

# DATA FLOW

**How does data  
travel through a  
project?**



~~DATA IS  
THE NEW OIL~~

**DATA FLOWS  
LIKE WATER**

# DATA = WATER

 Oil is scarce and is consumed

 Water is abundant and can be used repeatedly

Let's take this analogy and see how data flows like water through a project 

# STEP I SOURCES



# SOURCES

## Water

**Water comes from various sources,  
such as wells, lakes, rain, reservoirs**



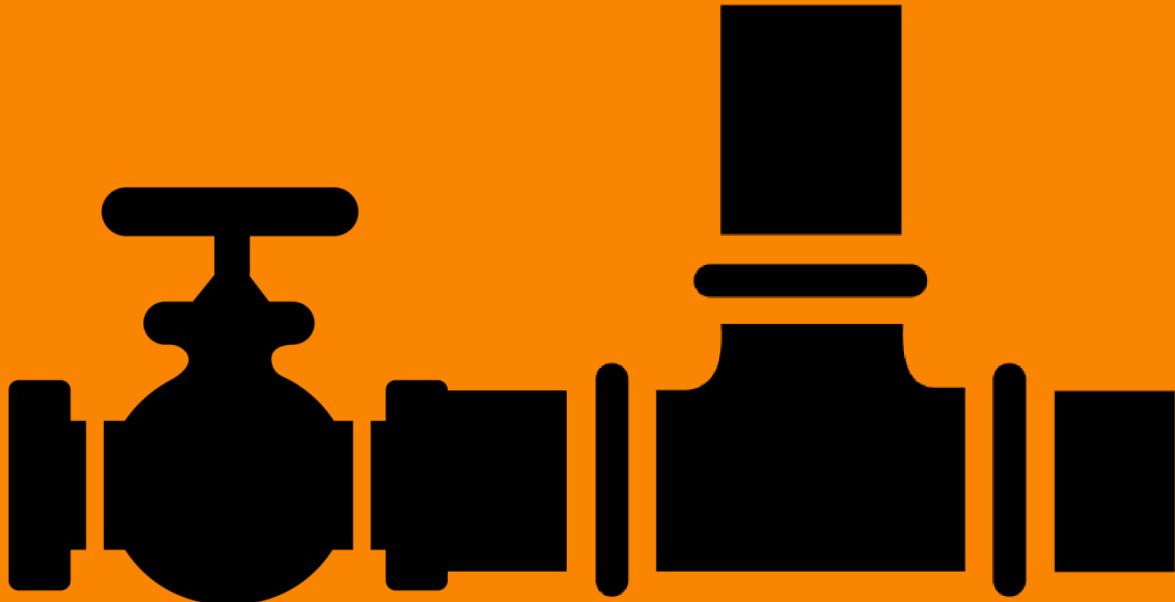
## Data

**Data comes from various sources,  
such as databases, files, interviews  
& surveys, APIs**



# STEP II

# PIPELINES



# PROCESSING

## Water

**Water needs to be transported to the purification plant**

## Data

**Data needs to be transported to the data warehouse  
(generally speaking, it needs to be ingested into your data infrastructure)**



# STEP III PURIFICATION



# PURIFICATION

## Water

**Water gets purified and is now of drinking quality**



## Data

**Data gets cleaned and enriched with (business) logic**



**Insights are derived via analytics and/or machine learning**

# STEP IV DISTRIBUTION



# DISTRIBUTION

## Water

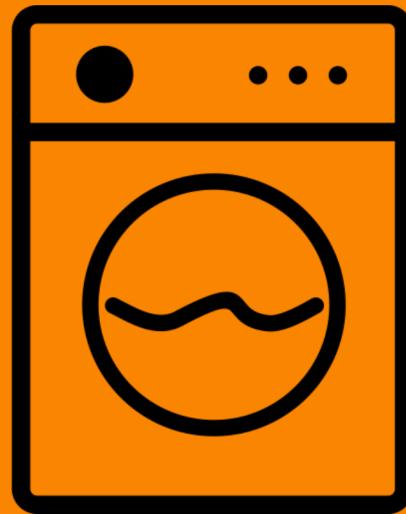
**People get access to water by using their tap or buying it in bottles**

## Data

**People get access to data & insights by getting reports, looking at dashboards or using other data applications**



# STEP V USAGE



# USAGE

## Water

**Water gets used in various ways, such as cleaning, cooking, watering plants, laundry, brewing beer**



## Data

**Data & insights are used to take action and make data-informed business decisions**



# IMPORTANT SIDE NOTE QUALITY



**Always check the  
water (data) quality  
before you use it!**

# BONUS

**FREE Data  
Notion Space**



# DATA NOTION SPACE

- ✓ Learning roadmap
- ✓ Resources & tutorials
- ✓ Data project tools

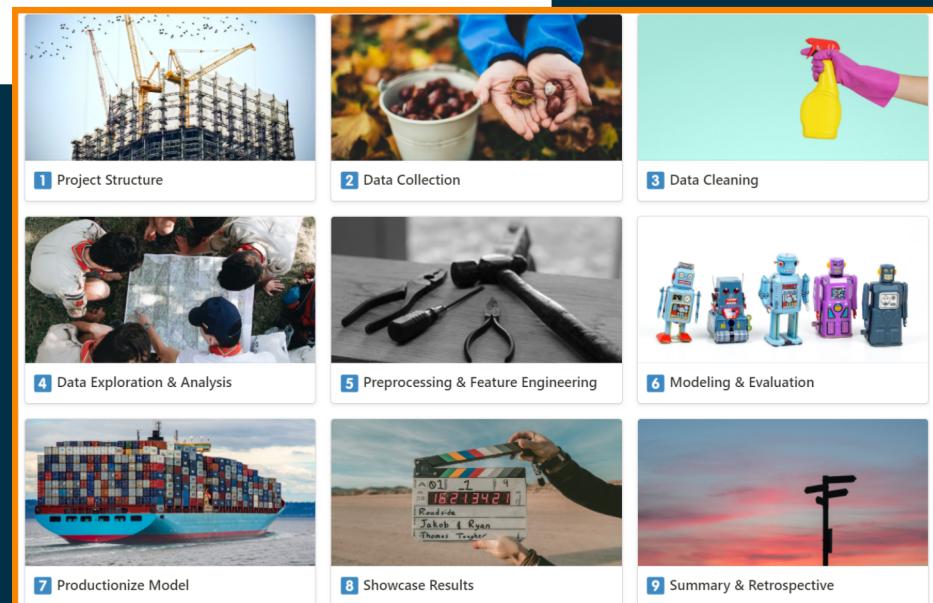
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FREE Data Science Notion Space ↗



FABIAN WERKMEISTER

**WHAT'S YOUR  
FAVOURITE  
DATA ANALOGY?**



**LET ME KNOW** 

HI, I'M FABIAN

I HELP YOU  
TO BECOME  
FLUENT IN DATA



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