

# Data Engineering

## A Brief Overview

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# **Data Engineering**

## **An Introduction**

What Is Data Engineering?

What Do Data Engineers Do?

What Are Their Roles In An Organization?

Why Is Data Engineering Important?

What Do Data Engineers Build?

# What is Data Engineering?

## And Why Does it Matter?

- Data Engineering is the process of taking raw data and cleaning it, transforming it, analyzing it, and publishing it to make it meaningful and useful to people and organizations.
- Our customer base as data engineers is, well, *just about everyone...*
- Which means that the veracity, quality, availability, and accessibility of our data is absolutely critical.





# “Raw Data”

Where does it come from?

- Consumer software systems (Tiktok, Spotify, Amazon)
- Internal systems (Salesforce, CRM, Accounting, HR, etc. )
- Internal business users (Excel spreadsheets)
- IoT devices (solar panels, automobiles, cell phones)
- And everything else you can think of...



# What Do Data Engineers Do?

- They build the systems that transform raw data into meaningful and useful information.
- They do this by building:
  - Pipelines that transform data.
  - Analytics that extract meaning from data.
  - Reports that summarize data.
  - Visualizations that present data.





# Are Data Engineers in Demand?

- Data Engineer was the fastest growing tech job in 2019, growing by 50% YoY (Dice Tech Jobs Report).
- “The incentive to invest in these jobs is strong, as there is gold in the data - from more timely and effective data-driven strategy and decision-making to data productization, which opens up new growth and revenue centers”
- \$106,000 was median salary for Level 1 data engineers (Information Week) in 2019.
- Dice Tech Jobs report from 2022 average salary for data engineers is \$117,295, \$128,835 average for data architects.



# Data Engineering Roles

## An Ever-Expanding List

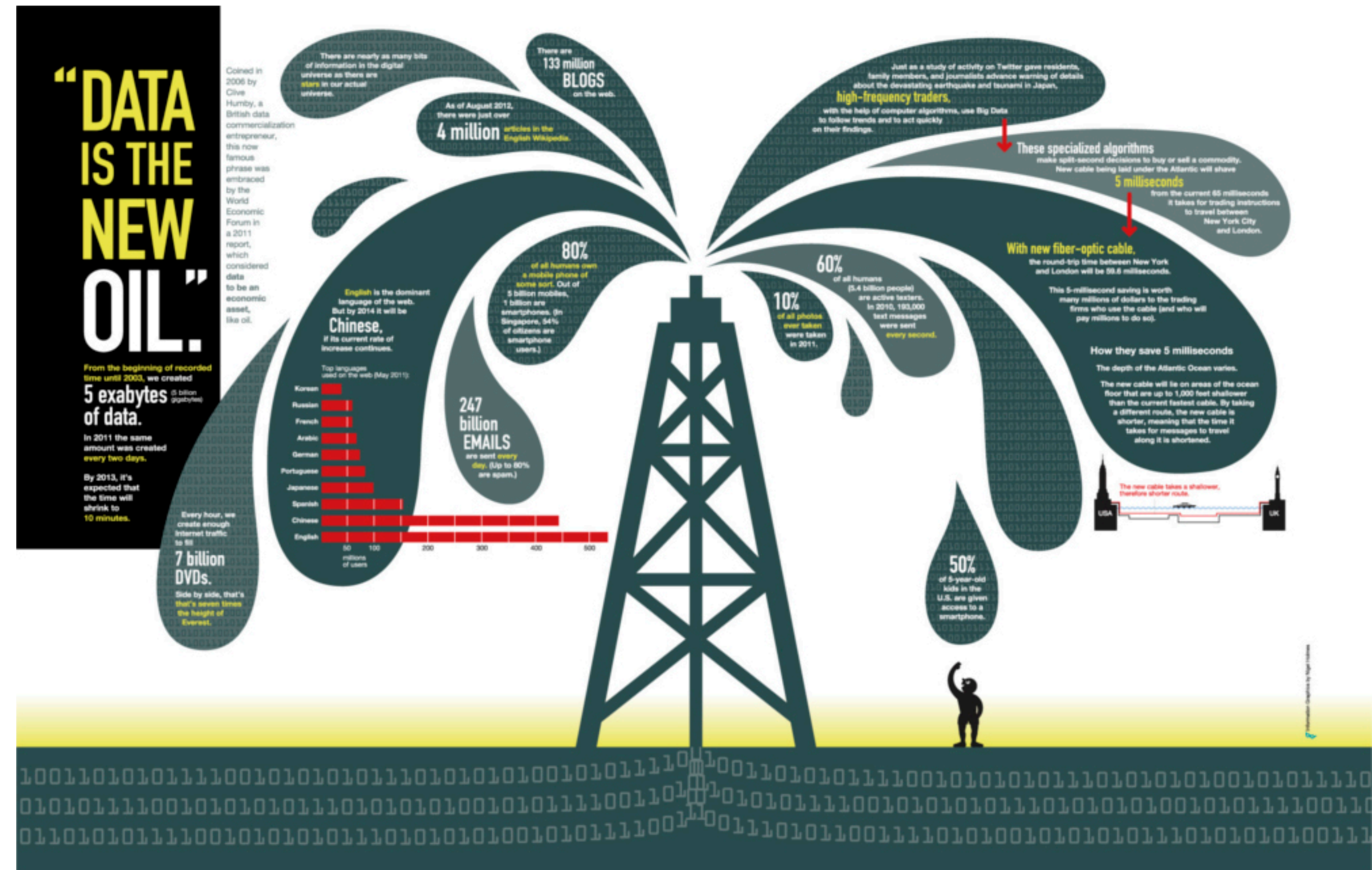
- Data Engineer as infrastructure engineer (data engineering + devOps = dataOps)
- Data Engineer as software engineer (“data intensive” systems)
- Data Engineer as data scientist
- Data Engineer as analytics engineer
- Data Engineer as knowledge engineer



