Data, Dashboards and Warehouses – Oh My!

Mary Getz, Founder and Principal, MESG Marketing
Ashley Hansen, Vice President of Growth, Frakture

#DMAWDigitalDay

Welcome!

- Introductions
- Warehouse – The what's & why's
- Visualization Tools
- Live Demo

What is a Data Warehouse?

- A central repository for data from multiple systems
- Stores current and historical data (think archiving and CRM migrations)
- All data is accessible

#DMAWDigitalDay   #DataOhMy   DIGITAL DAY▶

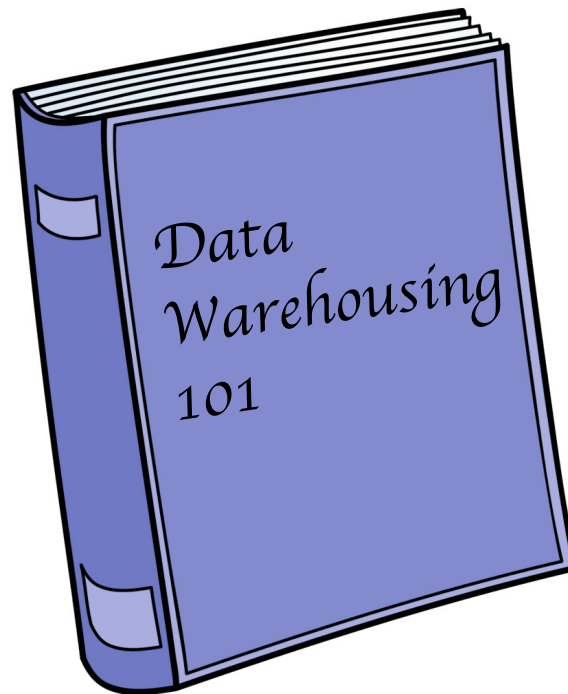# Benefits of a Data Warehouse

How to Set up a Data Warehouse

1. Identify systems
2. Define reporting needs for all stakeholders
3. Define a data schema

Data Warehousing 101

4. Pull data from all systems into the Warehouse = Extract, Transform, Load (ETL)
5. Set up Reports

What is a BI Tool?

Business intelligence software is a type of application software designed to retrieve, analyze, transform and report data for business intelligence. The applications generally read data that has been previously stored, often - though not necessarily - in a data warehouse or data mart.
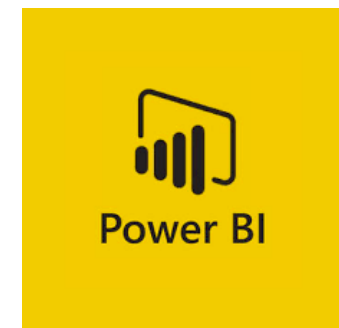
What is a BI Tool?

What it IS

- A place to investigate your data

- A place to look for trends

- A place to visualize complex relationships

What it is NOT

- Not a place to manage segmentation

- Not a place to view individual records

- Not the best place for bulk calculations

Some of the Available Options

Pros & Cons

	PROs	CONs
Google Data Studio	FREE! Easy drag and drop interface	Not as robust as other tools
tableau SOFTWARE	Very robust visualizations; Reasonable subscription model	Drag and drop but not as intuitive
Power BI	Great data modeling interface	Desktop tool is free, publishing options more costly; PC Only
Klipfolio	Relatively inexpensive; Complexity between GDS and Tableau	Interface requires add'l SQL skills

Visualization Vocab

- Dimension

- Metric/Measure

- Field Type

Let's Go Live!

Questions?

Mary Getz,
Founder and Principal
MESG Marketing

mary@mesg.marketing

Ashley Hansen,
Vice President of Growth
Frakture

ashley@frakture.com