Pedagogical Summary – Course 3, Video 4: The Five Stages of the Data Journey

🚀 Overview

This video introduces the **full data journey** and emphasizes its importance in cloud data analytics.

✅ The 5 Stages of the Data Journey

1. **Collect**

   o   Locate and gather relevant data from various sources.
2. **Process (Transform)**

   o   Clean, organize, and standardize data into a usable format.
3. **Store**

   o   Save data in a secure and accessible location (cloud or local).
4. **Analyze***(covered in a later course)*

   o   Identify trends and patterns to generate insights.
5. **Activate***(covered in a later course)*

   o   Present findings to stakeholders and support decision-making.

🔁 Key Insights

- The data journey is **iterative**, not linear.
- You may revisit earlier stages (e.g., collect more data after processing).
- The process is **project-specific** and can vary depending on:
  - o   Data complexity
  - o   Cleaning needs
  - o   Tools used (some may store before processing)