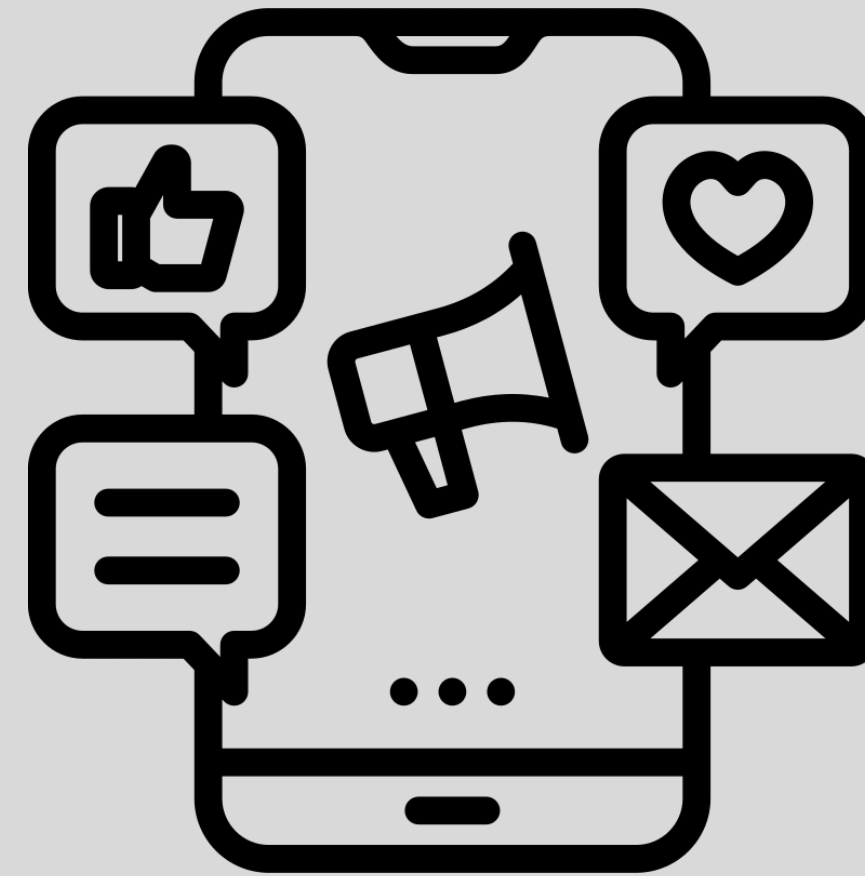# Marketing Analytics ELT Pipeline
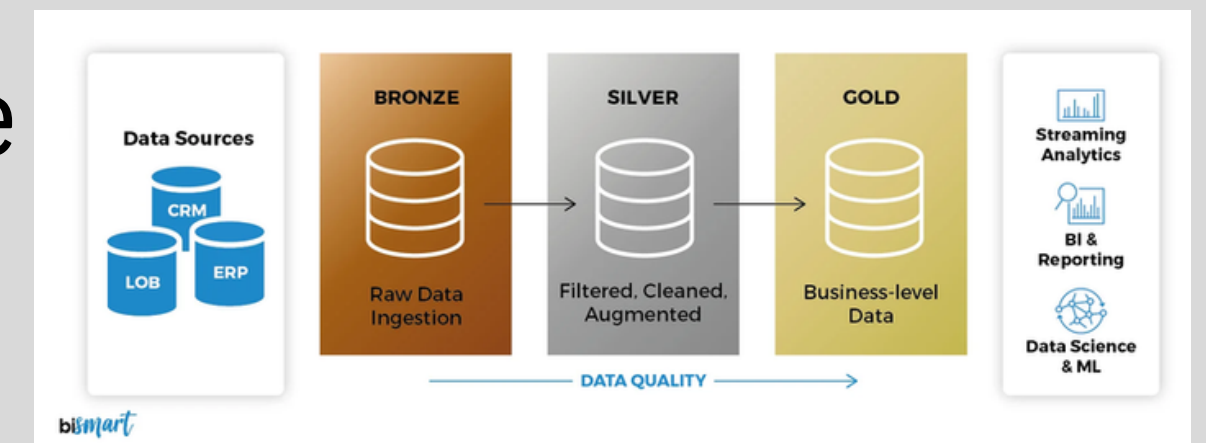
Naveen K Shijo

Problem Solved

Data pipeline that would take raw csv file, transform it and store it for analysis via Power BI dashboard.