# “Data is the New Oil”

## Hype and Reality

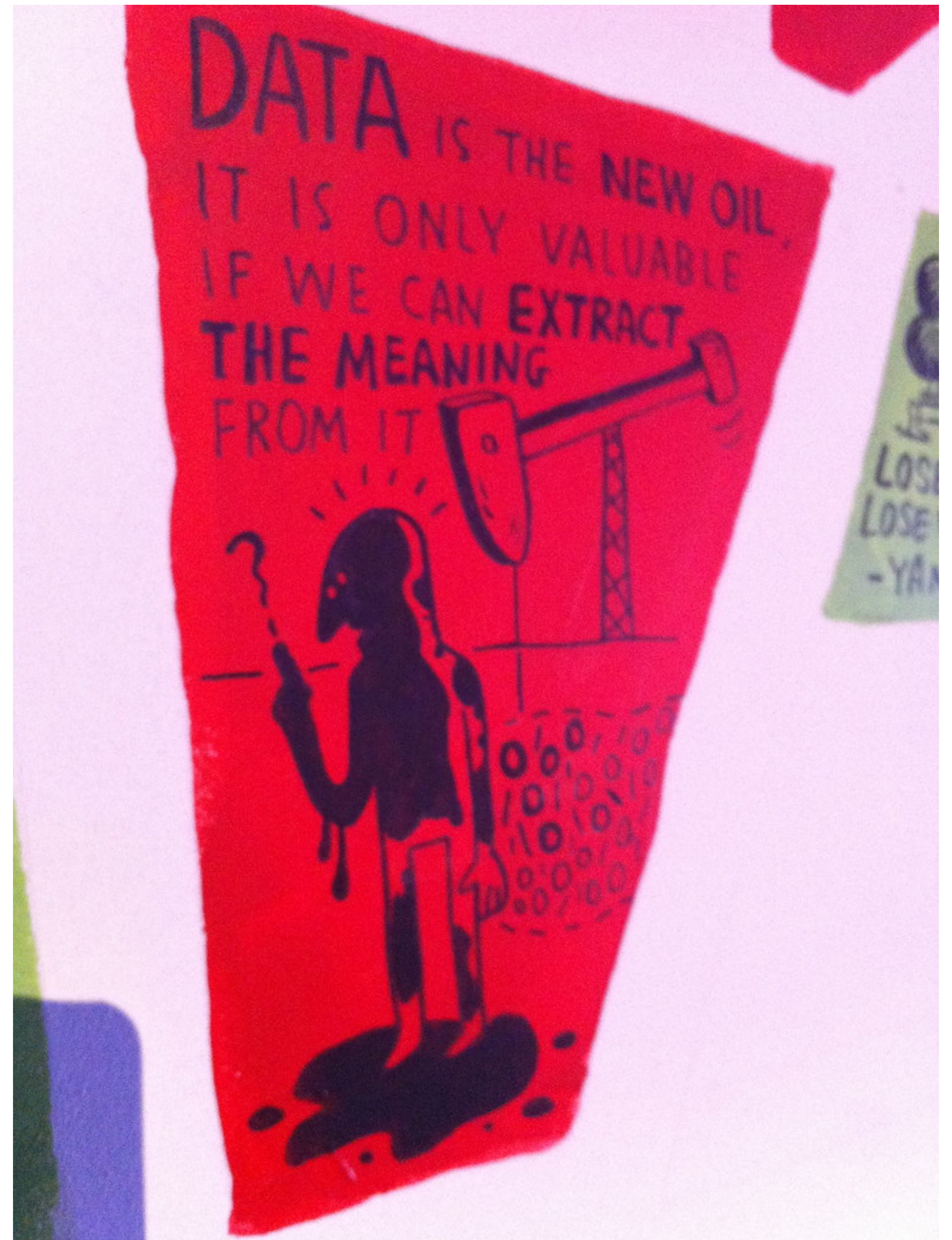
- “Big Data” - Web 2.0
- By 2025, the amount of data generated each day will reach 463 exabytes globally.
- “The value of data has become so widely recognized, it won’t be long before it’s listed as an asset on a company’s financials”
- What do we do with all that raw data?





