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## Overview of the Data Journey

- **Five stages:**  
**Collect → Process → Store → Analyze → Activate**  
*This video focuses on the final two: **Analyze** and **Activate**.*

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## Analyze Stage

- **Purpose:**  
*Identify trends and patterns to uncover actionable insights.*
- **Tools & Features:**
  - **Filtering:** Focus on relevant data subsets
  - **Drill-downs:** Explore granular details
  - **Custom visualizations:** Tailor visuals to specific needs  
*These help analysts develop deeper, more meaningful insights.*

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## Activate Stage

- **Purpose:**  
*Present insights to stakeholders and support decision-making.*
- **Benefits of Visualization:**
  - Clear and concise communication
  - Easy sharing across teams
  - Drives informed actions based on data

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## Example: Sneaker Sales Analysis

- **Data Sources:**
  - Public dataset (national trends)
  - Company dataset (local sales)
- **Action:**  
*Create a single graph comparing both datasets.*

- **Outcome:**  
*Sales team uses insights to refine strategy and improve performance.*
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## **Benefits of Cloud-Based Visualization Tools**

- **Flexibility:** Work with various data sources
  - **Time savings:** Automate analysis and reduce manual effort
  - **User-friendliness:** Encourage exploration and engagement
  - **Scalability:** Combine large datasets into unified visuals
  - **Interactivity:** Empower users to ask questions and make decisions
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## **Final Takeaway**

- **Cloud visualization tools** help you:
  - Discover and access data
  - Create compelling data stories
  - Unlock new opportunities for yourself and your team