1. ***Complete the text with these words.***

What is ETL?

repository rules multiple specific analytics
combining through generating raw

Extract, transform, and load (ETL) is the process of _____ (1) data from _____ (2) sources into a large, central _____ (3)called a data warehouse. ETL uses a set of business _____ (4) to clean and organize _____ (5) data and prepare it for storage, data _____ (6), and machine learning (ML). You can address _____ (7) business intelligence needs _____ (8) data analytics (such as predicting the outcome of business decisions, _____ (9) reports and dashboards, reducing operational inefficiency, and more).

2. ***Unscramble the sentences.***

Why is ETL important?

Organizations today have both *structured* and *unstructured* data from various sources including:

_____

online payment / from / Customer data / and customer relationship management (CRM) systems

_____

vendor systems / data from / Inventory and operations

_____

Internet of Things (IoT) / Sensor / from devices / data

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from / and customer feedback / Marketing data / social media

internal human resources systems / from / Employee data

3. ***Complete the text with these words.***

integrate forecast consumable datasets insights

By applying the process of extract, transform, and load (ETL), individual raw _____ (1) can be prepared in a format and structure that is more _____ (2) for analytics purposes, resulting in more meaningful _____ (3). For example, online retailers can analyze data from points of sale to _____ (4) demand and manage inventory. Marketing teams can _____ (5) CRM data with customer feedback on social media to study consumer behavior.

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