# How is Data Like Oil?

*It has to be refined to be useful*



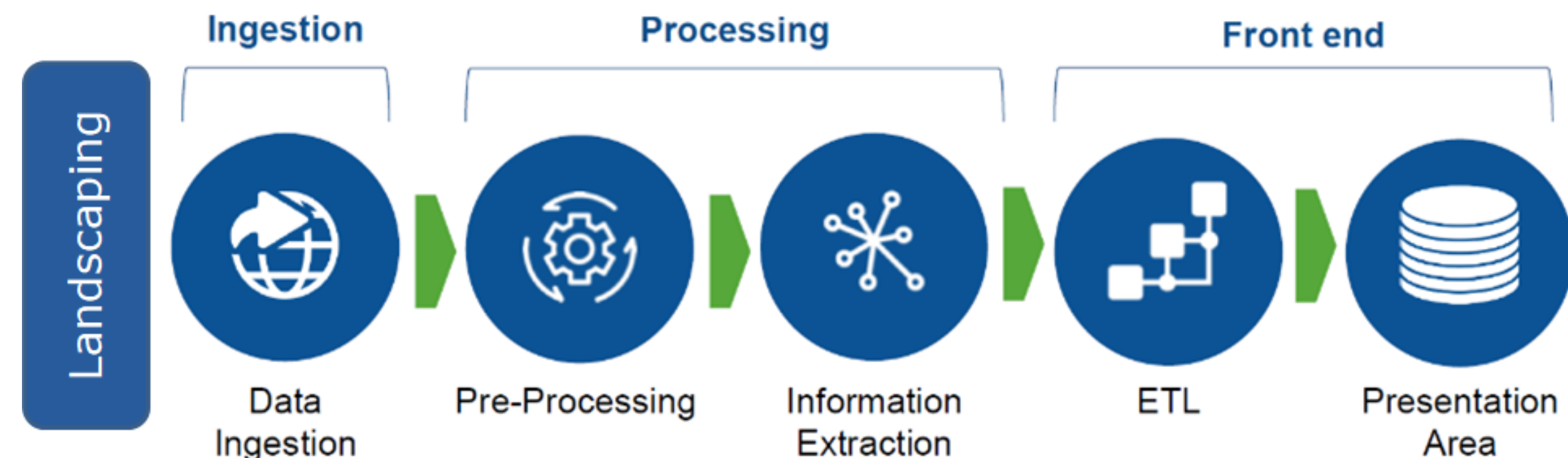


# Data Pipelines

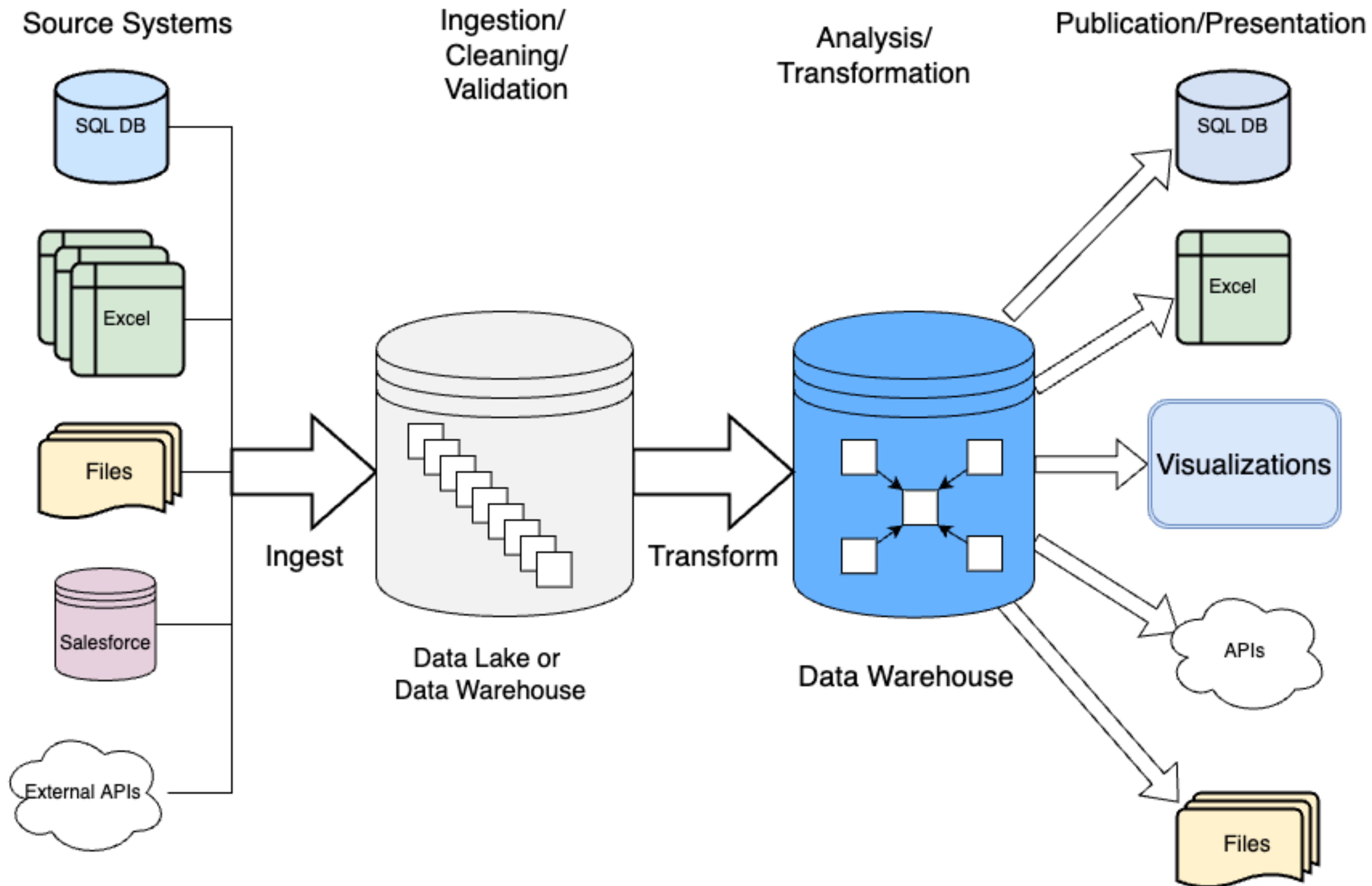
## Transform Data into Information

- Pipelines are sequences of tasks that combine raw source data and transform it into useful information
- Pipelines have the following stages:
  - Ingestion
  - Cleaning and Validation
  - Analysis and Transformation
  - Publication/Presentation

