



ETL also makes it possible to migrate data between a variety of sources, destinations, and analysis tools. As a result, the ETL process plays a critical role in producing business intelligence and executing broader data management strategies.

### **STEP 1: EXTRACTION**

Few businesses rely on a single data type or system. Most manage data from a variety of sources and use a number of data analysis tools to produce business intelligence. To make a complex data strategy like this work, the data must be able to travel freely between system and apps.

Before data can be moved to a new destination, it must first be extracted from its sources.

### **STEP 2: TRANSFORM**

During this phase of the ETL process, rules and regulations can be applied that ensure data quality and accessibility. You can also apply rules to help your company meet reporting requirements. The process of data transformation is comprised of several subprocess.

- CLEANSING-inconsistencies and missing values in the data are resolved.
- STANDARDIZATION – formatting rule are applied to the data set.
- DEDUPLICATION – redundant data is excluded or discarded.
- VERIFICATION – unusable data is removed and anomalies are flagged
- SORTING – data is organized according to type
- OTHER TASKS- any additional/optional rules can be applies to improve data quality.

Transformation is generally considered to be the most important part of the ETL process.

### **STEP 3: LOADING**

The final step in the ETL process is to load the newly transformed data into a new destination.

