



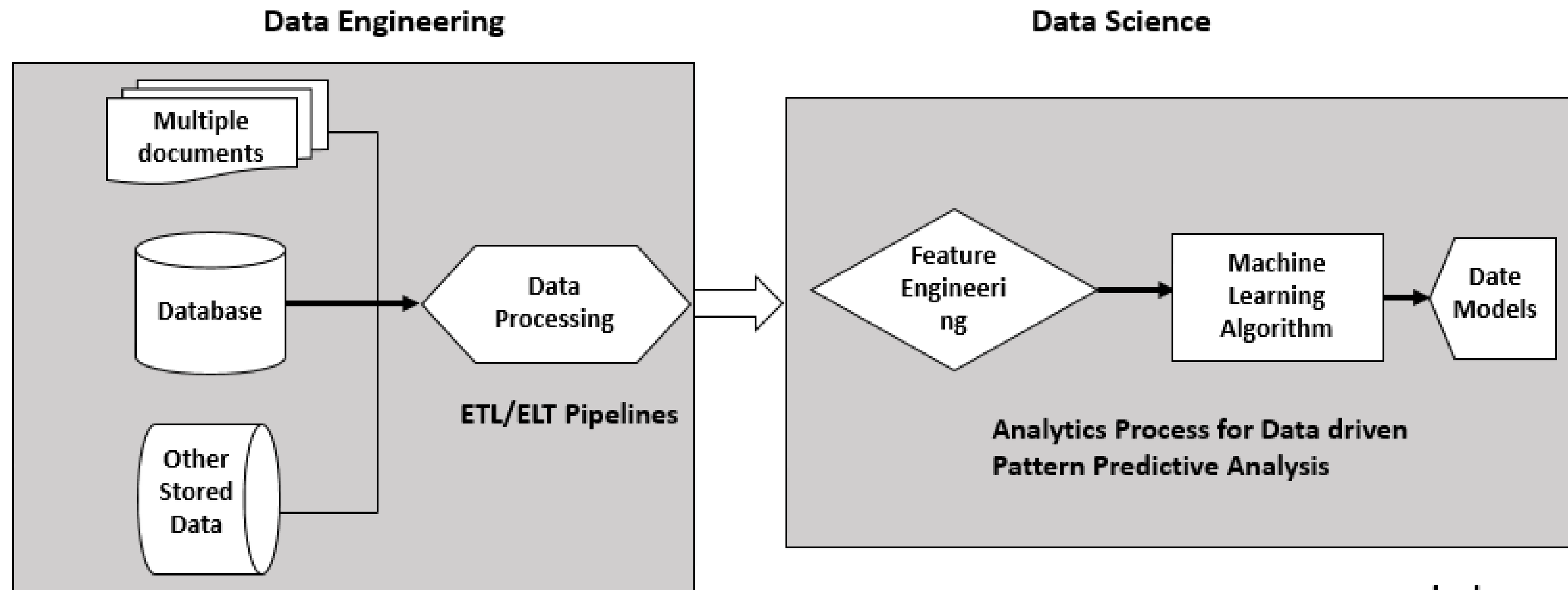
DATA
ENGINEERING:
WHY OUR E-
COMMERCE
BUSINESS
REQUIRES IT

Our data silos stem from a structural reason:
Depending on an organization's culture and hierarchy, sharing information and collaborating may not come naturally to employees.

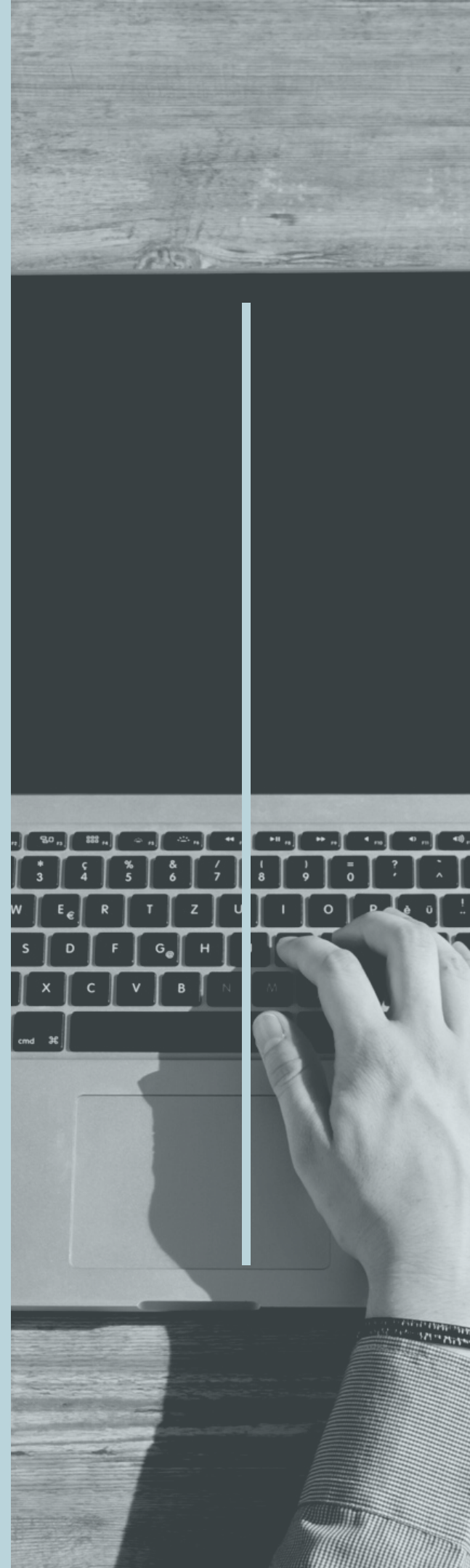
In the recent quarter, our finance and marketing departments have reported inconsistent numbers for our marketing expenses. This suggests that the data sources that they are extracting from are autonomous in nature and not consistent.

Data Silos

What is Data Engineering?



Data Engineering allows us to
conduct data consolidation:
Migrating data into a repository such
as a data warehouse or data lake,
where all employees can access it, is
an excellent way to destroy data
silos.



How do
we tackle
this?

Proposed Solution



Consolidating the data from our different departments into a data warehouse provides centralized repositories for data from different systems, making this solution a natural way to address our problem. The different departments can then perform Extract, Transform and Load (ETL) processes to obtain the data they require.

THANK YOU

Any Questions?

