

The Data Warehouse Lifecycle Toolkit

The Data Warehouse Lifecycle Toolkit The Data Warehouse Lifecycle Toolkit In the rapidly evolving landscape of data management, organizations increasingly rely on data warehouses to centralize, organize, and analyze vast amounts of information. To ensure the success of data warehouse projects, the Data Warehouse Lifecycle Toolkit offers a comprehensive framework that guides professionals through each critical phase—from planning to maintenance. This structured approach not only enhances project efficiency but also ensures the delivery of high-quality, reliable data solutions that support strategic decision-making. --- Understanding the Data Warehouse Lifecycle The data warehouse lifecycle encompasses all stages involved in designing, implementing, deploying, and maintaining a data warehouse. Recognizing these phases helps organizations manage complexity, mitigate risks, and deliver value effectively. What is the Data Warehouse Lifecycle? The lifecycle is a systematic process that covers every aspect of data warehouse development, including:

- Planning and Requirements Gathering
- Design and Development
- Implementation and Deployment
- Operation and Maintenance
- Evolution and Enhancement

This cyclical process ensures continuous improvement and adaptation to changing business needs. --- Key Phases of the Data Warehouse Lifecycle The Lifecycle Toolkit breaks down the process into manageable phases, each with specific objectives and deliverables.

1. Planning and Requirements Analysis Objectives: - Define business goals and scope - Identify key stakeholders - Gather detailed requirements - Assess existing data sources and infrastructure Activities: - Conduct stakeholder interviews - Document business processes - Establish success criteria - Develop project plans and timelines Deliverables: - Business requirements document - Project scope - Initial data source inventory
2. Conceptual and Logical Design Objectives: - Create a blueprint of the data warehouse structure - Model data relationships and relationships Activities: - Develop conceptual data models (e.g., ER diagrams) - Design logical schemas (star schema, snowflake schema) - Define data transformation rules - Establish metadata standards Deliverables: - Conceptual data models - Logical schema designs - Data dictionary and metadata repository
3. Physical Design and Architecture Objectives: - Translate logical models into physical structures - Optimize for performance, storage, and scalability Activities: - Choose hardware and database platforms - Design physical tables, indexes, and partitioning - Plan for data security and access controls - Develop ETL (Extract, Transform, Load) architecture Deliverables: - Physical data models - Hardware and software

specifications - ETL process design

4. Development and Construction Objectives:

- Build the data warehouse components
- Develop ETL processes and data marts

Activities: - Implement database schemas - Develop ETL scripts and workflows - Populate initial data sets - Create reporting and analysis tools

Deliverables: - Working data warehouse environment - ETL workflows - 2 Prototype reports and dashboards

5. Testing and Validation Objectives:

- Ensure data accuracy, integrity, and performance
- Validate against initial requirements

Activities: - Conduct unit, system, and user acceptance testing - Perform data reconciliation - Optimize query performance - Document issues and resolutions

Deliverables: - Test plans and reports - Performance benchmarks - Validated data and functionality

6. Deployment and Implementation Objectives:

- Transition the data warehouse into production
- Train end- users and administrators

Activities: - Data migration and cut-over planning - User training sessions - Establish support and maintenance procedures - Implement security policies

Deliverables: - Live data warehouse environment - User manuals and training materials - Support frameworks

7. Operation and Maintenance Objectives:

- Ensure ongoing data quality and system performance
- Address issues promptly

Activities: - Monitor system health - Manage data loads and refreshes - Perform backups and disaster recovery - Handle user requests and issues

Deliverables: - Operational dashboards - Maintenance logs - System performance reports

8. Evolution and Enhancement Objectives:

- Adapt to changing business requirements
- Incorporate feedback for continuous improvement

Activities: - Add new data sources - Enhance data models and reports - Upgrade hardware/software as needed - Reassess security and compliance

Deliverables: - Updated data models - New reports and analytics - Version control documentation

--- Core Components of the Data Warehouse Lifecycle Toolkit

The toolkit emphasizes a set of core components essential for success.

