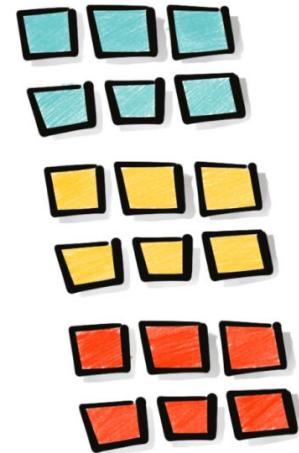




VARIETY

STRUCTURED



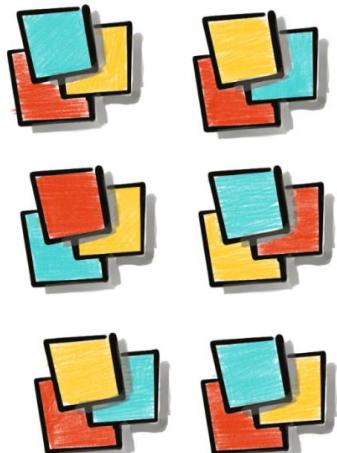
EXCEL



DATABASE



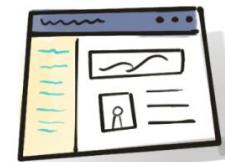
SEMI-STRUCTURED



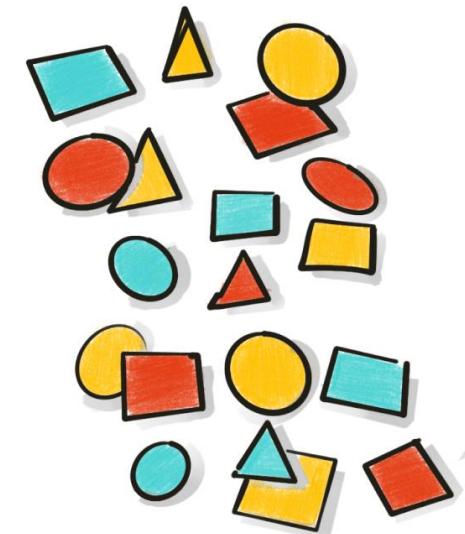
LOGs



WEBSITE



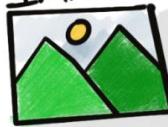
UNSTRUCTURED



VIDEO



IMAGE

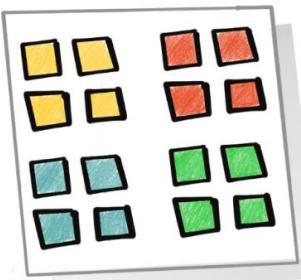




VELOCITY



BATCH

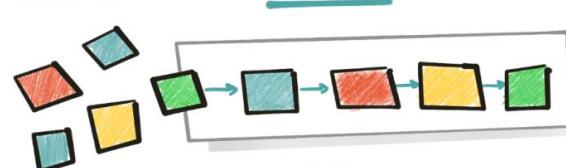


once a day

Hours → Mins



STREAM



24

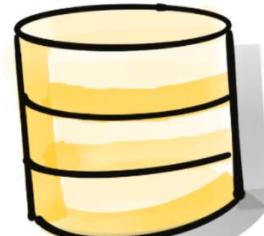
SEC → MSEC



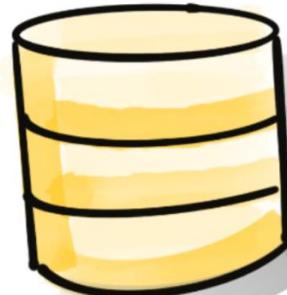
VOLUME



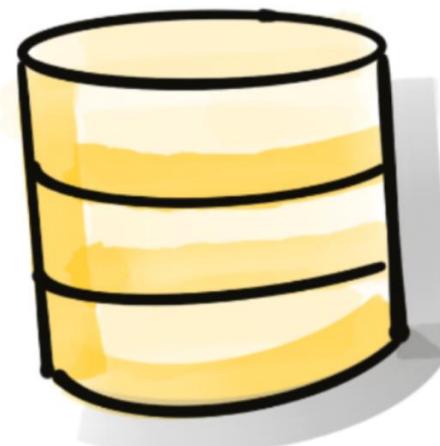
MB



GB



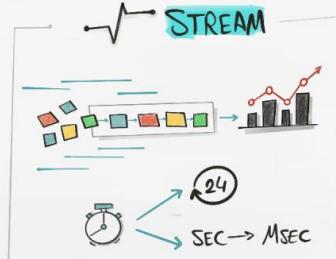
TB



PB

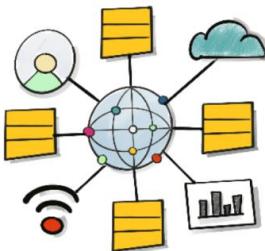


VELOCITY



