

The Abundance of Cloud Data

- **So much data is available**

Cloud platforms give analysts access to vast datasets that were previously hard to reach.

- **More access = more answers**

With more data, analysts can answer complex questions and uncover new insights.

Four Common Types of Cloud Data Sources

1. **Public Data**

From governments, businesses, and organizations — supports education, innovation, and transparency.

2. **Product-Specific Data**

Industry-specific data (e.g., retail, finance) accessible via data management systems.

3. **Software Platforms**

Includes CRM, social media, HR, advertising, and financial systems.

4. **Company-Specific Sources**

Proprietary databases, spreadsheets, and tools like Salesforce — often in unique formats.

Connecting to Data Sources

- **Tools like Looker and Looker Studio**

Enable access to internet-based cloud data and simplify exploration.

Understanding Data Freshness

- **Definition:**

How current the data in a report or dashboard is.

- **Example:**

If data updates at midnight and a user checks at 5 PM, it's 17 hours old.

- **Business Relevance:**

- **Low freshness OK** for strategic dashboards (e.g., annual reviews)
 - **High freshness needed** for real-time dashboards (e.g., sales tracking)
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Data Security & User Permissions

- **User roles vary by tool but typically include:**
 1. **Admin** – Full control: manage workspaces, assign roles, update databases
 2. **Developer** – Build data models, manage dashboards
 3. **User** – Explore data, create visualizations and calculations
 4. **Viewer** – View and interact with existing visualizations only
 - **Hierarchy of access:**

Higher roles inherit permissions of lower ones (e.g., developers can do what users and viewers can).
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Protecting Data Access

- **Consider what, when, and how users access data**

Be mindful of access from public places or personal devices.
 - **Guard against malicious actors**

Ensure only authorized users can access sensitive data.
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Final Takeaway

- **Cloud data access is powerful but requires responsibility**

By managing data sources, freshness, and security, analysts can create impactful dashboards that drive smart decisions.