Data Modeling Techniques

- Star Schema: Simplifies queries and enhances performance by organizing data into fact and dimension tables.
- Snowflake Schema: Normalizes data for reduced redundancy, at the expense of increased complexity.
- Normalized Models: Used in operational systems, less common in data warehouses.

ETL Processes

- Extract data from source systems
- Transform data to conform to warehouse standards
- Load data into target schemas

Effective ETL design is critical for data quality and system performance.

Metadata Management

- Maintain documentation about data structures, transformations, and processes
- Facilitate data lineage and impact analysis
- Enable better governance and compliance

Data Quality Assurance

- Implement validation rules
- Conduct data cleansing
- Monitor data accuracy over time

Performance Optimization

- Indexing and partitioning
- Query tuning
- Use of aggregations and pre-calculated summaries

--- Best Practices in the Data Warehouse Lifecycle

To maximize success, organizations should adhere to best practices:

- Stakeholder Engagement: Continuous

communication with business users ensures the warehouse meets actual needs.

- Iterative Development: Use agile methodologies to deliver value incrementally.
- Documentation: Maintain thorough records of design decisions, processes, and changes.
- Data Governance: Establish policies for data quality, security, and compliance.
- Scalability Planning: Design for future growth and technology upgrades.

--- Challenges and Solutions in the Data Warehouse Lifecycle

Common Challenges

- Data Silos and Inconsistent Data
- Changing Business Requirements
- 3 Performance Bottlenecks
- Data Security and Privacy Concerns
- Resource Constraints

Mitigation Strategies

- Conduct comprehensive data profiling and cleansing
- Adopt flexible and scalable architectures
- Implement robust security measures
- Prioritize requirements and plan phases accordingly
- Invest in training and skilled personnel

--- Conclusion

The Data Warehouse Lifecycle Toolkit provides a structured, comprehensive approach to designing, implementing, and maintaining effective data warehouses. By systematically navigating each phase—from initial planning to ongoing evolution—organizations can ensure their data infrastructure is robust, scalable, and aligned with business objectives. Effective application of the toolkit leads to improved data quality, better decision-making, and sustained competitive advantage in today's data-driven world.

--- FAQs about the Data Warehouse Lifecycle Toolkit

Q1: Why is a lifecycle approach important for data warehouses? A lifecycle approach ensures that each phase is properly planned, executed, and reviewed, reducing risks and increasing the likelihood of project success.

Q2: How does metadata management benefit the data warehouse? It helps in understanding data origin, transformations, and usage, facilitating easier maintenance, compliance, and data governance.

Q3: What role does performance optimization play in the lifecycle? Optimizing query performance and system responsiveness ensures timely insights, which are critical for decision-making and user satisfaction.

Q4: Can the data warehouse lifecycle be adapted for cloud-based solutions? Yes, the principles remain the same, but deployment and architecture considerations may differ, emphasizing scalability and cloud-native features.

Q5: How often should organizations revisit and update their data warehouse? Regular reviews, typically annually or whenever significant business changes occur, help keep the warehouse aligned with evolving needs.

--- By following the structured guidance of the Data Warehouse Lifecycle Toolkit, organizations can navigate the complexities of data warehousing with confidence, ensuring their data assets deliver maximum value now and into the future.

QuestionAnswer What is the primary purpose of 'The Data Warehouse Lifecycle Toolkit'? Its primary purpose is to provide a comprehensive framework and best practices for designing, developing, deploying, and maintaining successful data warehouses throughout their lifecycle.