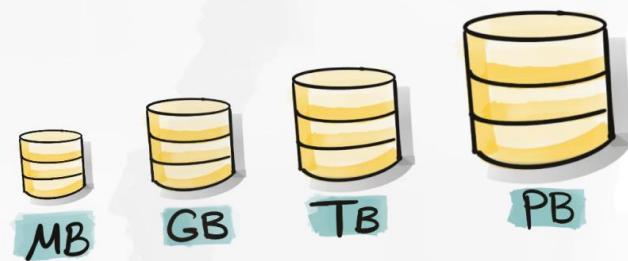
once a day
Hours → Mins

SEC → MSEC



BIG DATA

VOLUME



MB

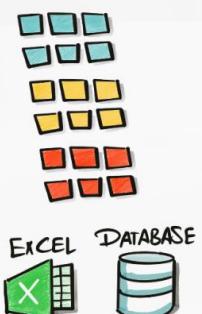
GB

TB

PB

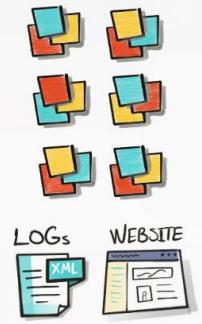
VARIETY

STRUCTURED



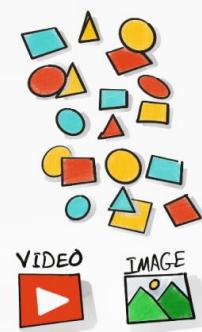
EXCEL DATABASE

SEMI-STRUCTURED



LOGS WEBSITE

UNSTRUCTURED



VIDEO IMAGE



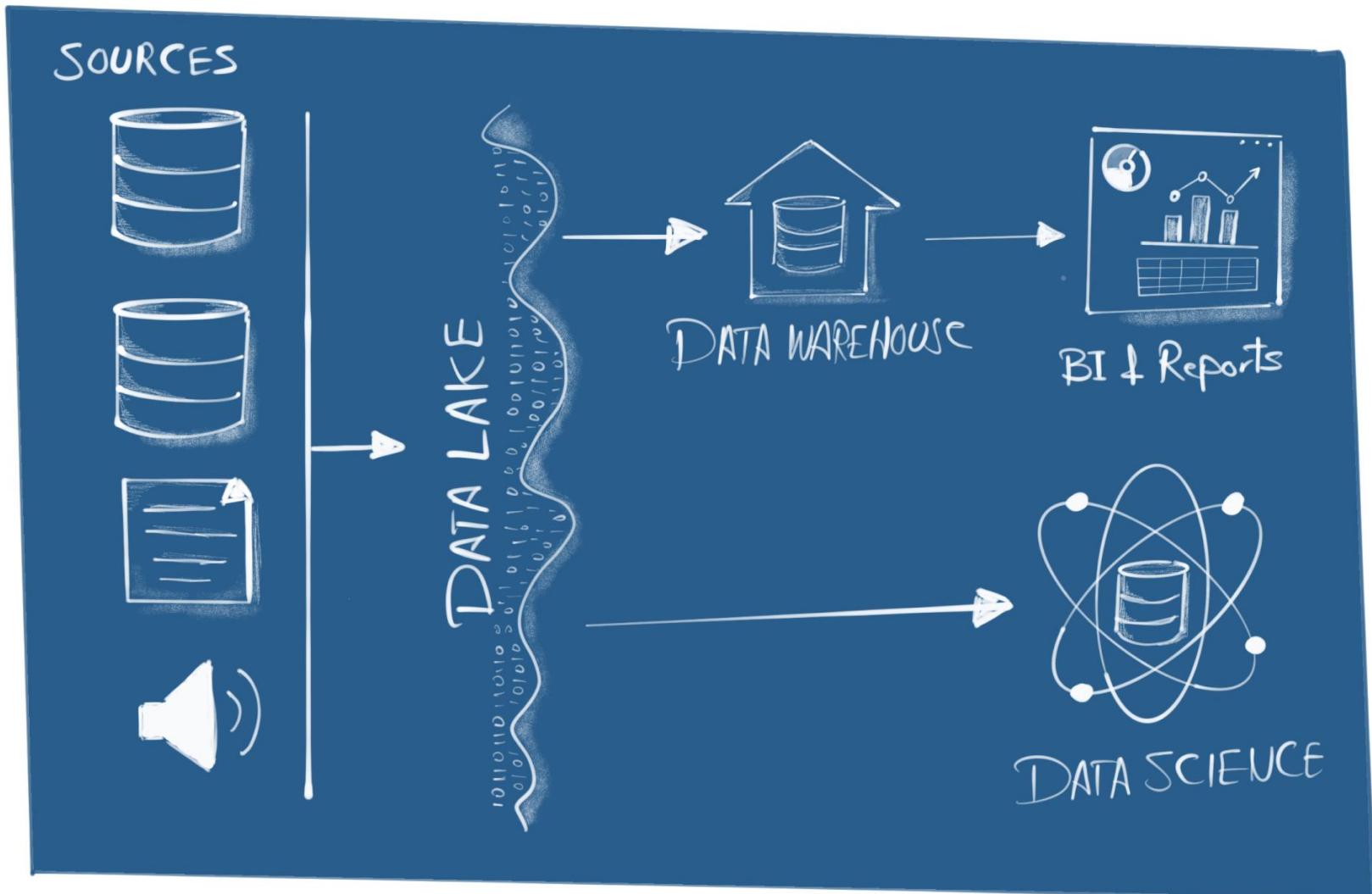
+ a b | e a u

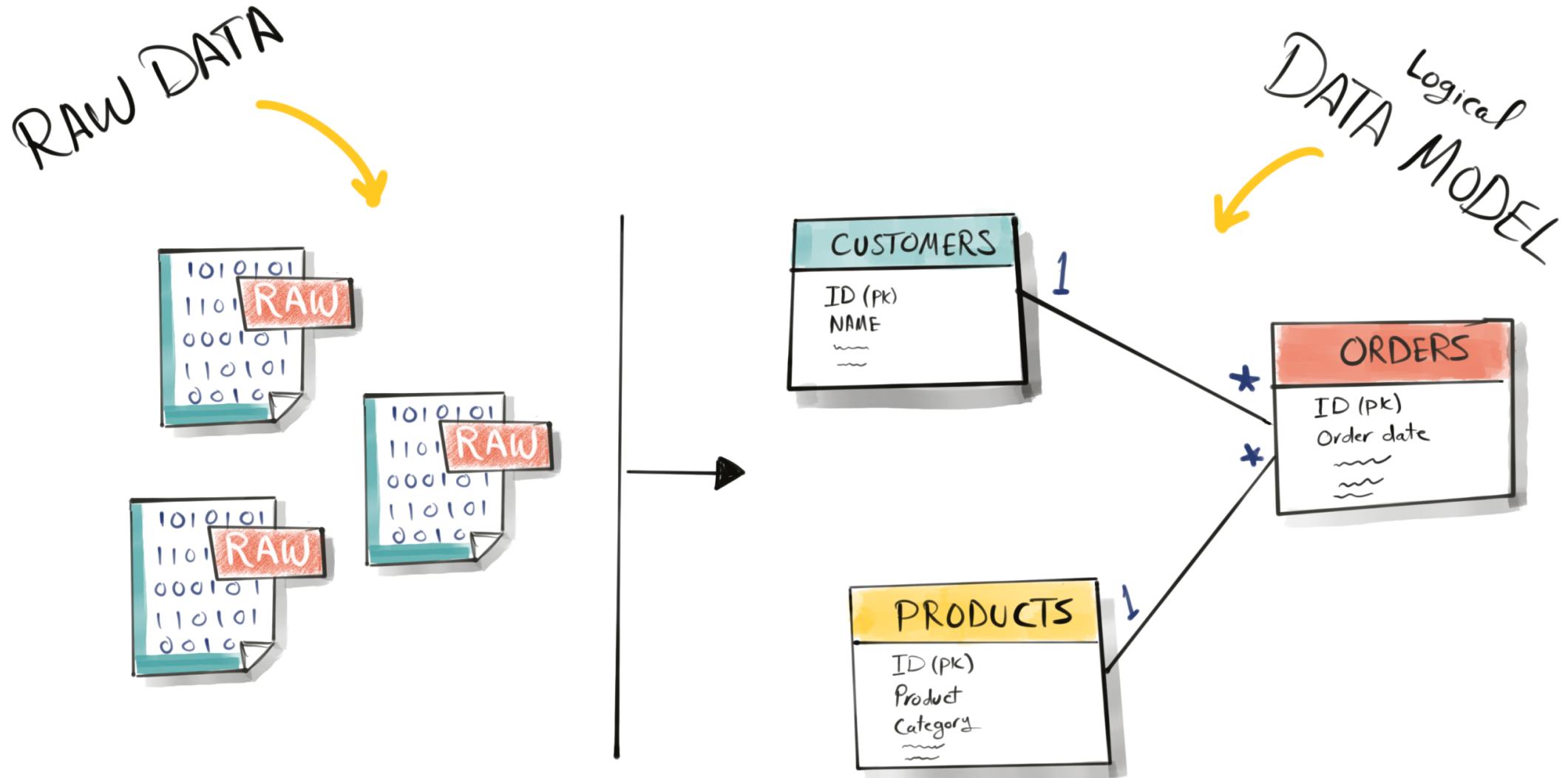
DATA ARCHITECTURE

DATA WITH BARAA



Blueprint



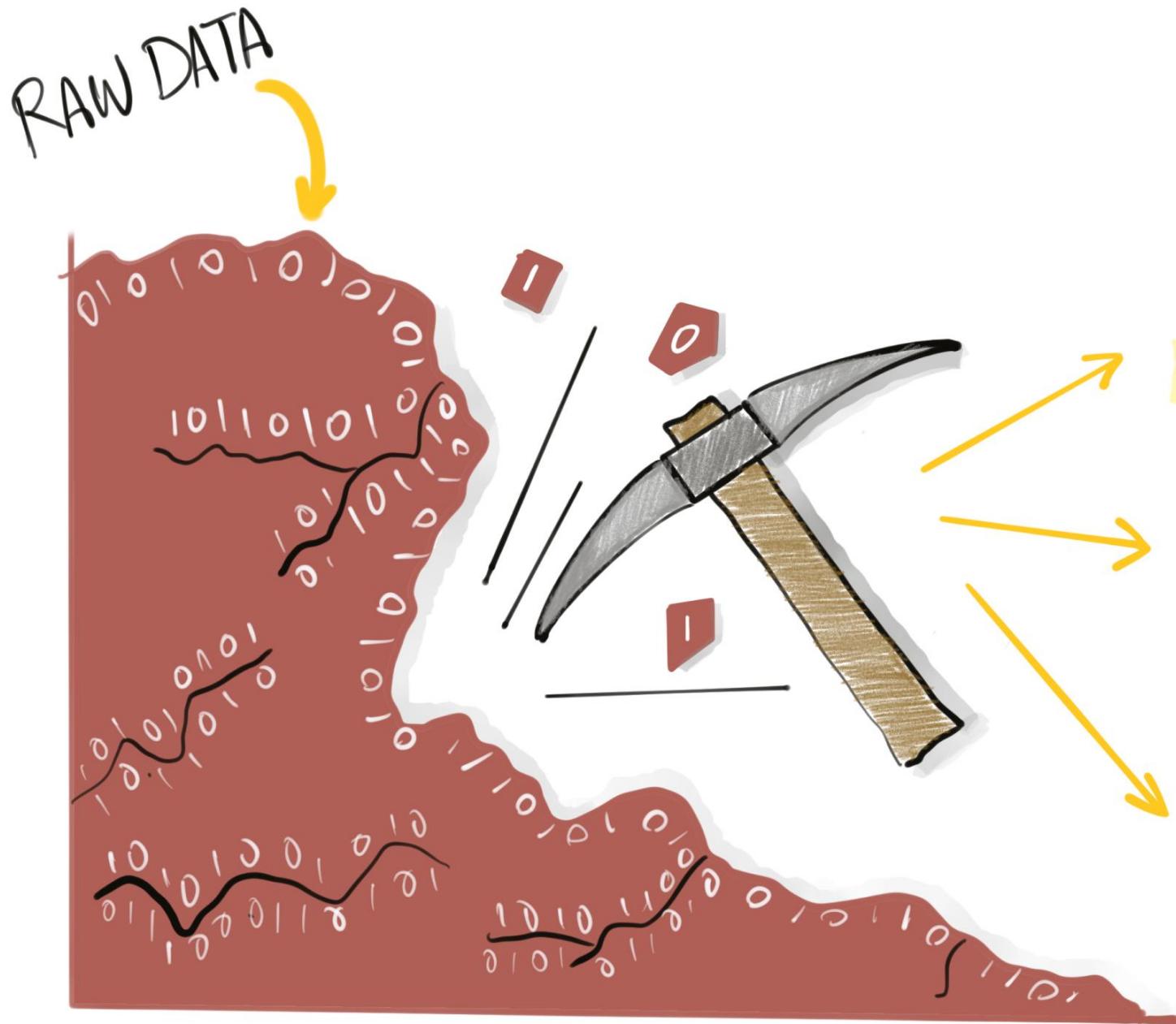




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DATA MINING

DATA WITH BARAA





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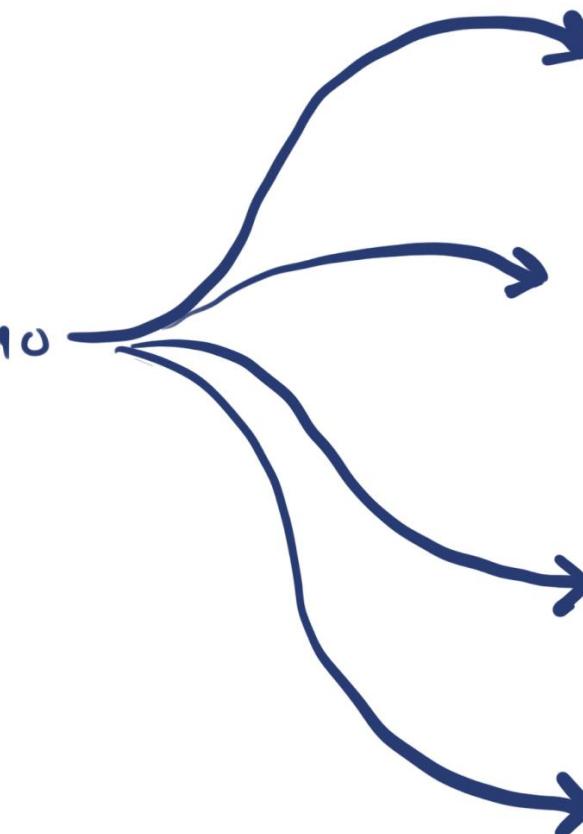
DATA VISUALIZATION

