**Data Integration Capability**

1. Answer the following questions based on the Nationwide Automobile case.
   1. Describe the difficulties Nationwide had in conducting data analysis after the merger with Allied (prior to GSRM implementation)?
      * Nationwide needed to merge data and processing methods over to one system after acquiring Allied insurance. Each insurance company had very different automobile policies and because of that, the disparity limited Nationwide automobile product insurance business. Additionally, each company had difficulty with merge reports. Nationwide would get one report and Allied would get another and manually, they had to combined them together which was not effective.
   2. What is a Hybrid data model?
      * As discussed in the article, ‘The hybrid data model combines elements of relational and dimensional models to create a third normal star schema model which is unique to Nationwide’. This means combining the two data modeling techniques would allow Nationwide to satisfy different reporting needs and large growing volume data with limited redundancy. It takes the best components of the relational model and the best components of the dimensional model and merge them together to form a hybrid model that can be reused to push data from multiple sources. This will be easier for new products and systems as they are added on to the model.
   3. Why would an organization want to use a hybrid model?
      * A hybrid model satisfies different reporting needs and stores large volumes of data which is effective for any company that is leaning towards being more data driven.
   4. What are the major advantages and disadvantages of a hybrid data model?
      * Advantages of a hybrid data model are data chaining (as is/was is reports), tracing trends and changes from different data types, and easier access to forming answers.
      * Disadvantages of a hybrid data model are models are not always accurate and while it is a good model for the time being, other models are expanding data warehousing and other products.
2. Creating Dashboards and Stories with Tableau
   1. Using the Video #4 workbook complete the tasks that are demonstrated in the Video #4. Upload the complete workbook along with the word file.
      * *Tableau project uploaded separately*