

1. Data Storytelling Begins with Data

- **Key Point:** Unlike fiction, data stories require real data.
 - **Description:** Cloud data provides the foundation for meaningful, evidence-based narratives that drive business decisions.
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2. Cloud vs. Local Data

- **Key Point:** Cloud data offers more flexibility and context.
 - **Description:** Unlike local data, cloud platforms allow access to centralized, organization-wide datasets, enabling richer analysis.
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3. Access to Diverse Data Sources

- **Key Point:** Cloud tools integrate multiple data types.
 - **Description:** Analysts can combine internal, external, public, and application data (e.g., Salesforce, Google Analytics) to deepen insights.
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4. Breaking Down Data Silos

- **Key Point:** Data silos limit collaboration and insight.
 - **Description:** Cloud platforms eliminate isolated data storage, enabling cross-team access and improving data integrity.
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5. Building Cohesive Data Stories

- **Key Point:** Cloud tools unify data sources.
 - **Description:** Analysts can create dashboards and reports that reflect the full organizational context, enhancing decision-making.
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6. Retail Example: Connecting the Dots

- **Key Point:** Cloud data enables smarter retail decisions.
 - **Description:** By connecting store databases and marketing data, teams can track sales trends, optimize inventory, and tailor promotions.
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7. External Data Adds Context

- **Key Point:** Broader data sources enrich analysis.
 - **Description:** Public datasets and third-party tools help analysts understand global trends and localize strategies.
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8. Reaching New Audiences

- **Key Point:** Data storytelling can improve inclusivity.
 - **Description:** Insights like language preferences in different regions help tailor marketing efforts to underserved communities.
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9. Google Ads Integration

- **Key Point:** Cloud tools provide real-time feedback.
 - **Description:** Analysts can correlate ad performance with sales data to optimize campaigns by region.
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10. Adding Value as a Cloud Data Analyst

- **Key Point:** Multi-source storytelling drives impact.
- **Description:** Combining diverse datasets leads to richer insights, better collaboration, and more informed business strategies.