DATA WITH BARAA

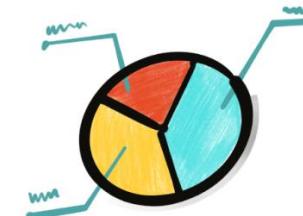


RAW DATA

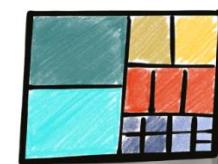
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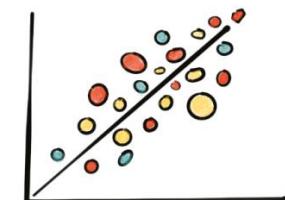
BARS



PIE



TREE



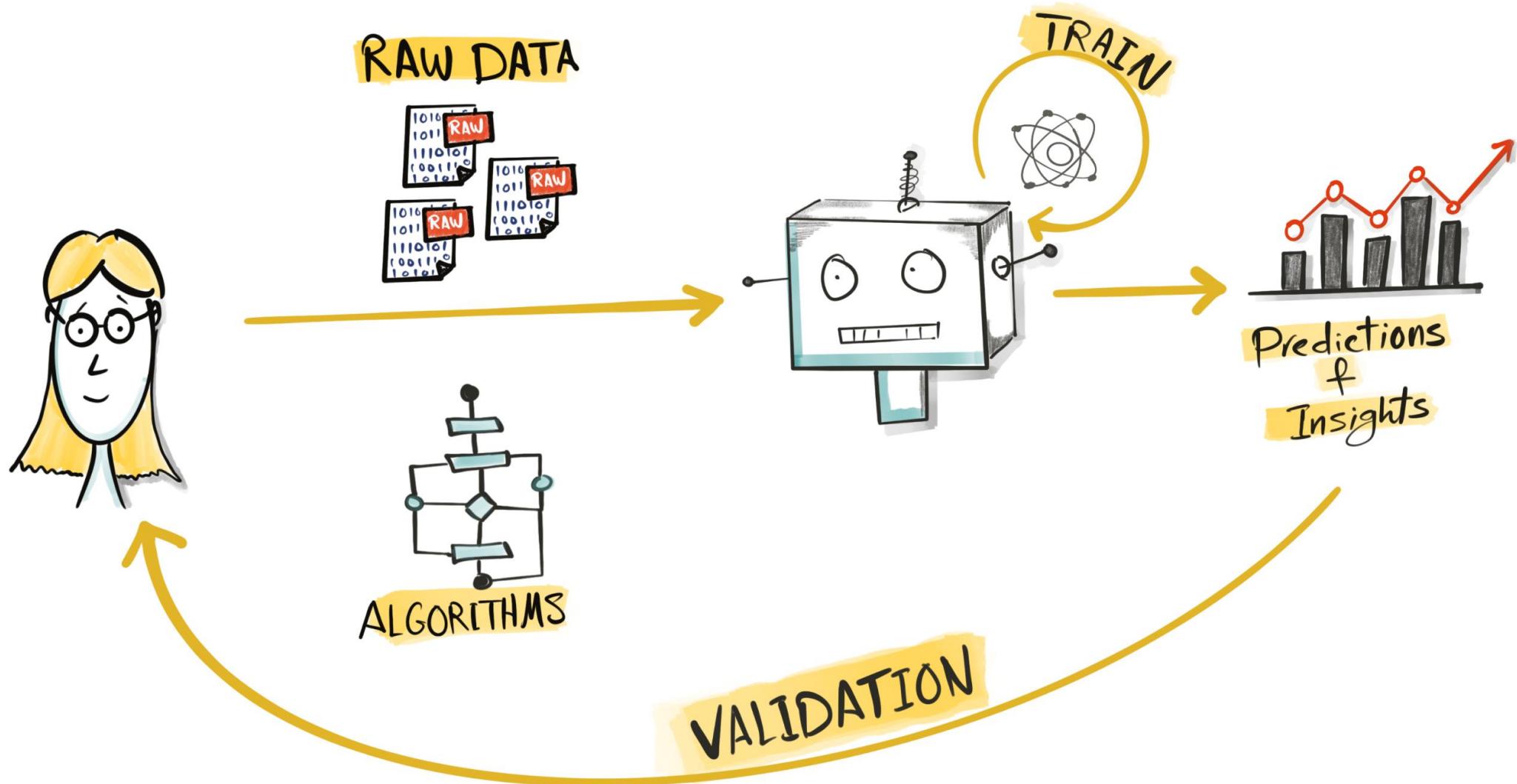
PLOTS



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MACHINE LEARNING

DATA WITH BARAA





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DATA ENGINEERING

DATA WITH BARAA



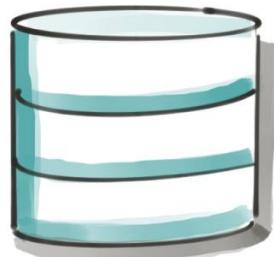
DATA STORAGE



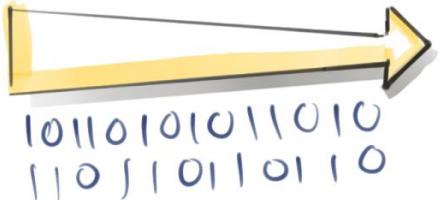
DATA PIPELINE



SOURCE

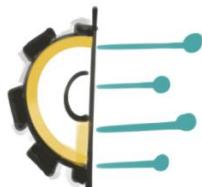


EXTRACT

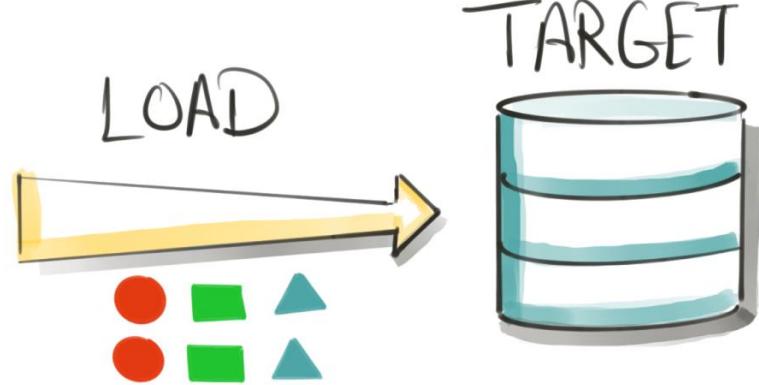


ETL

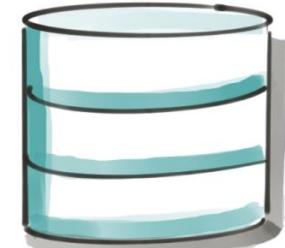
TRANSFORM



LOAD



TARGET

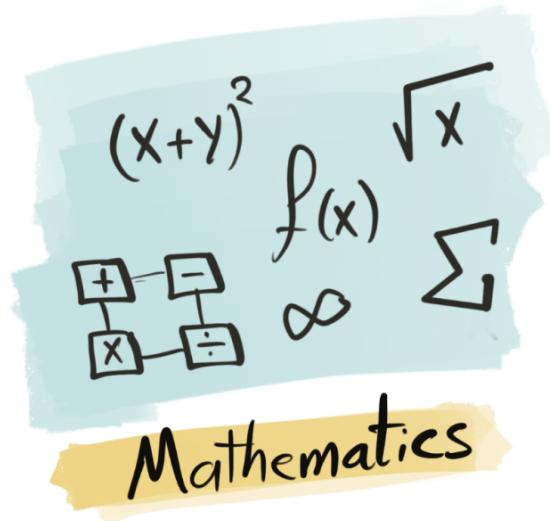




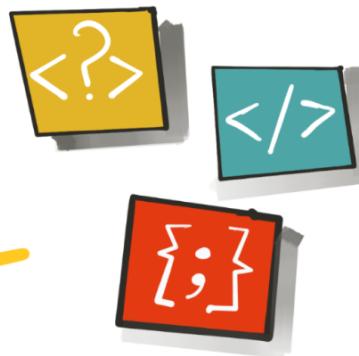
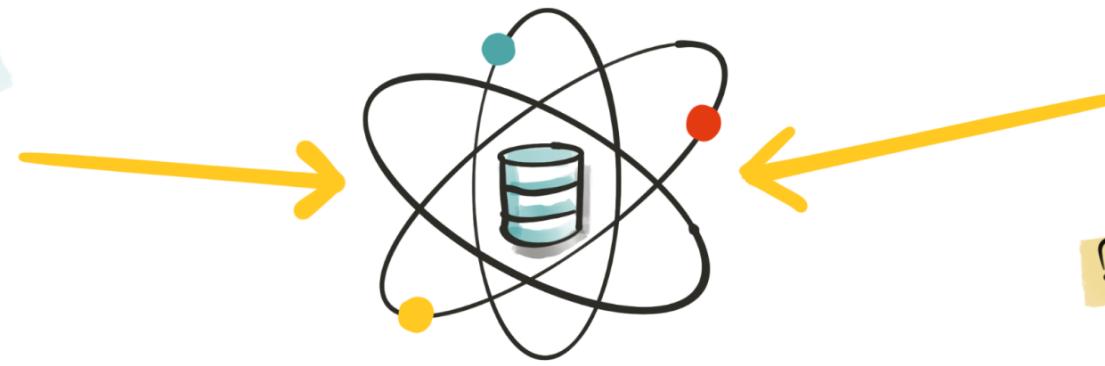
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DATA SCIENCE