Which key phases are covered in 'The Data Warehouse Lifecycle

Toolkit'? The toolkit covers phases such as project planning, requirements gathering, design, development, testing, deployment, and ongoing maintenance. How does 'The Data Warehouse Lifecycle Toolkit' help in project management? It offers structured methodologies, templates, and checklists that facilitate effective project planning, risk management, and stakeholder communication throughout the data warehouse lifecycle. 4 What are some common challenges addressed by the toolkit? Challenges such as scope creep, data quality issues, stakeholder alignment, timeline delays, and ensuring scalability are addressed through best practices and structured processes. Is 'The Data Warehouse Lifecycle Toolkit' suitable for both small and large organizations? Yes, it provides scalable methodologies that can be adapted to organizations of various sizes, from small enterprises to large corporations. How does the toolkit emphasize data governance and quality? It incorporates strategies for establishing data governance frameworks, data quality assurance processes, and documentation standards to ensure reliable and consistent data. Can 'The Data Warehouse Lifecycle Toolkit' be integrated with agile development methodologies? While originally designed for traditional project management approaches, the toolkit's principles can be adapted to support agile practices by emphasizing iterative development and continuous stakeholder involvement. What are the benefits of using 'The Data Warehouse Lifecycle Toolkit' for data warehousing projects? Benefits include improved project success rates, better stakeholder alignment, clearer project scope, enhanced data quality, and a structured approach to managing complex data warehouse initiatives. The Data Warehouse Lifecycle Toolkit: A Comprehensive Guide to Building and Managing Successful Data Warehouses In today's data-driven world, organizations rely heavily on data warehouses to support decision-making, analytics, and strategic planning. Successfully designing, implementing, and maintaining a data warehouse requires a well-structured approach—one that is captured in the concept of the data warehouse lifecycle toolkit. This toolkit provides a systematic set of processes, best practices, and methodologies that guide data professionals through each phase of a data warehouse project, ensuring that the end product aligns with business needs and delivers long-term value. --- Understanding the Data Warehouse Lifecycle The data warehouse lifecycle refers to the entire journey from initial planning and requirements gathering to deployment, maintenance, and eventual retirement of the data warehouse. It emphasizes not just the technical build but also ongoing governance, quality management, and evolution in response to changing business environments. The lifecycle is iterative and cyclical, recognizing that data warehouses are dynamic systems that must evolve over time. The data warehouse lifecycle toolkit consolidates industry best practices, methodologies, and tools to facilitate this continuous process. --- Phases of the Data Warehouse

Lifecycle The lifecycle can be broadly divided into several key phases. Each phase encompasses specific activities, deliverables, and considerations that contribute to the success of the project.

1. Planning and Requirements Gathering

Objectives: - Understand business needs and strategic goals. - Define scope, stakeholders, and success The Data Warehouse Lifecycle Toolkit 5 criteria. - Establish project governance and team structure.

Activities: - Conduct stakeholder interviews. - Document key business processes and KPIs. - Identify data sources and integration points. - Develop a high-level project plan and resource allocation.

Deliverables: - Business requirements document. - Data requirements and initial scope definition. - Project charter and governance framework. ---

2. Data Modeling and Design

Objectives: - Create a logical and physical data model aligned with business requirements. - Design data structures that support efficient querying and reporting.

Activities: - Choose appropriate modeling techniques (e.g., star schema, snowflake schema). - Define fact and dimension tables. - Develop data flow diagrams and source-to-target mappings. - Design data quality and validation rules.

Deliverables: - Conceptual, logical, and physical data models. - Data dictionary and metadata repository. - Data flow diagrams. ---

3. ETL Development and Data Integration

Objectives: - Extract data from diverse sources. - Transform data to conform to warehouse standards. - Load data into the warehouse efficiently and accurately.

Activities: - Develop extraction routines and workflows. - Implement transformation logic, including cleansing, deduplication, and aggregation. - Create staging areas and build load processes. - Test and validate ETL workflows.

Deliverables: - ETL scripts and workflows. - Data validation reports. - Documentation of data transformation rules. ---

4. Implementation and Deployment

Objectives: - Build the physical data warehouse environment. - Deploy ETL processes and data models. - Perform initial data loads and testing.

Activities: - Set up database infrastructure (servers, storage, security). - Deploy data models and ETL workflows. - Conduct system testing, including performance tuning. - Develop user access controls and security protocols.

