Here are some different types of source systems:

* **Application data**

Data that comes directly from the main application, such as an eCommerce store or ride-hailing app

* **Third-party data**

Data that comes from third-party applications like CRM, CMS, ERP, and marketing systems

* **Manual data**

Data that is created manually by employees, such as Excel spreadsheets, Google Sheets, CSV files, text documents, and PDF reports

* **Data lake**

A system that gathers data from many different sources, including connected production equipment, delivery vehicles, customer feedback, sales data, forecasting algorithms and even social media feeds

* **Databases**

A traditional type of data source in BI, with many different kinds and vendors

* **APIs**

An “interface” between different systems or applications that transfers information between different places

* **Operational systems**

Separate systems containing the original data that are frequently managed and operated by different stakeholders

* **Sensors and actuators in IoT**

Sensors are the source of IoT data, and sensors and actuators in IoT can work together to enable automation at industrial scale