

# Getting started with your data

Johnathan Law



# Who's *this* guy?

- I'm a Fife native, but lived in Dundee since 2011.
  - Graduating from the University of Dundee in 2015.
- Many roles in my decade in technology:
  - Software Engineer
  - Product Owner
  - Product Manager
  - Developer Relations
- The most important thing for me is helping users solve their problems!



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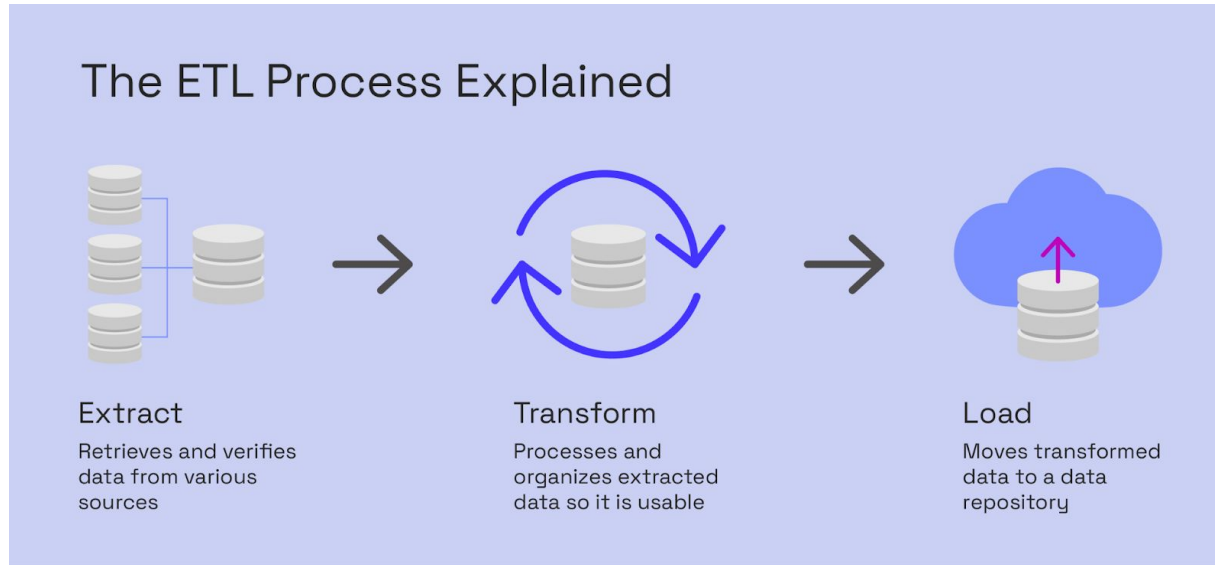
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# ANYONE

First things first, who can do it?

# A typical data pipeline

There's three steps to a typical data pipeline, helpfully referred to as ETL:



# Data lives in a **myriad** of places

If there's a system in use, there's data to be retrieved! Often there's lots of different tools in use and here's just a few:

- Facebook
- Snapchat
- Google Ads
- Salesforce
- Relational Database
- MailChimp
- SAP ODP
- Marketo
- Flat Files
- Anaplan

and there are **many** tools out there

To name a few of them... we've got *\_deep breath\_*:

- Rivery
- Cliq
- Fivetran
- Matillion
- Airbyte
- AWS Glue
- Azure Data Factory



<https://www.gartner.com/reviews/market/data-integration-tools>

# Need **someone** to help?

There's lots of consultancies out there who help with exactly this:

- Advancing Analytics
- phData
- DataClymer
- Snap Analytics
- Data Understood
- Hakkōda
- Interworks
- Slalom
- DataOps.live
- Sigma