🎬 Video 19 – Introduction to Data Transformation

🧰 Expanding Your Toolbox

- **Purpose**: Introduces new data analytics skills focused on **data transformation**.
- **Why it matters**: Transformation helps unlock insights from raw data to meet business needs.

🧩 Challenges of Data Transformation

- **Volume, Velocity, Variety**: Cloud data analysts must handle large, fast, and diverse datasets.
- **Strategic Planning**: Designing a transformation plan helps organizations extract value from data.

🏗️ Blueprint for Transformation

- **Designing a Plan**: Use effective strategies to manage and transform data.
- **Business Alignment**: Ensure transformation efforts support organizational goals.

🔍 Workplace Applications

- **Aggregations**: Summarize data to reveal trends and patterns.
- **Deduplication**: Remove duplicate records to improve data quality.
- **Joining & Deriving Data**: Combine datasets and create new fields for deeper analysis.

💡 Key Message

- **Data transformation is essential** for cloud data analysts in any organization.
- It enables meaningful insights and supports decision-making.