

Quickstart Data Models

Turn your raw data into production-ready tables with the click of a button.

What are Quickstart Data Models?

Quickstart Data Models (QDMs) are pre-built dbt models that enable data teams to transform raw data into production-ready tables without writing SQL or setting up a dbt project. With just a few clicks, QDMs simplify and accelerate analytics, eliminating the need for third-party tools or manual coding. Fivetran offers both single-source and multi-source QDMs. Multi-source data models integrate and merge data from connections of a similar type.

Benefits of Quickstart Data Models:



Time savings: Data teams can instantly lay the groundwork for analytics without writing any code or building a dbt project by leveraging QDMs.



Accelerated insights: Our managed approach frees your data team to focus on high-impact projects, allowing them to drive insights instead of managing pipelines or building foundational models.



Operational efficiency: Integrated scheduling ensures real-time data by automatically triggering model runs after Fivetran connector syncs. This reduces unnecessary compute costs, eliminates manual logic building, and minimizes data latency.

Built for your most important data sources:



and more.



“The Quickstart Data Model gives us a way to ingest, land, and model data with less overhead than ever before. Within an hour of activating the feature, we had a full-fledged Sigma workbook showing the health and usage of all of our Fivetran connectors with automated alerts to monitor for unexpected events.”

— Jake Hannan, Senior Manager, Data Platform at Sigma Computing

Key features

User-defined jobs

Gain enhanced control over your workflows and simplify debugging with user-defined jobs that allow scheduling specific dbt commands.

Scheduling options

Leverage various scheduling options including support for Hybrid Deployment, CRON Scheduling, and Integrated Scheduling in deployment.yml, for greater control over data transformation timing.

Integrated scheduling

Automatically trigger model runs following the completion of Fivetran connector syncs in your warehouse. Reduce data latency and computational costs in warehouse.

Popular multi-source data models:

GenAI-ready data models

Transform data into standardized, **AI-ready formats** using metadata enrichment and chunking — ideal for RAG applications.

Accelerate your AI initiatives.

Ad Reporting data model

Optimize allocation of your marketing budget with a unified, **360-degree view of cross-channel marketing data**.

Quickly compare ad performance by platform.

Social media reporting data model

Maximize your social engagement with a **unified view of engagement across multiple social media platforms**.

Quickly compare engagement by platform.

Shopify Holistic data model

Build **detailed customer personas and a 360-degree view** by unifying Shopify data with marketing insights.

Quickly perform attribution analysis.

“By leveraging GenAI-ready data models, we can quickly categorize tickets and model raw data from Zendesk, enabling support analysts to surface solutions instantly based on past resolutions. Additionally, these models empower our engineering leaders to uncover themes from Jira tickets, gain insights into developer effort and client engagement, and identify key investment opportunities.”

— **Head of Growth at a prominent, New York-based financial services firm**

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fivetran.com/signup