business: http://www.clementlevallois.net

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