🎬 Module 3 Wrap-Up – Data Transformation in the Cloud

🎉 Congratulations!

You've completed a deep dive into **data transformation strategies** and how to apply them to solve real business problems.

🧠 What You Learned

🔷 Challenges of Data Transformation

- Organizations face massive volumes, velocity, and variety of data.
- You explored how transformation helps extract value from this complexity.

🔷 Designing a Transformation Plan

- You created a plan to support a marketing team using RFM segmentation.
- This involved identifying business needs and selecting appropriate tools and techniques.

🔷 Transformation Techniques

- **Aggregation**: Summarize data to reveal trends.
- **Deduplication**: Remove duplicate records to improve accuracy.
- **Derivation**: Create new insights from existing data using algorithms.
- **Joins**: Combine data from multiple tables for a holistic view.
- **Handling Nulls**: Understand and manage missing values in joined datasets.

✅ Key Takeaway

You now have practical experience using BigQuery and SQL to transform data, segment customers, and support business decision-making.