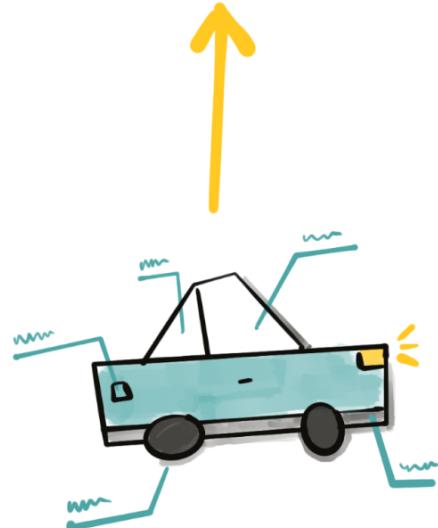
DATA WITH BARAA



Knowledge



Programming Languages



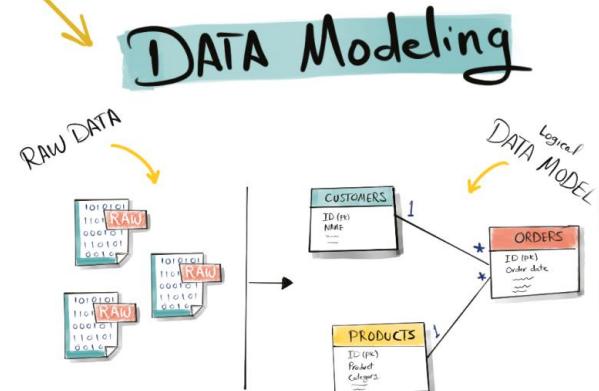
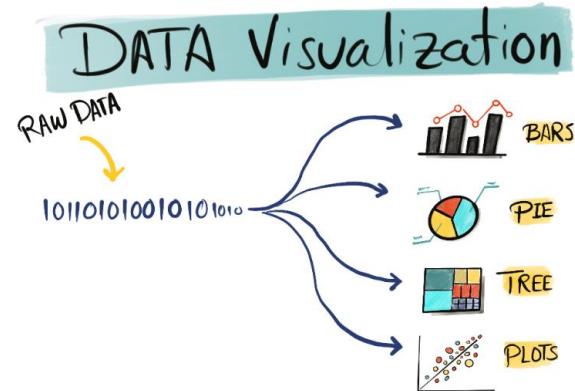
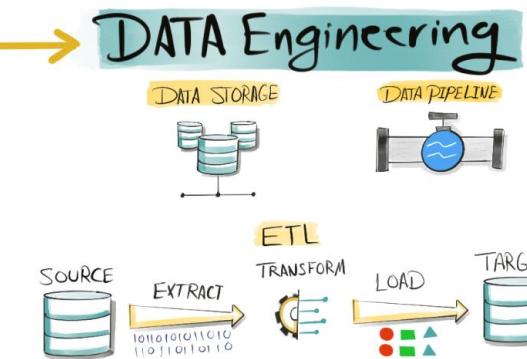
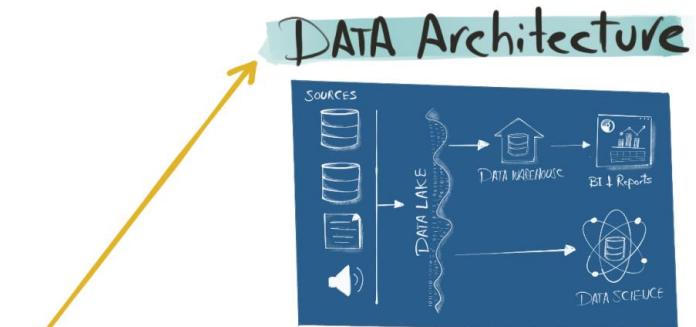
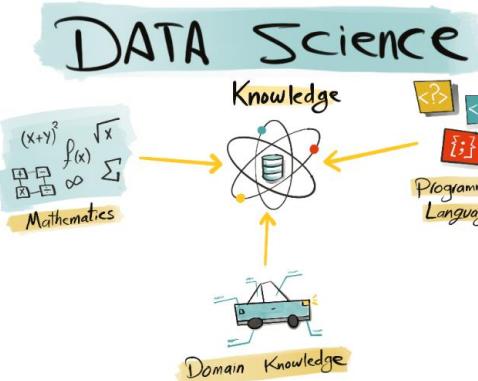
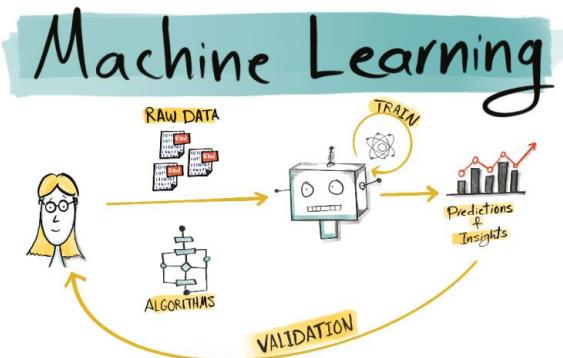
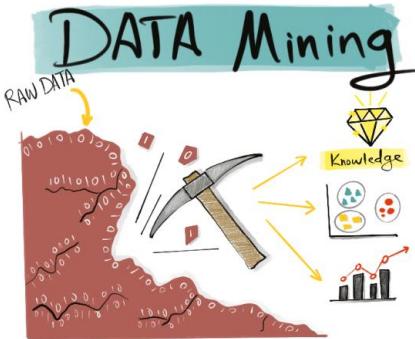
Domain Knowledge

