

Follow the data journey: Turning numbers into profit

With a solid data supply chain in place, data becomes more than a number — it's a valuable business asset throughout an organization.

The sheer volume of data capture is growing at a rapid rate. Yet, most companies are only leveraging a fraction of that data to provide value for their companies. To unlock the full potential of data, it's time to look at data as something that flows through a supply chain and emerges as a value-add, rather than as standalone numbers that need to be queried. With the right technology, data can—and should—flow naturally throughout a company. From the moment data is captured, it starts on a path to ultimately become a resource for insights-based decision making.

Follow the data journey to understand the data value chain:
from capture to informed insight.

1 LONE NUMBER: DATA INGESTION

The data journey begins when structured or unstructured data is captured from a variety of sources, like connected apps or social networks, and stored in a central repository. Although the data lacks any context at this stage, capturing as much raw data as possible will provide an entryway to insights and data-driven decisions.

Where does raw data come from?

Structured data:

- Invoices or receipts
- CRM databases
- Form submissions
- Product numbers
- Transaction information

Unstructured data:

- Emails
- Audio or video files

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ENGINE COG: DATA ANALYSIS

Clean data is ready to be output through a semantic layer to open up a highway of access 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 insights.

CLEANED SET: DATA PROCESSING

After it's collected, artificial intelligence makes sure raw data is cleaned for errors, filtered, 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.

Processed cloud data can be stored in a variety of data warehouses, such as:

- Snowflake
- Vertica
- Amazon Redshift
- Google Big Query

BUILDING BLOCK: DATA CONSUMPTION

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REVENUE GENERATOR: DATA INSIGHTS

With a full data value chain, data can move into the flow of a business. Instead of needing data to describe how to benefit the business ("How can we increase sales?"), data analytics can help deliver solutions directly to employees or customers.

Want to learn more about GoodData?

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About GoodData

GoodData is on a mission to break data silos by ensuring a real-time, open, governed, 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.