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# Analytics Canvas Tutorial:

## *What is Analytics Canvas*



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## What is Analytics Canvas

### Overview

Welcome to Analytics Canvas's tutorial.

*Analytics Canvas* is a business intelligence tool with data preparation (ETL) capabilities, including the combining of data from various sources, data cleaning, quality assurance, integration and transformation. *Analytics Canvas* is widely used for web analytics and marketing analytics by businesses and analytics experts, and can be used at various stages of the data preparation process.

ETL stand for “Extract, Transform and Load”. It refers to the process of data preparation that consists of the following:

- Extracting data from internal and external data sources;
- Transforming the data into a proper structure and format for reporting, visualization and further analysis purposes;
- Loading the resulting dataset into the next destination (a file, database, data warehouse, cloud, etc.)

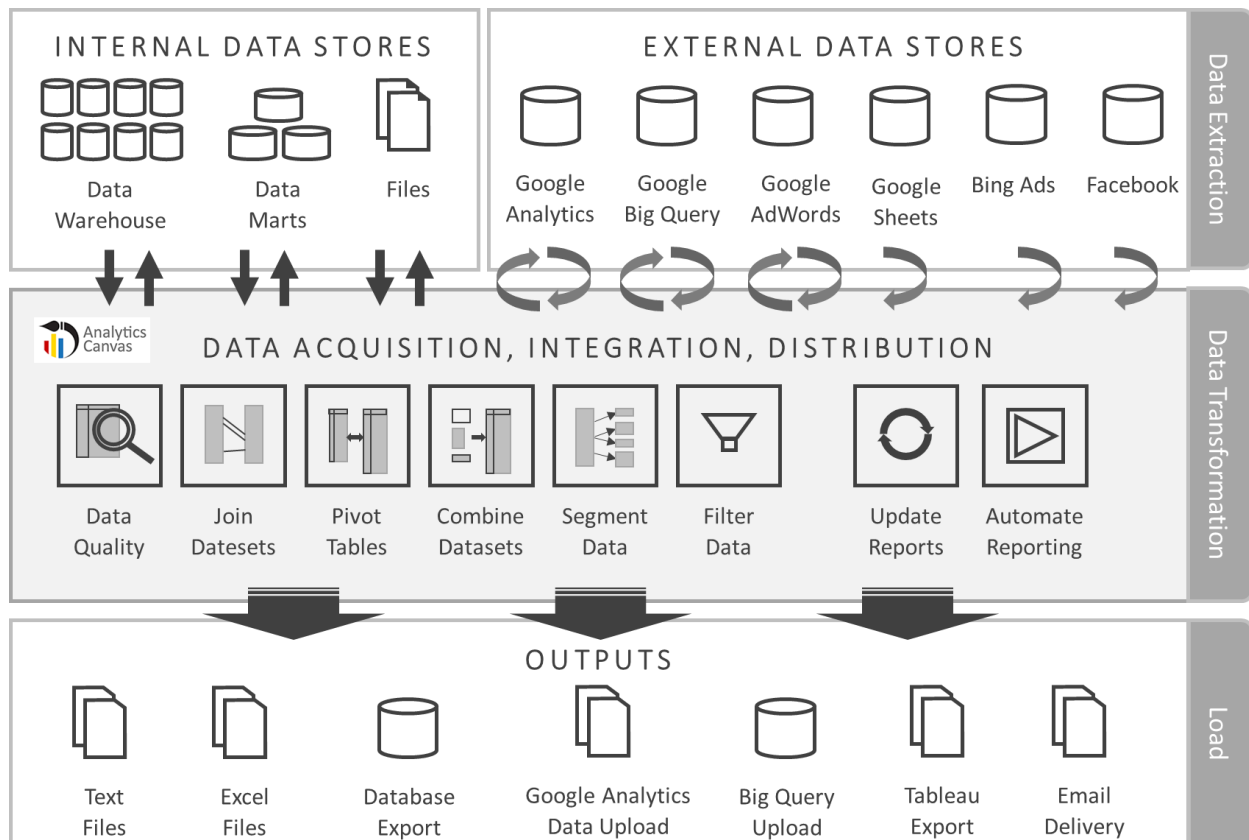


Figure 1 Extraction Transformation Load (ETL) Process



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*Analytics Canvas* implements the ETL process as shown above. This process is designed to make data preparation efficient, scalable, and maintainable.

### **Conclusion**

Thank you for reading this tutorial. We invite you to continue with the tutorial training to learn more about using Analytics Canvas.