Thus enabling decision makers to take better decision regarding their marketing strategies.
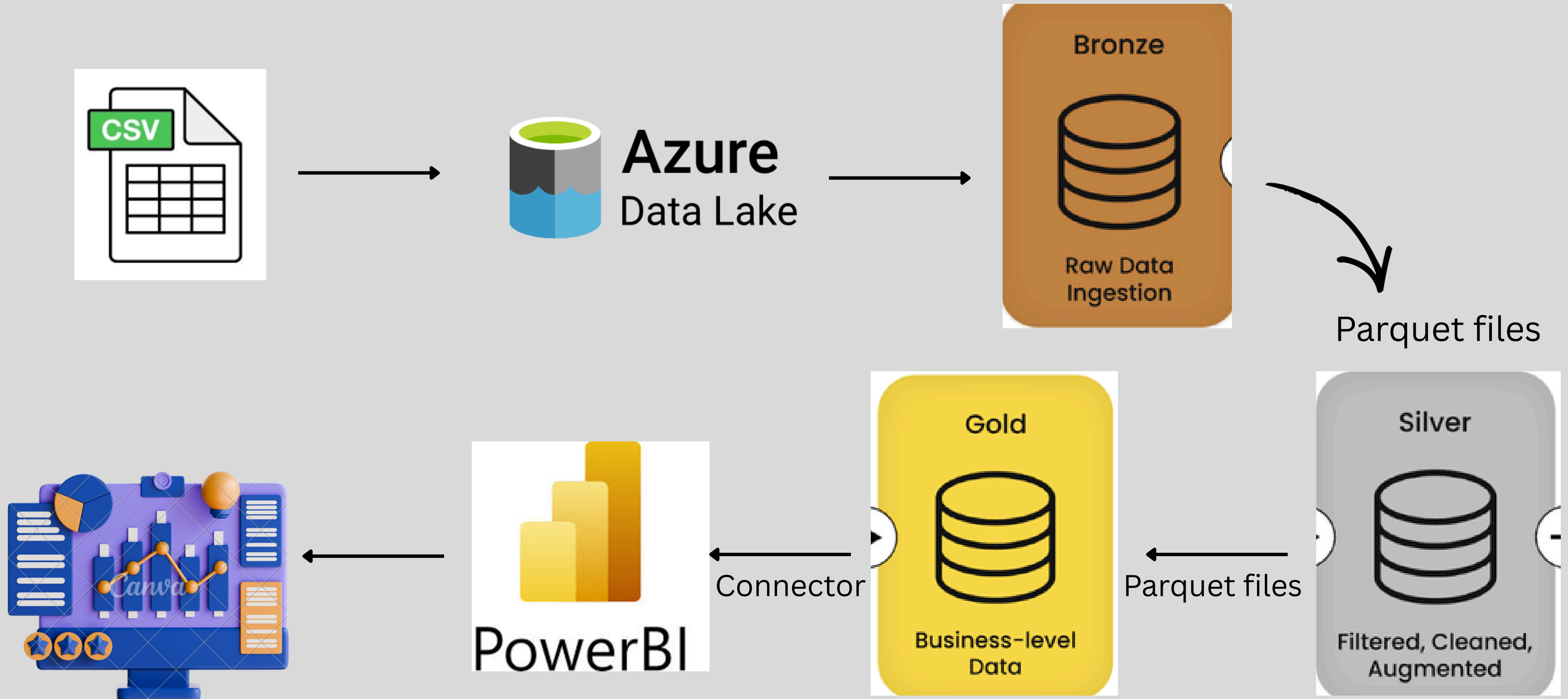
Tools, Technologies & Concepts Used

- Apache Airflow
- Data pipeline orchestration
- Azure Data Lake
- Data Lakehouse
- Medallion Architecture
- Power BI

Data Pipeline

Thank You