Deliverables: - Deployed data warehouse environment. - Test plans and results. - User documentation and training materials. ---

5. Data Warehouse Operation and Maintenance

Objectives: - Ensure data quality, availability, and performance. - Support ongoing user needs and system updates.

Activities: - Monitor system performance and optimize queries. - Manage data refresh cycles. - Handle user support and issue resolution. - Implement change requests and enhancements.

Deliverables: - Operational dashboards and monitoring reports. - Data quality dashboards. - Change management documentation. ---

6. Evolution and Retirement

Objectives: - Adapt the data warehouse to new requirements. - Retire obsolete data structures responsibly.

Activities: - Conduct periodic review of business needs. - Implement new data sources or analytical capabilities. - Archive or decommission outdated

components. - Document lessons learned for future projects. Deliverables: - Updated data models and ETL processes. - Decommissioning plans. - Lessons learned reports. --- Best Practices Embedded in the Data Warehouse Lifecycle Toolkit To maximize success, organizations should incorporate key best practices throughout each phase: - Stakeholder Engagement: Maintain continuous communication with business users to align the warehouse's evolution with strategic goals. - Iterative Development: Adopt an incremental approach to deliver value early and refine progressively. - Metadata Management: Document data definitions, lineage, and transformations to ensure transparency and ease of maintenance. - Data Quality Assurance: Implement rigorous validation and cleansing routines to ensure trustworthy data. - Performance Optimization: Regularly tune queries, indexes, and storage to support growing data volumes. - Governance and Security: Establish policies for data access, privacy, and compliance. - Documentation and Training: Keep comprehensive records and train users and administrators for smooth operation. --- Tools and Methodologies Supporting the Lifecycle The data warehouse lifecycle toolkit is supported by various tools and methodologies: - Methodologies: - Kimball Lifecycle Methodology: Focuses on dimensional modeling and iterative delivery. - Inmon Approach: Emphasizes an enterprise data warehouse architecture. - Agile Data Warehousing: Promotes flexibility and rapid iteration. - Tools: - ETL Platforms (e.g., Informatica, Talend, Apache NiFi) - Data Modeling Tools (e.g., ER/Studio, PowerDesigner) - Metadata Management Software (e.g., Collibra, Alation) - Data Visualization and Reporting (e.g., Tableau, Power BI) - Database Management Systems (e.g., Redshift, Snowflake, Oracle) --- Challenges and How to Overcome Them Implementing and managing a data warehouse is complex. Common challenges include: - Data Silos and Inconsistencies: Address through comprehensive data governance and standardization. - Changing Business Needs: Adopt an agile approach for flexibility. - Data Volume and Velocity: Invest in scalable infrastructure and optimized ETL processes. - Stakeholder Alignment: Maintain ongoing communication and manage expectations. - Technical Skills Shortage: Provide training and foster cross-functional teams. By leveraging the data warehouse lifecycle toolkit, organizations can systematically navigate these challenges, ensuring that their data warehouse remains a reliable and strategic asset. --- Conclusion: The Strategic Value of a Well-Managed Data Warehouse Lifecycle The data warehouse lifecycle toolkit provides a structured roadmap that guides organizations through every stage of data warehouse development and management. It ensures that technical efforts are aligned with business objectives, data quality is maintained, and systems evolve in step with organizational needs. By embracing this comprehensive approach, organizations can maximize their return on investment, foster data-driven decision-making,

and gain a competitive advantage in an increasingly complex data landscape. Investing in a disciplined lifecycle process is not just about building a robust data warehouse—it's about creating a foundation for sustained business success in the age of big data and analytics. data warehouse, data modeling, ETL processes, data integration, data architecture, data governance, data quality, data warehouse design, business intelligence, data management

