Introduction to Data and Data Analysis:

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- Data Engineers: Build and design the data.
- Data Architect: Design data systems
- Data Analyst: Model the data, more access, automates the flow of data
- Data scientist: Process skill of analyst, engineer, and architect

- Data Literate: Ability to read, speak, listen and understand the data
- Data Fluent: The ability to create, something beyond just being able to understand read and use it.

Data Governance*:* A framework that incorporates strategies to create solid state of data, enable accountability and provide transparency to data in the organization.

1. Access information
2. Source of truth
3. Master data management

Quality of Data: Data can be trusted to produce accurate insights.
Hallmark of quality data:

1. Completeness
2. Consistency
3. Validity
4. Accurate

Introduction to Business Intelligence

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- Data and business intelligence (BI) give you the information and ability to make intelligent decisions.
- KPI- Key Performance Indicators
- Store the data which is important to the business.
- Businesses need to define the metrics that help track the overall data for the organization.

- **Data Analysis:** Analyzing and capturing the original data to compare over time.
- **Business Intelligence:** Understanding where we stand on any given day.
- **Business Analytics:** Seeing and predicting future outcomes.

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