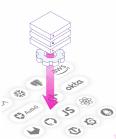


DATA INGESTION

Where does raw data come from? Structured data:





1

2

CLEANED SET: DATA PROCESSING

ENGINE COG: DATA ANALYSIS

Clean data is ready to be output through a semantic layer to open up a highway of a scess to data and create a unified message for data sets. The complexity of the raw data is streamlined into familiar business terms for users to easily query and interpret. Plus, the semantic layer can operate across data warehouses and datasets to produce cohesive uniform inelaints.







BUILDING BLOCK DATA CONSUMPTION

After it's collected, artificial intelligence makes sure raw data is cleaned for errors, fittered, and prepared for a format that is machine-readable. Eliminating duplication and bias to produce clean processed data improves the accuracy of the eventual data insights.

REVENUE GENERATOR:

DATA INSIGHTS



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GoodData is on a mission to break data silos by ensuring a real-time, open, governer and scalable platform. Our leading composable data and analytics platform gives our customers the flexibility to build and scale any of their data use cases; from self-service and embeddable analytics, to machine learning and IoT—while maintaining the performance, cost-efficiency, and easy change management of such a central and integrated solution.