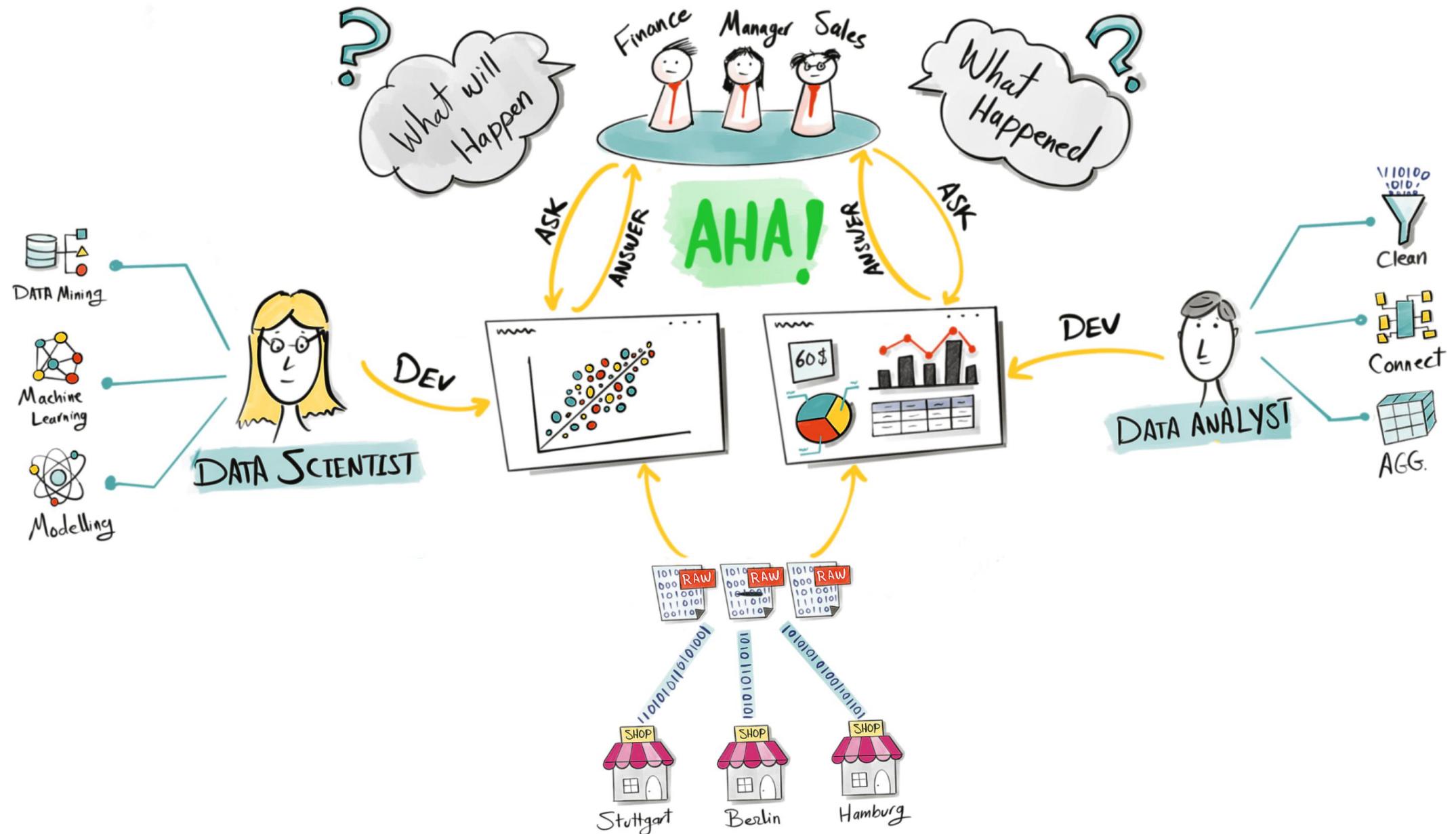


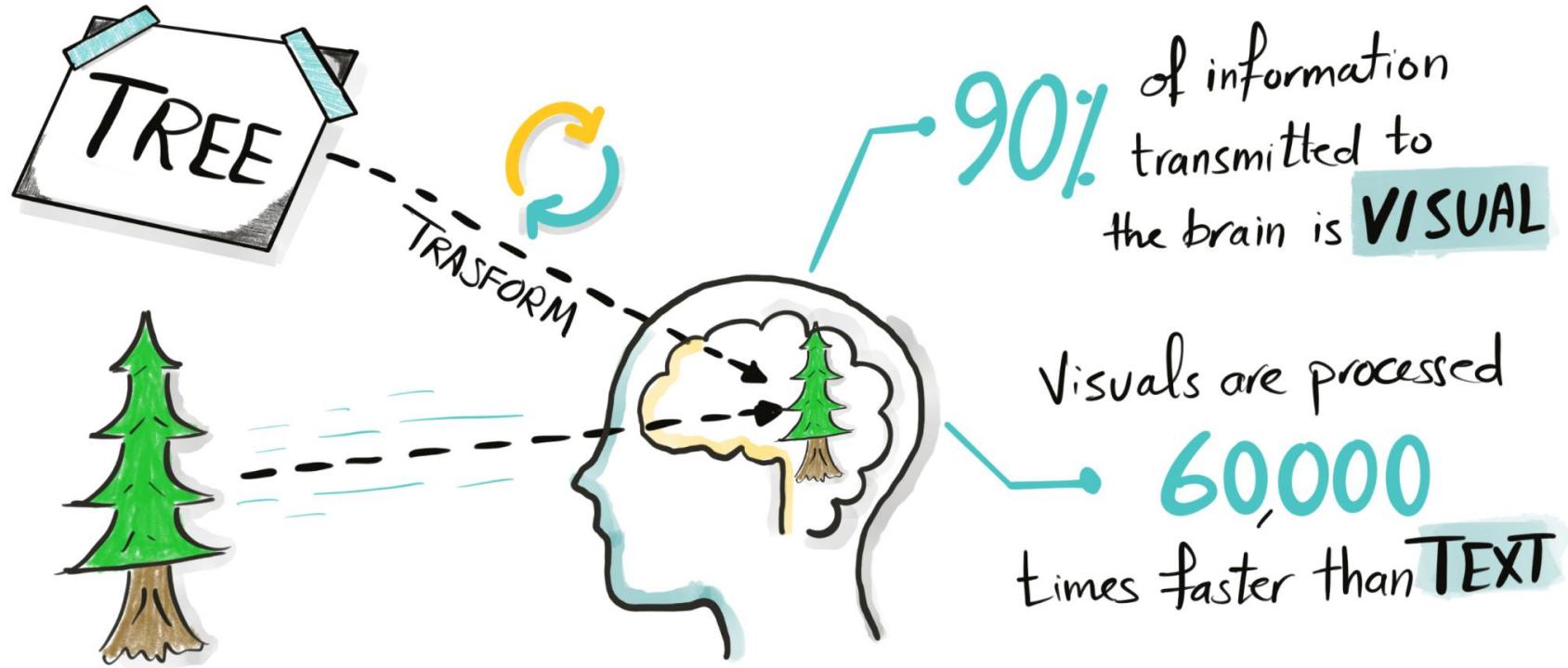
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DATA BUZZWORDS

