**Business Analytics Overview**

Terms:

Data Granularity: (Coarse vs. Fine) How detailed or specific the data is. Ex. Coarse data granularity may be statistics for each state whereas fine date granularity would be statistics for each city.

Data Warehouse: A system that pulls data/information from multiple sources/databases to aggregate it and make it useful for reporting and analysis.

ETL: (Extract, Transform, Load) Getting the data, transforming it so data format is uniform and will not cause errors, then loading it for use. Could be used to put data into a data warehouse.

Data Marts: When data is split for different uses. Ex. The data from a data warehouse may be split into marketing, inventory, and sales data marts so that each department can access the data they need.