Enter the modern data stack: a technology stack designed and equipped with cutting-edge tools and services to ingest, store, and process data. Data analytics is no longer just about using data to drive business decisions; we are entering a new era where cloud-based systems and tools are at the heart of data processing and analytics. Data-centric tools and techniques like warehouses and lakes, ETL/ELT, observability, real-time analytics, and so much more — these technologies are democratizing the data we collect. The proliferation of and growing emphasis on data democratization results in increased and nuanced ways in which data platforms can be used — and by extension, also empowers business users to make data-driven decisions with confidence.

In the Data Pipelines: Investigating the Modern Data Stack Trend Report, we will further explore the shifts and improved capabilities of data pipelines — including data-driven design, cloud-based data engineering, AI and machine learning — through original research, expert insights, solutions, and more.

Expert Insights
The Data Pipelines Trend Report will cover topics such as:

- Guide to Data-Driven Design and Architecture
- Future Proofing Your Data Architecture
- Real-Time Analytics
- ETL, ELT, Reverse ETL
- Data Warehouse vs. Data Lake (vs. Data Lakehouse)
- Data Pipeline Tool Evaluations
- Introduction to Data Observability
- Democratizing Data
- Data Platform as a Service (DPaaS)
- Why DataOps Engineers should be part of the data organization process [OPINION]

Developer Survey
The research component of this report will explore topics including:

- Data-driven design + architecture
- ETL and ELT trends + use cases
- Data warehouse vs. data lake vs. data lakehouse
- Real-time data processing and analytics
- Data observability
- Impacts of cloud-based systems
- Data democratization
- Building a data-driven culture
- Data versioning and release management
226K+
Average Monthly Visitors with intent for Data Pipelines

63%
Tech Decision Makers (Manager+)

464K+
Average Monthly Page Views with intent for Data Pipelines

86%
TDMs located in North America

63%
Employed at Companies with $100M+ Revenue

Downloaders Job Roles

- 34% Programmer, Developer
- 19% System Admin, DBA
- 16% Executive Manager, VP, CTO, CIO
- 14% Architect, Software Developer
- 8% Development Manager, Lead Developer
- 3% QA, Testing, Compliance
- 3% President, CEO, Owner
- 3% Other (Including Marketing, Sales, Web Designer, Graphic Designer)

Business domains with intent for Data Pipelines are 6.2x more likely to visit DZone.

104K+ Businesses with intent for Data Pipelines are visiting DZone.

Source: DZone Audience Insights and Intent, Bombora Last 90 Days, July 21, 2023; DZone Publications Downloads, Data Pipelines Trend Report, 2022
How Trend Reports Reach DZone Readers
Each Trend Report is promoted to DZone readers across DZone.com, newsletters, and social media:

- Inclusion in 5-7 Daily Digest newsletters
- Inclusion in 1 Weekly newsletter
- 2-4 Dedicated emails
- Prominent and relevant onsite promotional placements and front-page features
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