

Pedagogical Summary – Course 3, Video 1: Introduction to Data Transformation

Course Focus

- Learn how to **prepare data for analysis** through transformation and processing.
- Understand the **data pipeline** and how to align data work with business needs.

Instructor

- **Alyx Stevens**, Data & Analytics Customer Engineer at Google.
- Shares real-world experience identifying fraudulent transactions using data transformation.

Key Concepts Introduced

1. **Importance of Data Preparation**
 - Transformation and processing are essential before analysis.
 - Clean, structured data leads to **actionable insights**.
2. **The Data Journey**
 - Includes **collection, processing, storage, and transformation**.
3. **ETL Pipeline**
 - Learn methods for **Extracting, Transforming, and Loading** data.
4. **Transformation Planning**
 - Align transformation strategies with **business goals**.
 - Use plans to ensure consistency and relevance in datasets.
5. **Transformation Strategies**
 - Techniques to clean, reshape, and enrich data for analysis.

Outcome

By the end of this course, you'll be able to:

- Process and transform raw data into **consistent, usable datasets**.
- Apply transformation strategies to support **cloud-based analytics workflows**.