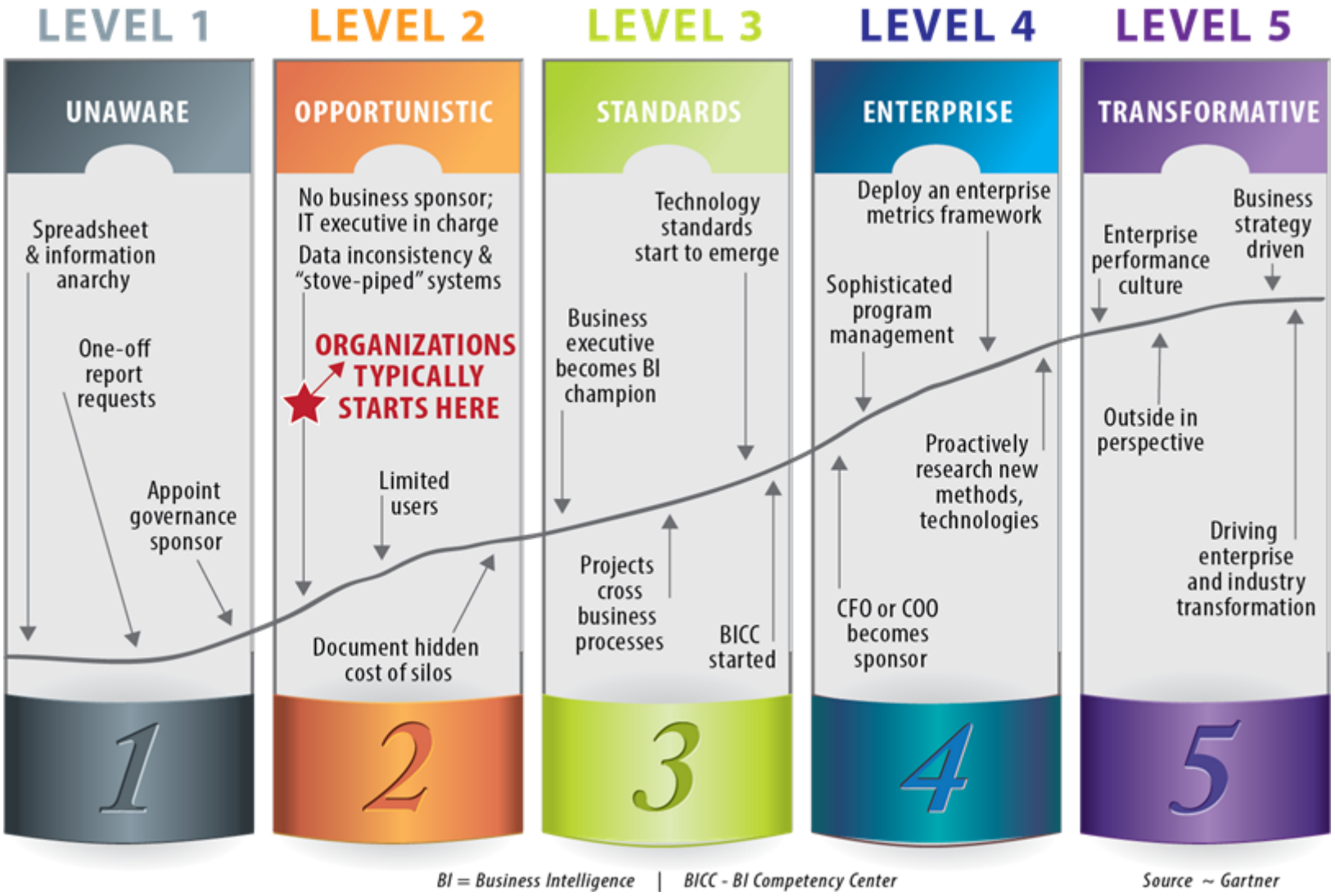
CPAs & BUSINESS ADVISORS

DATA AND ANALYTICS

WHO WE WORK WITH

BUSINESS INTELLIGENCE MATURITY MODEL



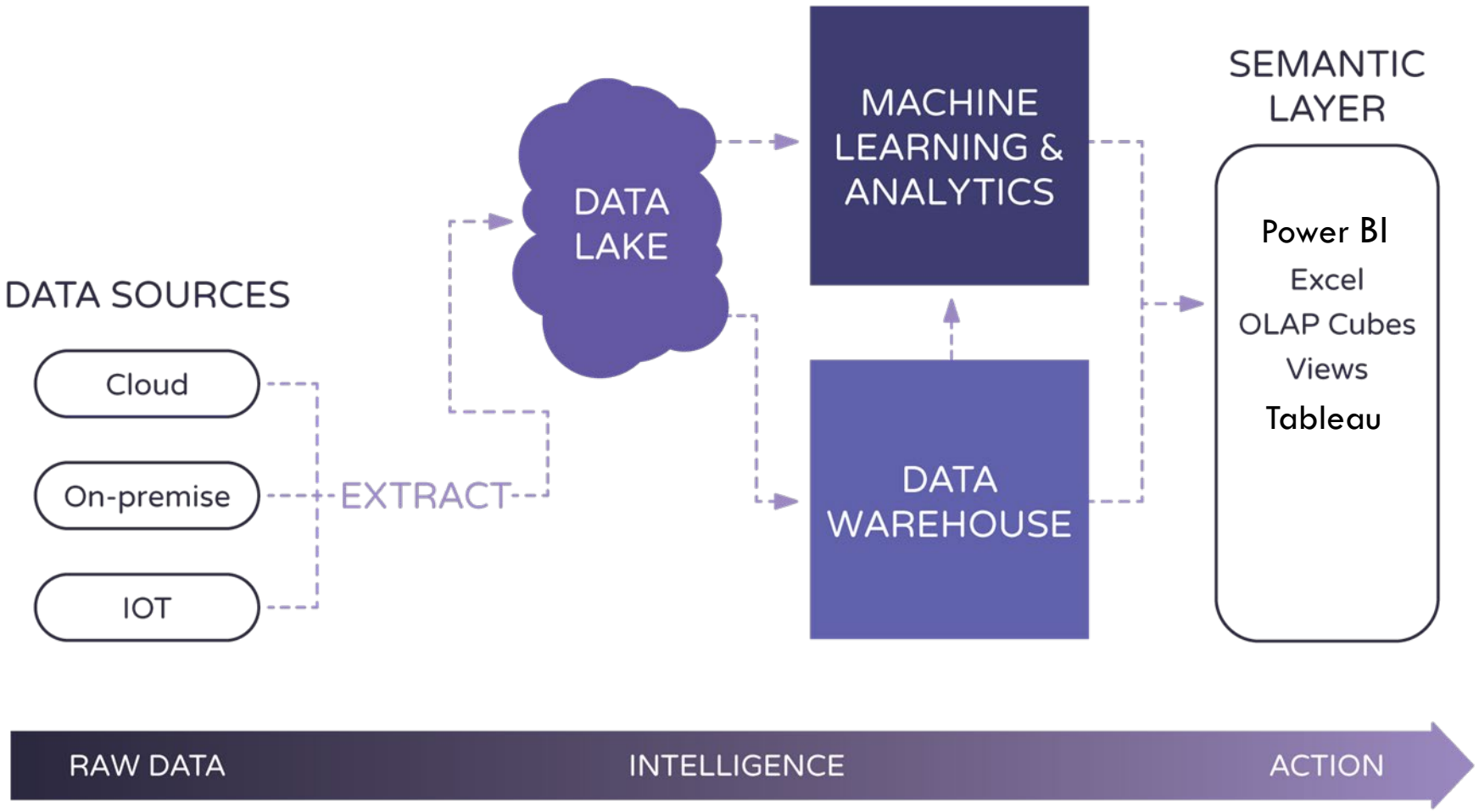
ANALYTICS IS LIKE A RESTAURANT

YOUR RAW
DATA

FULLY-MANAGED
DATA WAREHOUSE

YOUR
VIZ TOOLS

THE MOST COMPLETE PROVIDER OF ANALYTICS



DATA LAKE

- Centralized repository
- Removes burden from source systems (“data at rest”)
- Supports APIs and business apps
- Supports data science and machine learning
- Helps with data warehouse auditing
- Supports a limited number of highly technical users (steep learning curve)

DATA WAREHOUSE

- “Single source of truth”
- Place to apply business logic
- Data governance
- Relationships and conformed dimensions
- Data cleaning/transformation
- Lowest grain of data and KPIs
- Supports a large number of less-technical users (little or no coding needed)

DATA LAKE VS. DATA WAREHOUSE

DATA LAKE

Focuses on…

- Data Centralization
- Transactional
- Raw/Unchanged

Common uses are…

- System backups
- Foundation for Data Warehouse
- Auditing
- Data Science
- Supporting APIs and Business Apps

DATA WAREHOUSE

Focuses on…

- Accuracy
- Accessibility
- Actionality
- Organization

Common uses are…

- No Code Analysis
- Custom Reports
- Dashboards
- Scorecards
- Data science

REPORTING SOLUTIONS

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