DATA WITH BARAA









Increase Engagement

Discover Unknown Facts

Faster & Smarter Decisions

Telling a Story

Seeing Big Picture

Tracking Trends

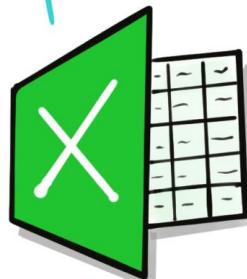




~1 Billion users

People ❤️ EXCEL

Planning Tool
DATA Entry
DATA Analysis
DATA Visualization

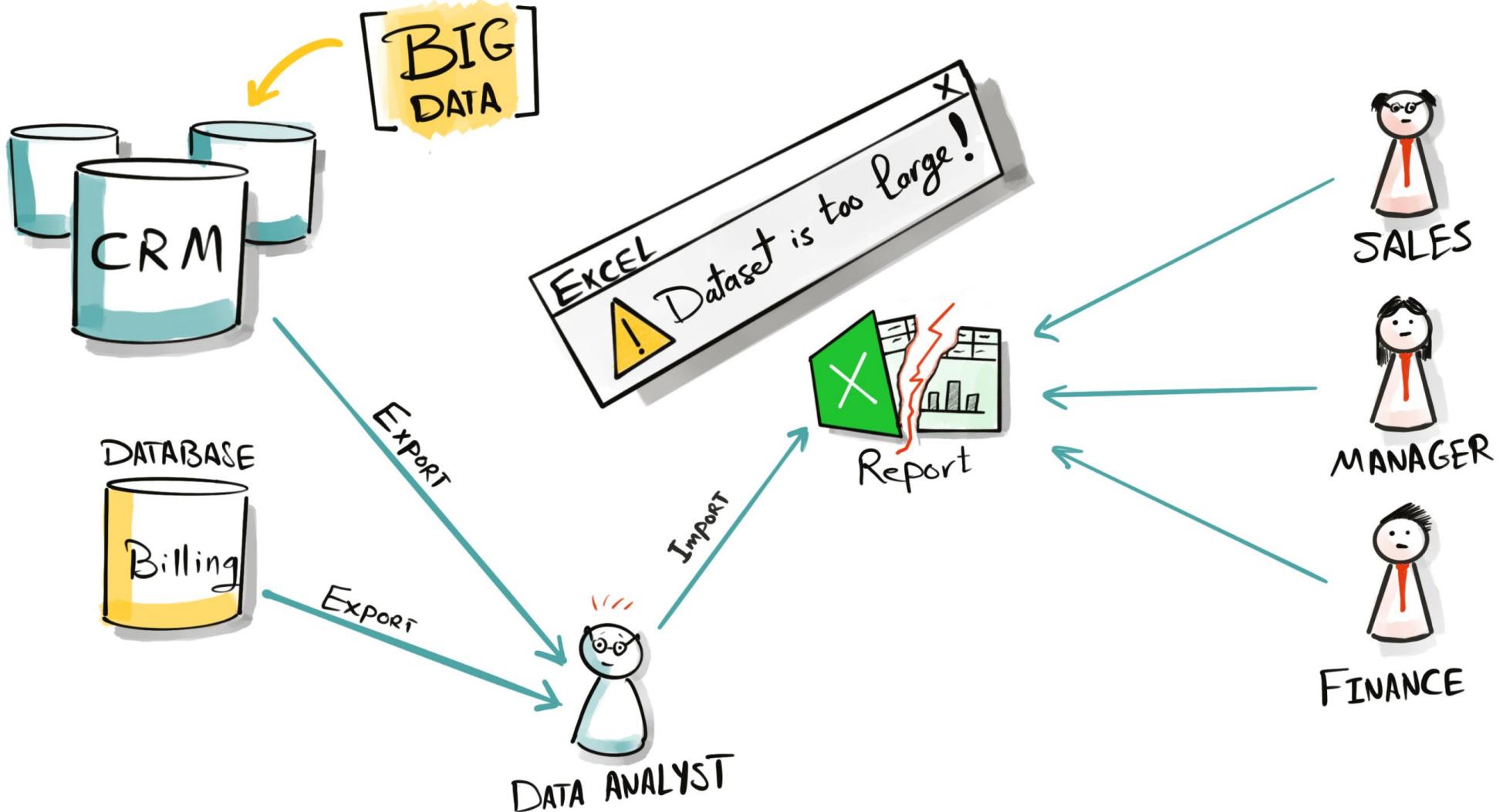


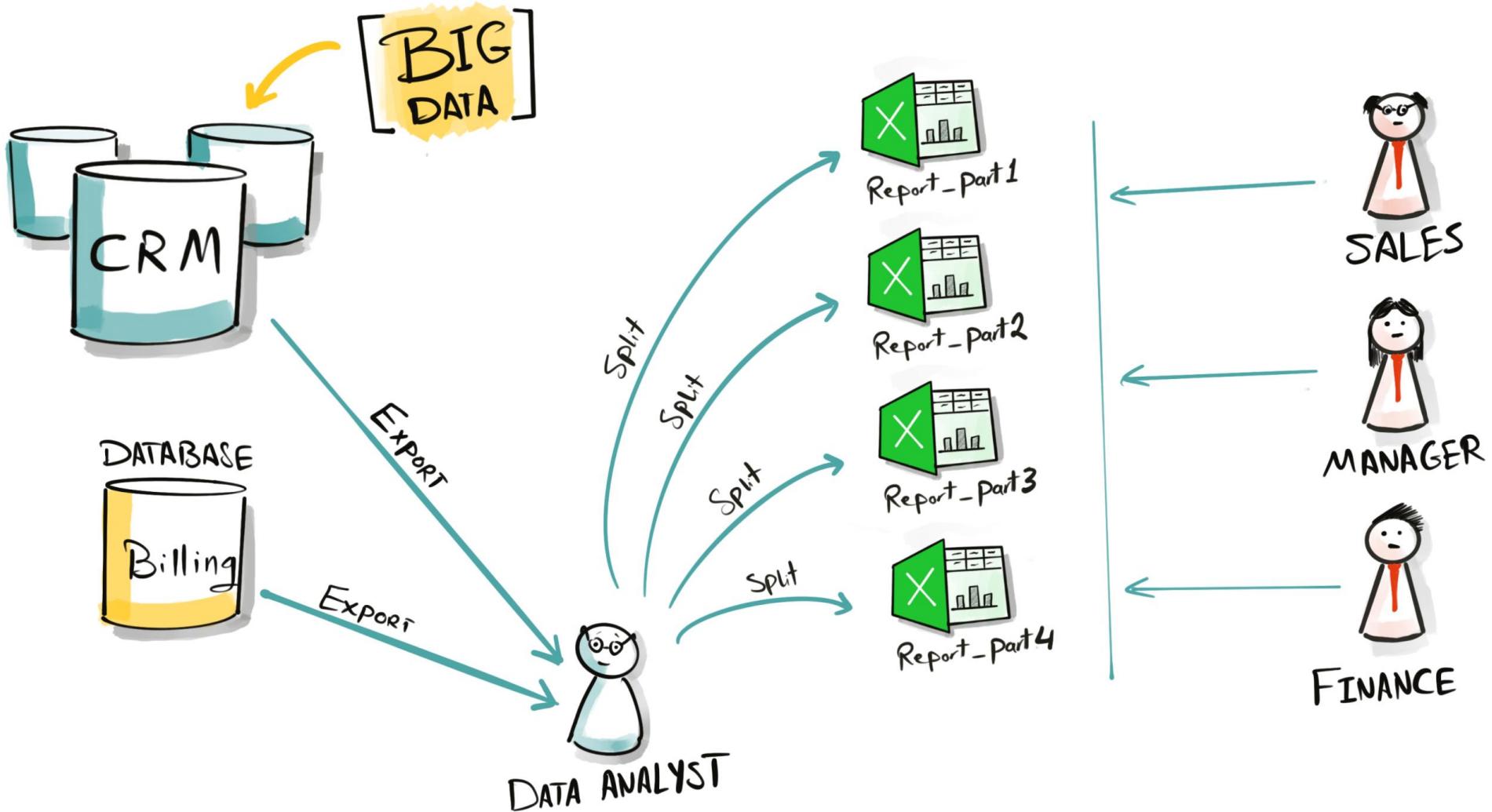
DATA
VIZ

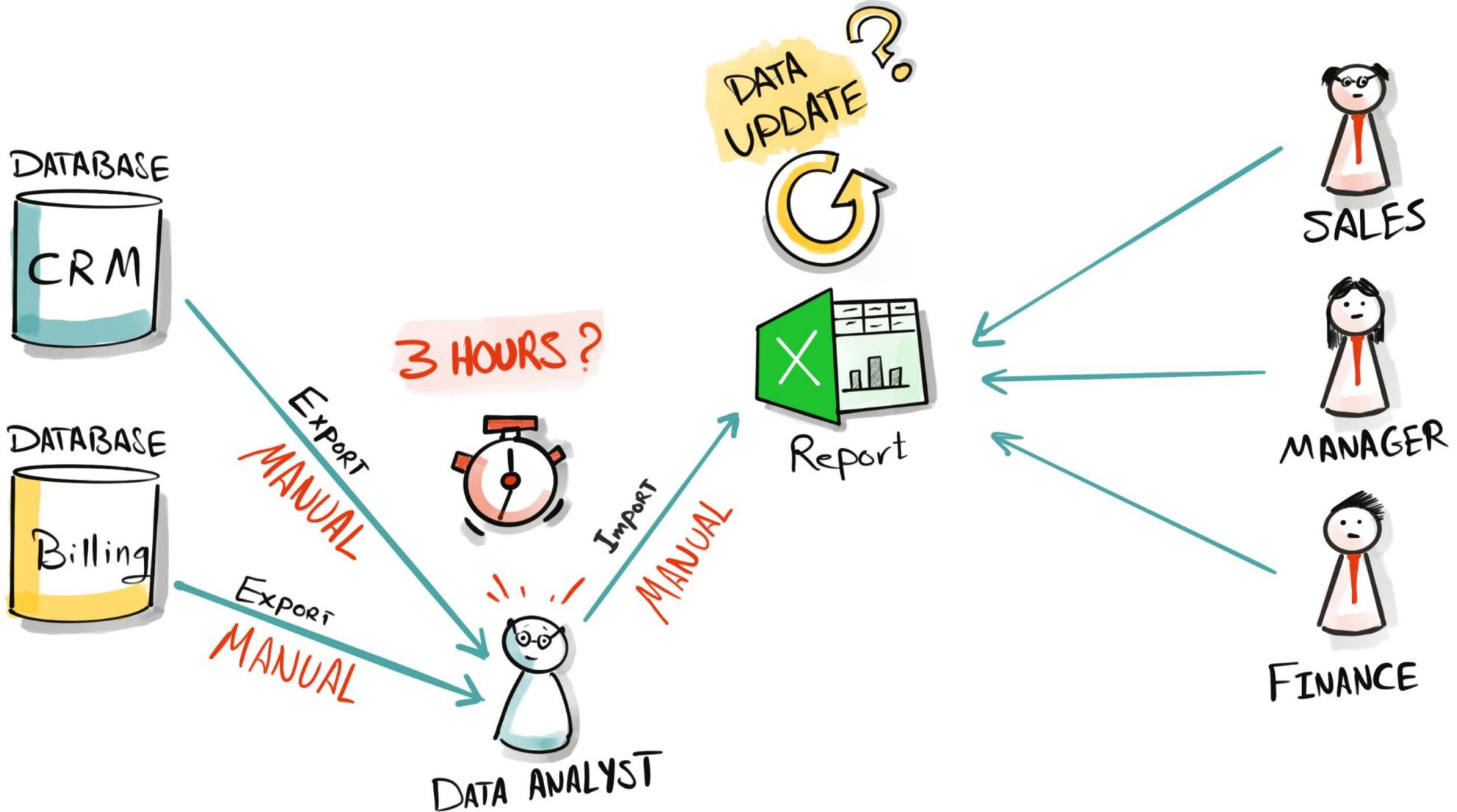
tableau

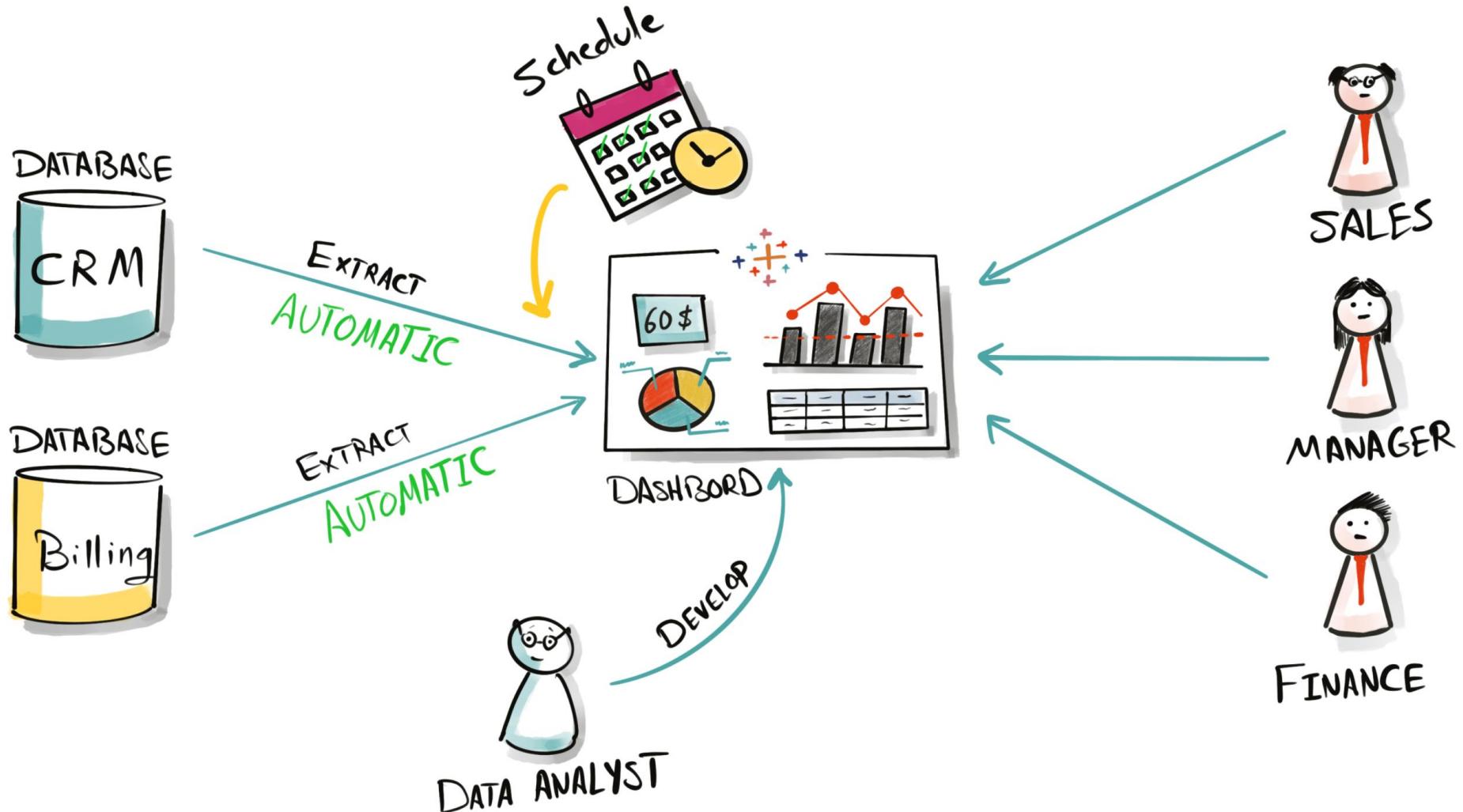
