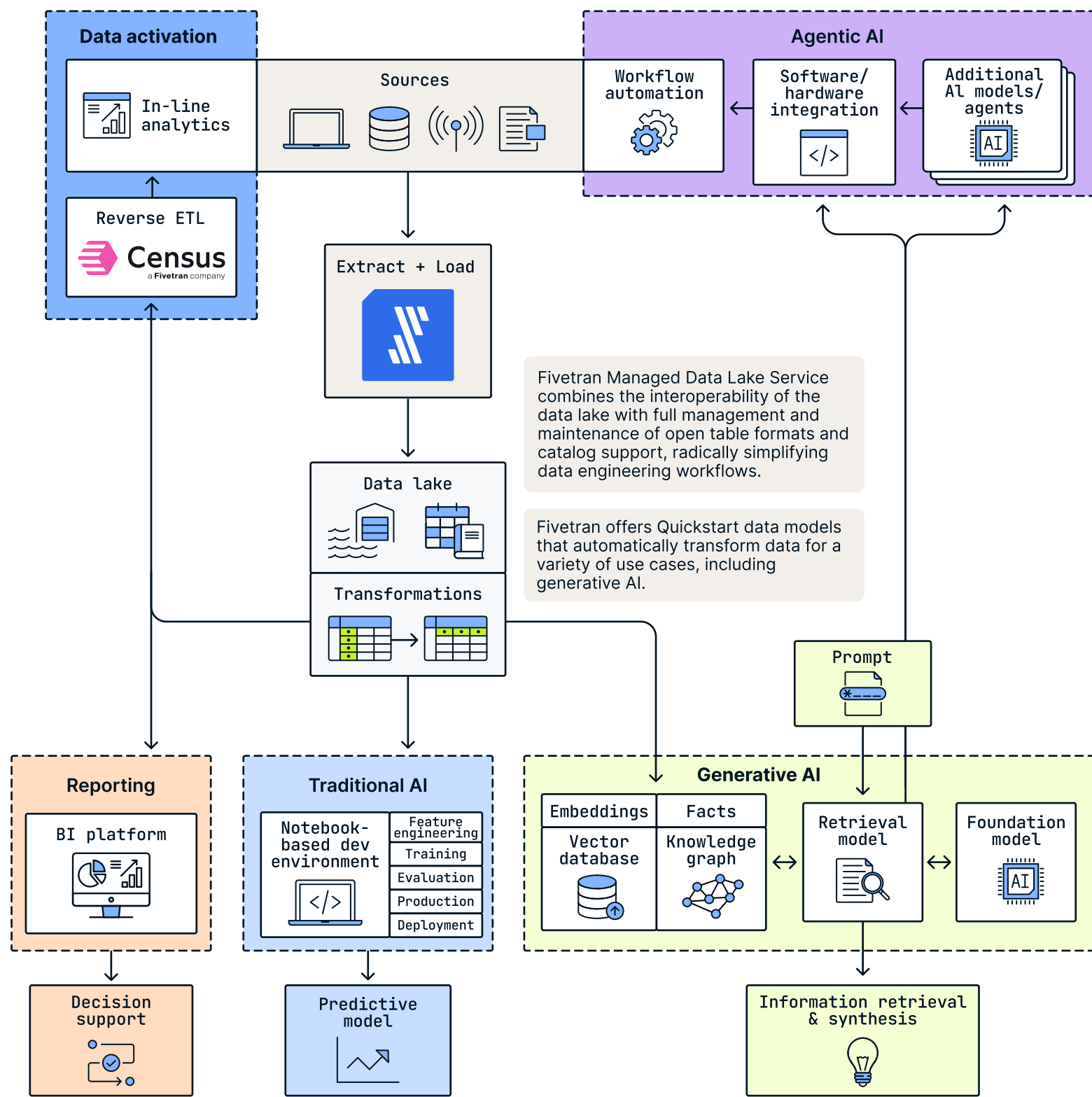


Automated **data integration** supports every data use case

A strong data foundation is the key enabler of every analytical use of data, from reporting to machine learning to AI. By automatically integrating data to a data lake using Fivetran, you can build a strong data foundation for a unified data architecture, enabling every data use case.

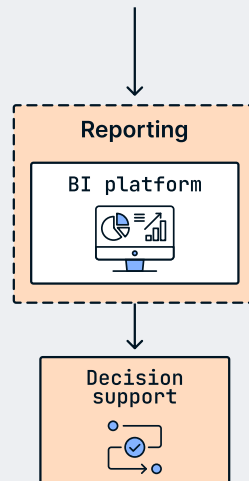
Data originates from applications, databases, event streams, and files. Fivetran extracts and loads data to a data platform, like a data lake. The data is also normalized, compacted, deduplicated, and anonymized as needed.



Let's walk through each use case

Reporting

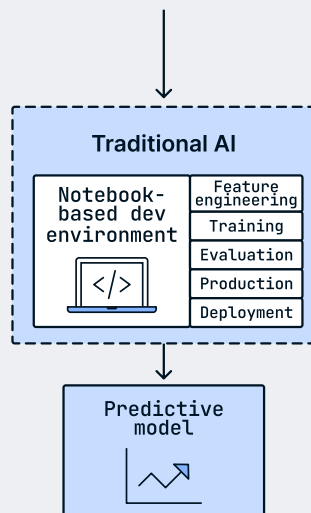
Reporting is the bread and butter of analytics, enabling teams to observe trends and use data to support decisions. It requires data to be centralized, modeled, and visualized with the help of business intelligence platforms.



Machine learning

Traditional, non-generative AI consists of predictive modeling. Often called machine learning, it determines correlations, recognizes patterns, and enables systems to learn through reinforcement.

Modern data platforms often support the development and deployment of machine learning models through Notebook-based environments for popular languages like Python.



Data activation

Reverse ETL activates data by moving it back into source systems, enabling in-line analytics, bringing decision support directly to end users of applications and operations systems, and automatically triggering workflows.