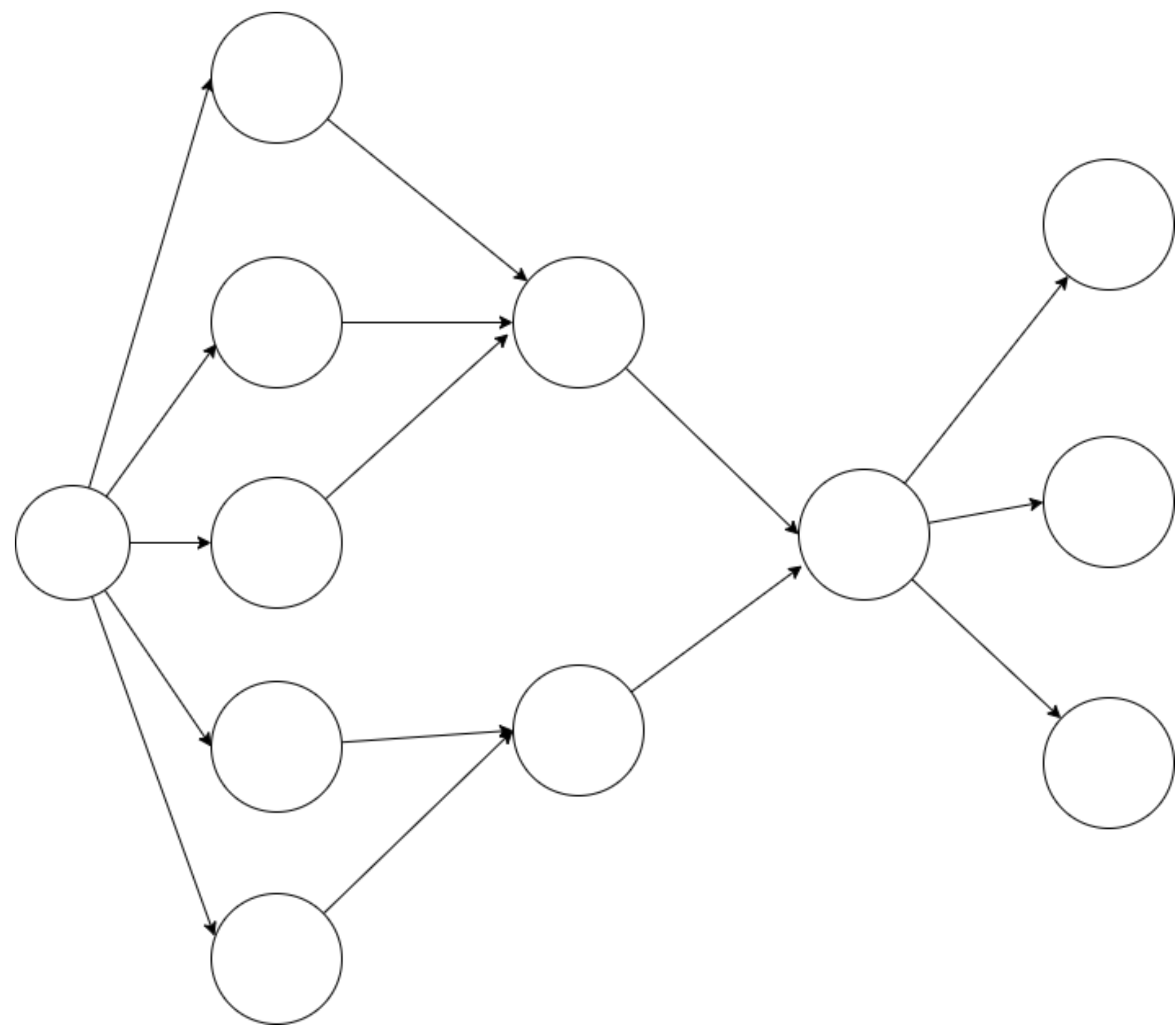
### Data pipeline







Directed Acyclic Graph

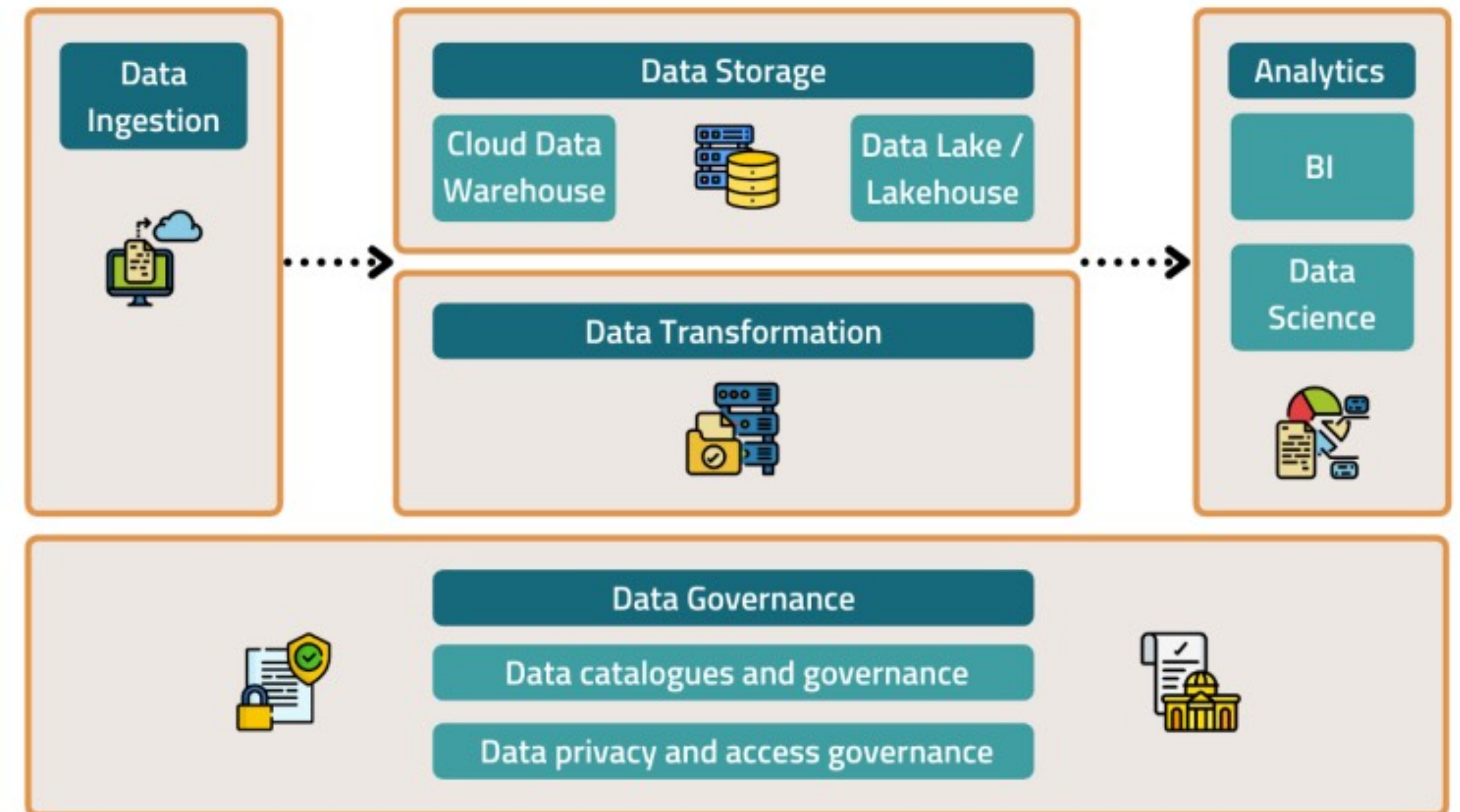




# The Modern Data Stack

## This Year's Model

- The MDS is a collection of platforms, tools and technologies for delivering, managing, and analyzing data.
- We will use some of those tools in this course, like DBT and Superset.



