

# INTRODUCTION TO GCP ANALYTICS (BIG DATA)



- Google Cloud provides a combination of intelligent analytics services most of which are built-into or can be embedded into Google tools.
- Google Cloud Platform offers a wide range of analytics tools, all built with unique capabilities for data analytics and management
- GCP analytics includes data ingestion, collection, processing, analyzing and visualizing data
- Key services of Google cloud Analytics include:
  - Cloud Pub/Sub
  - DataProc
  - DataFlow
  - BigQuery
  - DataPrep