

Gathering and Integrating Business Data for Insights

Part 1: Office Roleplay Dialogue

Scenario: An Intelligence Analyst, Hiroshi, is working with his colleague, Sophia, to collect and integrate business data from multiple sources.

Sophia: Hey Hiroshi, I need to compile a report on customer behavior. How do we collect all the necessary data?

Hiroshi: We'll start with **data aggregation**, pulling information from different **source systems** like CRM, sales records, and web analytics.

Sophia: That makes sense. How do we make sure the data is clean and structured?

Hiroshi: We'll use the **ETL** process—**Extract, Transform, Load**—to clean, format, and store the data properly.

Sophia: Got it. Once the data is ready, how do we ensure smooth updates?

Hiroshi: We'll set up a **data pipeline** to automate data flow between systems.

Sophia: That will definitely improve efficiency. How do we combine data from different platforms?

Hiroshi: We use **integration** techniques to merge and align data from various **source systems**.

Sophia: Sounds great. When do you think we'll have the first set of insights ready?

Hiroshi: If everything runs smoothly, we should have a preliminary report by next week.

Sophia: Perfect! Let's make sure the **data pipeline** is running correctly before we start the analysis.

Hiroshi: Agreed. I'll monitor the process and make adjustments as needed.

Part 2: Comprehension Questions

1. What is the first step Hiroshi suggests for gathering data?

- (A) Changing all report formats
- (B) Deleting outdated records
- (C) Data aggregation
- (D) Manually entering all customer information

2. What is the purpose of the ETL process?

- (A) To clean, format, and store data
- (B) To create marketing campaigns
- (C) To write a company newsletter
- (D) To manually edit sales reports

3. What does a data pipeline do?

- (A) It prints out all customer records
- (B) It removes duplicate reports
- (C) It generates invoices
- (D) It automates data flow between systems

4. How does Hiroshi ensure data from different platforms is merged properly?

- (A) By renaming files manually
 - (B) By using integration techniques
 - (C) By deleting extra records
 - (D) By guessing missing values
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Part 3: Key Vocabulary Definitions in Japanese

1. **Data Aggregation (データ集約)** – 異なるソースからデータを収集し、統合するプロセス。
 2. **Source System (ソースシステム)** – データが最初に保存されるシステム (例: CRM、ERP、ウェブ解析ツール)。
 3. **ETL (Extract, Transform, Load) (ETL 処理)** – データを抽出 (Extract)、変換 (Transform)、格納 (Load) するプロセス。
 4. **Data Pipeline (データパイプライン)** – 異なるシステム間でデータを自動的に転送する仕組み。
 5. **Integration (統合)** – 複数のデータソースを結びつけ、分析やレポートのために一貫性のあるデータセットを作成すること。
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Part 4: Questions & Correct Answers

1. **What is the first step Hiroshi suggests for gathering data?**
 (C) Data aggregation

2. What is the purpose of the ETL process?

(A) To clean, format, and store data

3. What does a data pipeline do?

(D) It automates data flow between systems

4. How does Hiroshi ensure data from different platforms is merged properly?

(B) By using integration techniques