# Data Engineering

## An Introduction

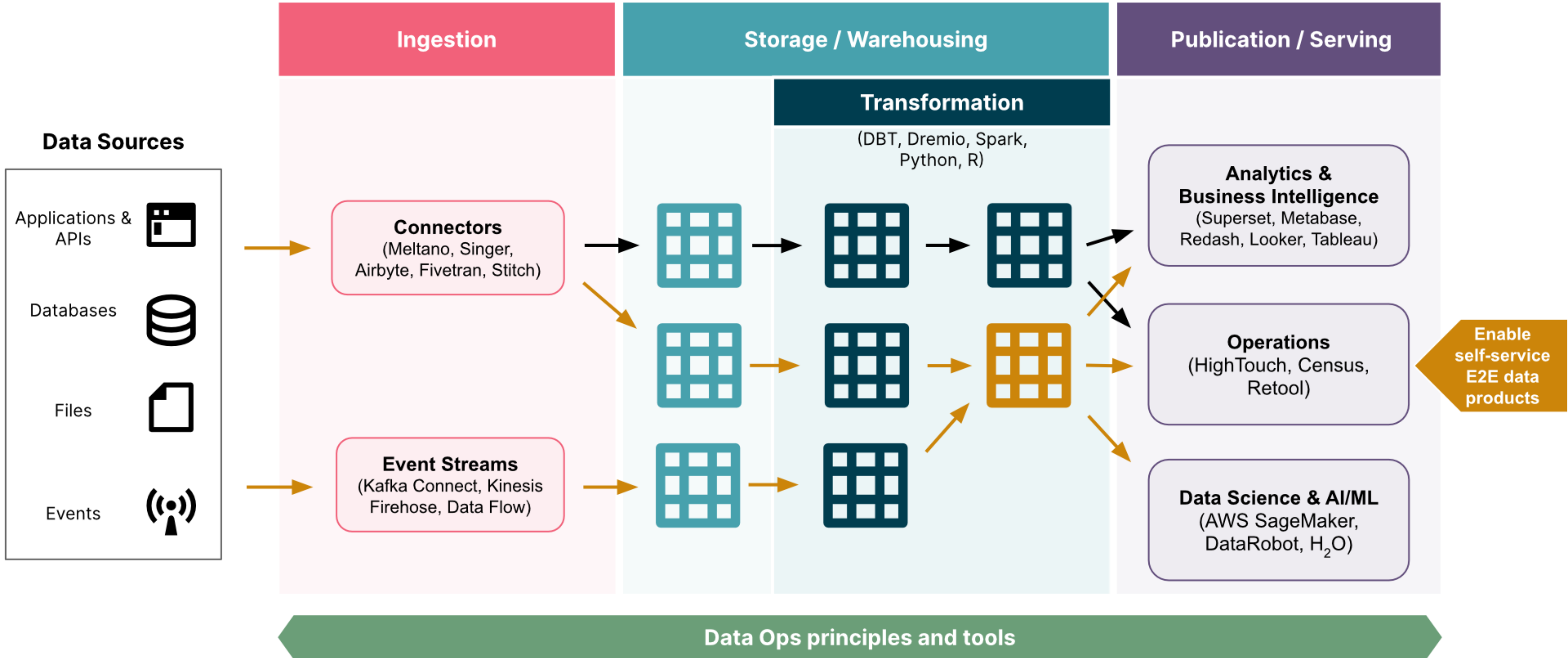
- We discussed:
  - What Data Engineering is.
  - What Data Engineers do.
  - What roles Data Engineers have in an organization.
  - How much demand there is for Data Engineers.



# Data Engineering

## An Introduction

- We discussed the analogy of “Data is the new Oil”
  - Like oil, data has to be refined to be useful.
  - We build “pipelines” to refine our data
  - These pipelines have several distinct stages:
    - Ingestion from source systems
    - Cleaning and validation
    - Analysis and transformation
    - Publication and presentation
- We build our pipelines using platforms, tools, and technologies of the Modern Data Stack





## Technologies in Data Engineer Job Listings 2020