Power BI

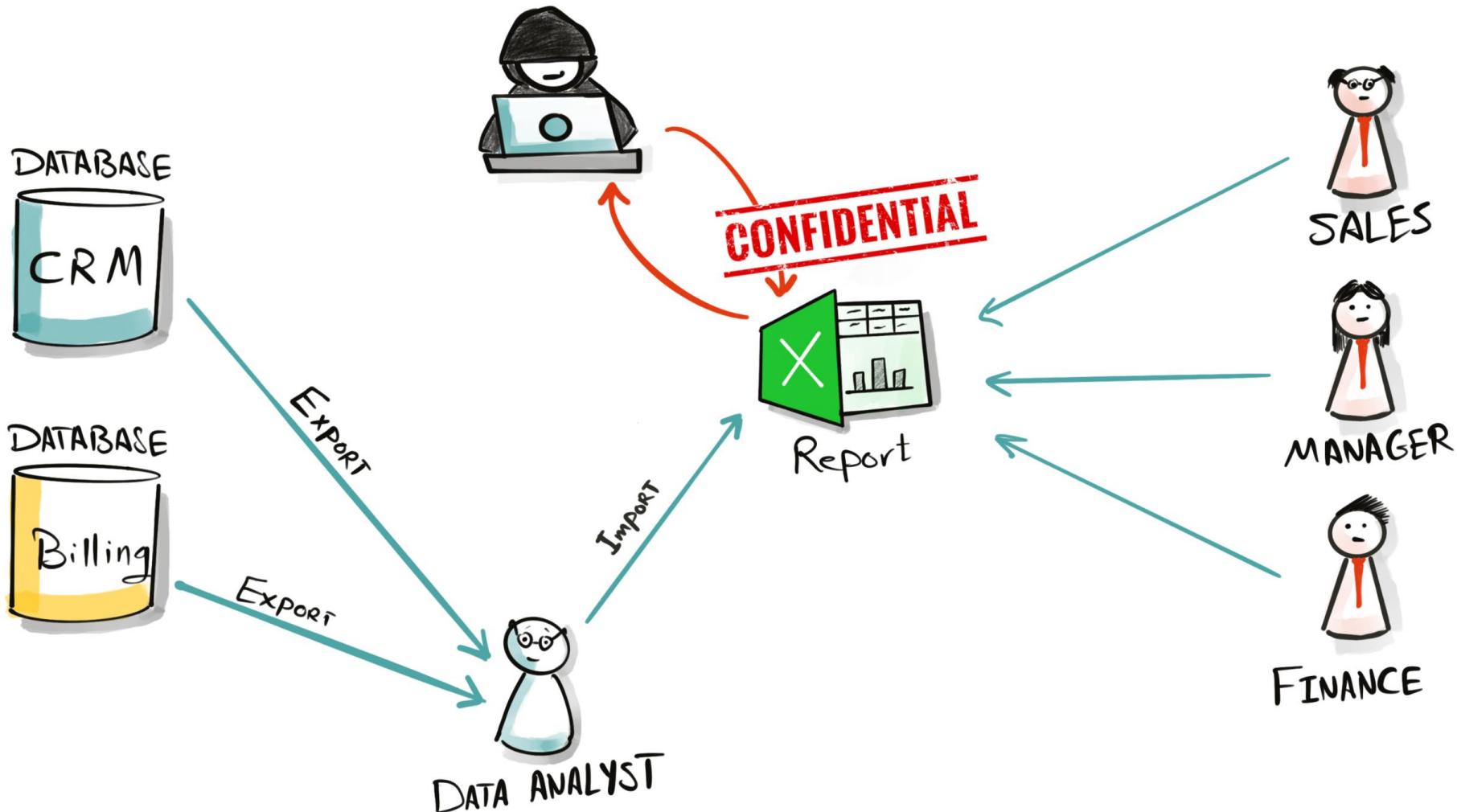
Qlik









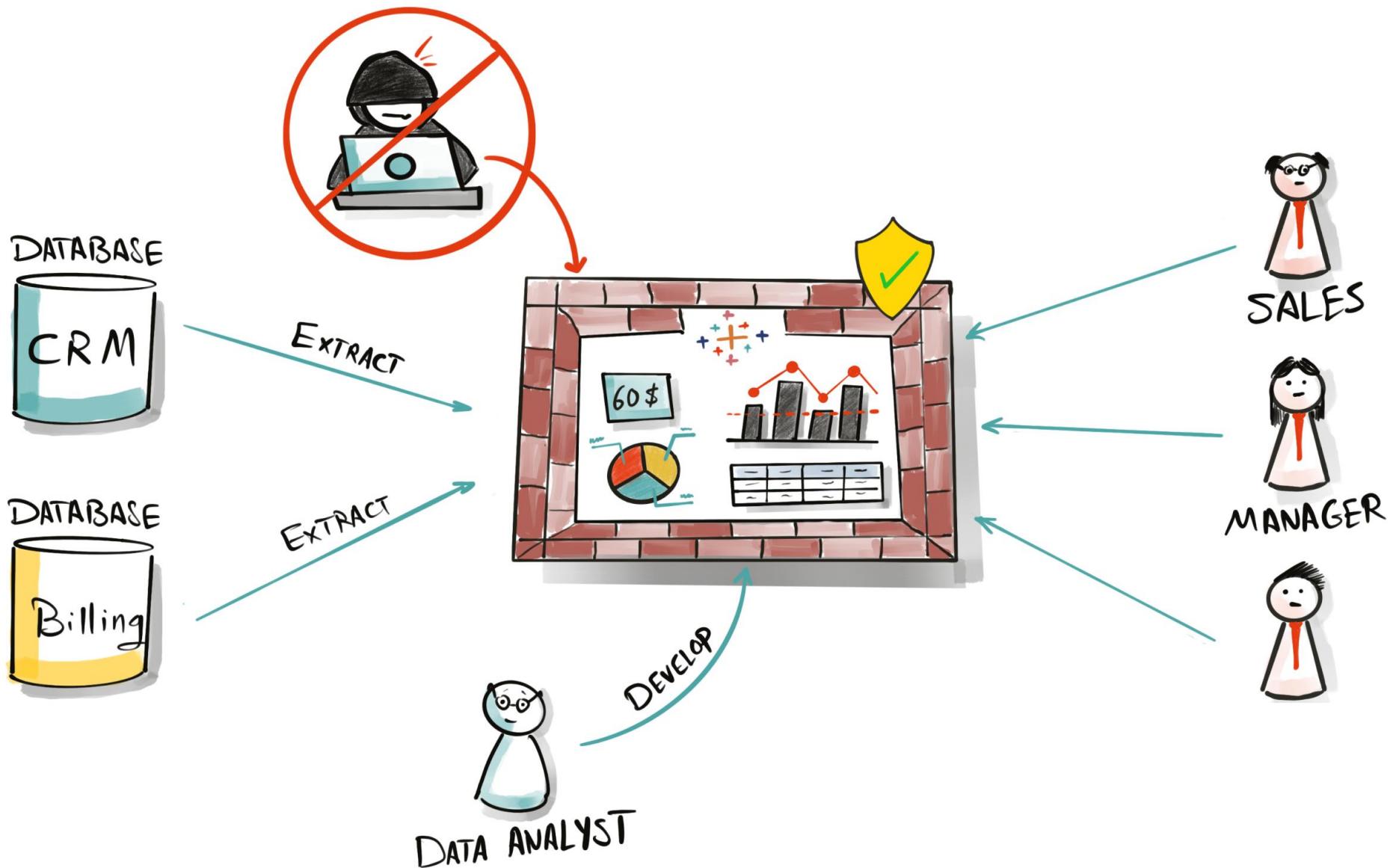




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BI with Excel | Security

DATA WITH BARAA





Row-Level-Security (RLS)



| UserName | Country | Sales |
|----------|---------|-------|
| Baraa | USA | 9000 |
| Baraa | Germany | 8000 |
| Maria | USA | 6500 |
| John | France | 10000 |
| John | USA | 7500 |
| Peter | Spain | 5900 |

