The data journey begins when structured or unstructured data is captured from a variety of sources, like connected apps or social networks, and stored in a central repository. Although the data lacks any context at this stage, capturing as much raw data as possible will provide an entryway to insights and data-driven decisions.

Where Does Raw Data Come From?
- **Structured Data**
  - Invoices or receipts
  - CRM databases
  - Form submissions
  - Product numbers
  - Transaction information

- **Unstructured Data**
  - Emails
  - Audio or video files

Clean data is ready to be output through a semantic layer to open up a highway of access to data and create a unified message for data sets. The complexity of the raw data is streamlined into familiar business terms for users to easily query and interpret. Plus, the semantic layer can operate across data warehouses and datasets to produce cohesive, uniform insights.

With a full data value chain, data can move into the flow of a business. Instead of needing data to describe how to benefit the business ("How can we increase sales?"), data analytics can help deliver solutions directly to employees or customers.

Data terms like:
- Campaign
- Conversion Rate
- Product
- Profit
- Prospect

Can be consistently defined for and used by global internal and external users, such as:
- Sales teams
- Marketing teams
- Customer engagement teams
- External partners or vendors

GoodData has teams and data centers in the USA, Europe, and Asia, with customers including leading software companies, SaaS, global financial and payment institutions, and multi-brand e-commerce platforms.

About GoodData

At GoodData, we believe that traditional data tools are no longer enough. Our Data as a Service (DaaS) infrastructure is the future of analytics: real-time, open, secure, and scalable. GoodData’s leading cloud native analytics platform gives our customers the flexibility to build and scale any of their data use cases; from self-service and embeddable analytics, to machine learning and IoT — while maintaining the performance, cost-efficiency, and easy change management of such a central and integrated solution.

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