Business Intelligence Umbrella

*"At its core, Business Intelligence is a term that encompasses many different moving parts.
These parts are all important pieces that facilitate a larger focus
on data-driven decision making within an organization."*

Data Warehouse

A centralized store of data. This data is accumulated from a wide range of sources within a company and is designed to facilitate data cleaning and analytics that will help guide management decisions

Data Infrastructure

Digital infrastructure that facilitates data collection, cleaning, sharing, and consumption within an organization

Data Analysis

The process of modeling and analyzing data with the goal of testing a known hypothesis through the generation of information from a dataset

Data Mining

The process of analyzing large data sets using a broad set of techniques, with the goal of uncovering patterns and/or trends within the dataset

Data Visualization

Turning information from Data Analytics/Mining into visual representations that are easier to understand and consume

Data Governance

The rules and policies that govern/ manage data availability, usability, integrity and security

Master Data Management

Processes created and executed by people and technology to maintain and deliver data that is accurate, understood, trusted, and controlled

CloudKettle