All Rows in Sales

| UserName | Country | Sales |
|----------|---------|-------|
| Baraa | USA | 9000 |
| Baraa | Germany | 8000 |

Baraa's View

| UserName | Country | Sales |
|----------|---------|-------|
| John | France | 10000 |
| John | USA | 7500 |

John's View

**CONFIDENTIAL****[NEED-TO-KNOW]****DATA ANALYST**

Export

Export

Import

Import

Import



Sales_Report

Manager_Report

Employee_Report



SALES

MANAGER

**CONFIDENTIAL**

DATABASE



[NEED-TO-KNOW]

EXTRACT

DATABASE



DATA ANALYST

DASHBOARD

DEVELOP



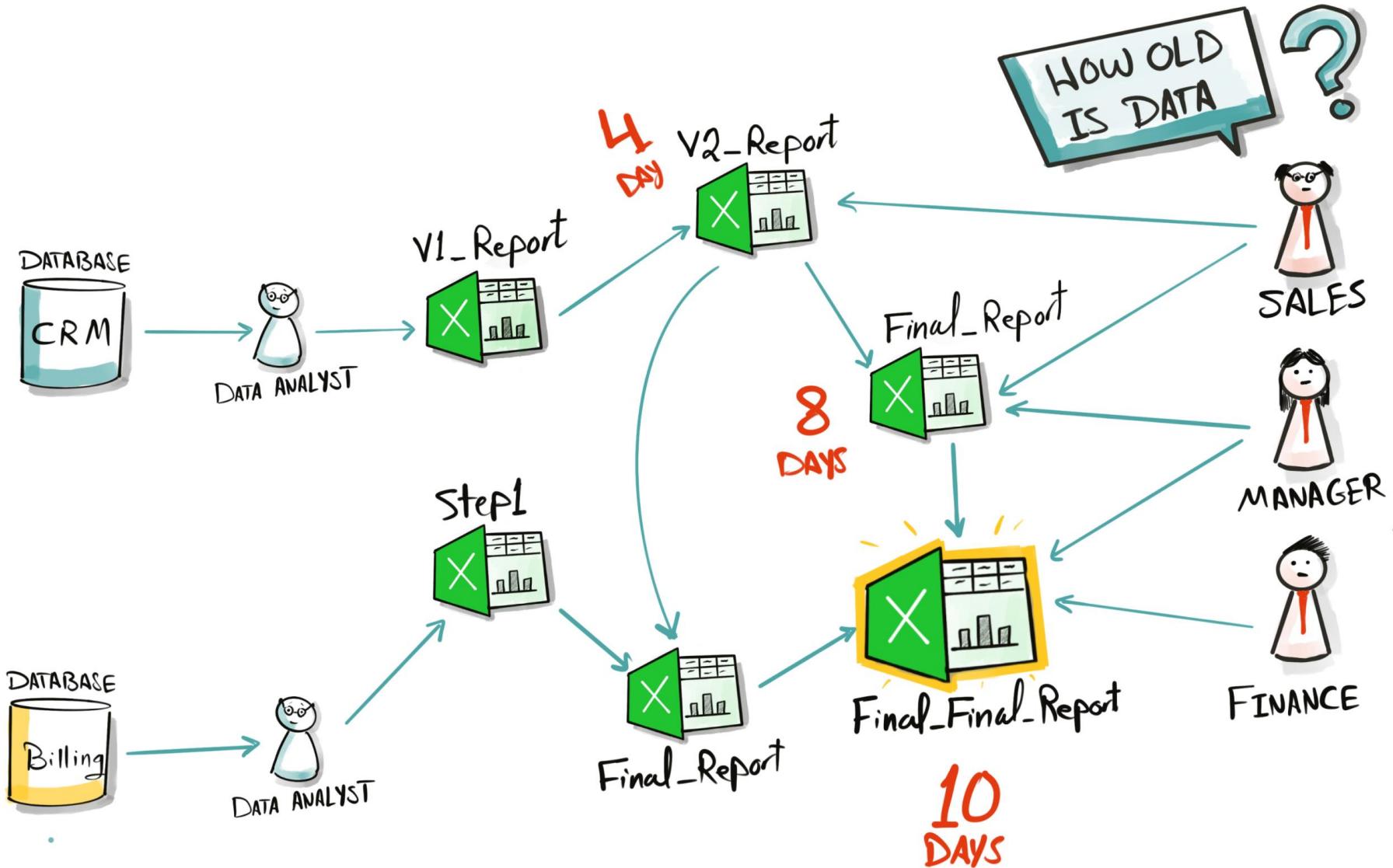
FINANCE



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BI with Excel | Row-lvl-Security

DATA WITH BARAA

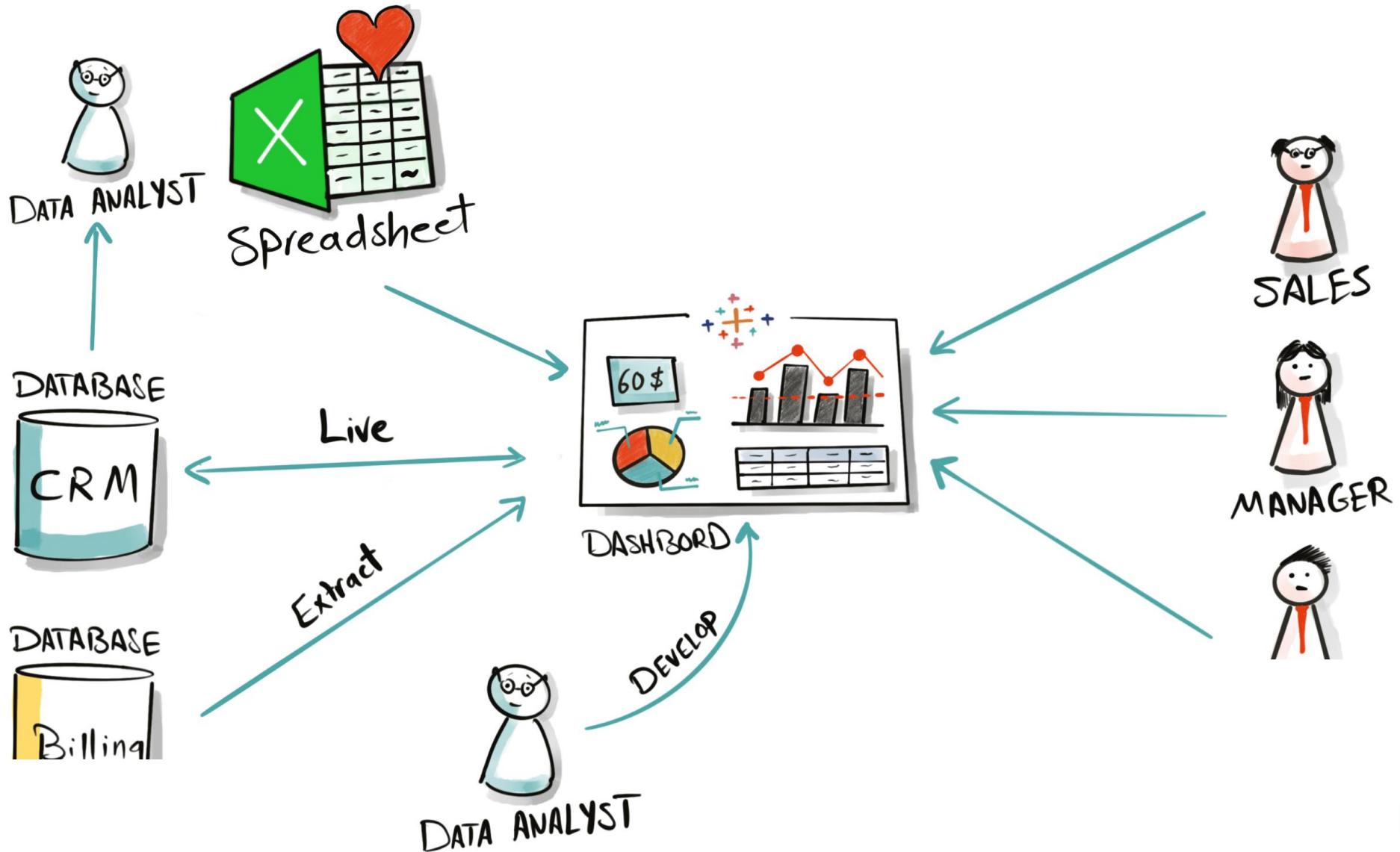




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BI with Tableau & Excel

DATA WITH BARAA





Benifits of Tableau vs Excel



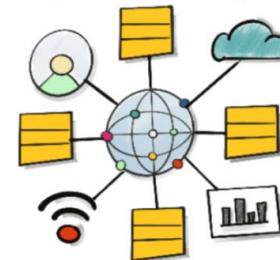
Automation ✓



Security ✓



BIG DATA ✓



Interactive ✓





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Tableau History

DATA WITH BARAA

