1. What are some of the self-service issues that gave birth to the self-service revolution?
   1. Self-service analytics common issues is that the tool is etihe users build their own solutions and may even choose their own tools, with or without permission.
2. vHow does the creation of data lake address those problems?
   1. Deciding which analysts to give access to what data
      1. Very Time consuming & high cost
      2. A lot of historical baggage
   2. Data lake can store vast quantites of data easily.
3. What from what your’ve learned this term, are the large challenges in doing so?

For business analysts using self service tools, blending data is an analytic process.