

What Is Data Blending?

- **Definition:**
Combining data from multiple sources into a single visualization.
 - **Purpose:**
To enrich insights by integrating data from different locations (e.g., local databases, public cloud sources, software apps).
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Benefits of Data Blending

- **Creates more powerful visualizations**
Helps users make better decisions with broader context.
 - **Improves analysis**
Blended data provides deeper, more diverse insights.
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Key Steps in Data Blending

1. **Connect to Data Sources**
Most BI tools allow combining more than two sources.
 2. **Define Joins**
Join datasets using a common column to establish relationships.
 3. **Clean the Data**
Remove unnecessary fields, fix errors, and format for clarity.
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Important Considerations

- **Blends are report-specific**
They are embedded in the report and not reusable across others unless the report is copied.
 - **Data freshness depends on the source**
Blended data is only as current as its underlying sources.
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Tools for Data Blending

- **Business Intelligence (BI) platforms**

Provide quick and easy ways to blend data visually.

Why It Matters

- **Comprehensive view of data**

Blending helps identify patterns and trends across sources.

- **Accessible insights**

Makes complex data easier to understand and act upon.