The Data Warehouse Lifecycle ToolkitThe Data Warehouse Lifecycle ToolkitKimball's Data Warehouse Toolkit ClassicsThe Data Warehouse Lifecycle Toolkit, 2nd EdKimball's Data Warehouse Toolkit Classics, 3 Volume SetThe Data Warehouse Lifecycle ToolkitThe Data Warehouse ToolkitCD-ROM to Accompany The Data Warehouse Lifecycle ToolkitA Manager's Guide to Data WarehousingThe Data Warehouse ToolkitThree Volume Set of Ralph Kimball's Toolkit BooksStudyguide for the Data Warehouse Lifecycle Toolkit by Kimball, RalphOutlines and Highlights for the Data Warehouse Lifecycle Toolkit by Ralph Kimball, IsbnThe Microsoft Data Warehouse ToolkitTHE DATA WAREHOUSE ETL TOOLKITThe Data Webhouse ToolkitCommon Warehouse MetamodelData Warehouse Design: Modern Principles and MethodologiesProfessional Microsoft SQL Server 2012 Analysis Services with MDX and DAXRecent Trends in Materials and Mechanical Engineering Materials, Mechatronics and Automation Ralph Kimball Ralph Kimball Ralph Kimball Ralph Kimball Ralph Kimball Ralph Kimball Ralph Kimball Ralph Kimball Laura Reeves Ralph Kimball Ralph Kimball Cram101 Textbook Reviews Cram101 Textbook Reviews Joy Mundy Ralph Kimball & Joe Caserta Ralph Kimball John Poole Matteo Golfarelli Sivakumar Harinath Qi Luo The Data Warehouse Lifecycle Toolkit The Data Warehouse Lifecycle Toolkit Kimball's Data Warehouse Toolkit Classics The Data Warehouse Lifecycle Toolkit, 2nd Ed Kimball's Data Warehouse Toolkit Classics, 3 Volume Set The Data Warehouse Lifecycle Toolkit The Data Warehouse Toolkit CD-ROM to Accompany The Data Warehouse Lifecycle Toolkit A Manager's Guide to Data Warehousing The Data Warehouse Toolkit Three Volume Set of Ralph Kimball's Toolkit Books Studyguide for the Data Warehouse Lifecycle Toolkit by Kimball, Ralph Outlines and Highlights for the Data Warehouse Lifecycle Toolkit by Ralph Kimball, Isbn The Microsoft Data Warehouse Toolkit THE DATA WAREHOUSE ETL TOOLKIT The Data Webhouse Toolkit Common Warehouse Metamodel Data Warehouse Design: Modern Principles and Methodologies Professional Microsoft SQL Server 2012 Analysis Services with MDX and DAX Recent Trends in Materials and Mechanical Engineering Materials, Mechatronics and Automation *Ralph Kimball Ralph Kimball Ralph Kimball Ralph Kimball Ralph Kimball Ralph Kimball Ralph Kimball Ralph Kimball Laura Reeves Ralph Kimball Ralph Kimball Cram101 Textbook Reviews Cram101 Textbook Reviews Joy Mundy Ralph Kimball & Joe Caserta Ralph Kimball John Poole Matteo Golfarelli Sivakumar Harinath Qi Luo*

a thorough update to the industry standard for designing developing and deploying data warehouse and business intelligence systems the world of data warehousing has changed remarkably since the first edition of the data warehouse lifecycle toolkit was published in 1998 in that time the data warehouse industry has reached full maturity and acceptance hardware and software have made staggering advances and the techniques promoted in the premiere edition of this book have been adopted by nearly all data warehouse vendors and practitioners in addition the term business intelligence emerged to reflect the mission of the data warehouse wrangling the data out of source systems cleaning it and delivering it to add value to the business ralph kimball and his colleagues have refined the original set of lifecycle methods and techniques based on their consulting and training experience the authors understand first hand that a data warehousing business intelligence dw bi system needs to change as fast as its surrounding organization evolves to that end they walk you through the detailed steps of designing developing and deploying a dw bi system you ll learn to create adaptable systems that deliver data and analyses to business users so they can make better business decisions

cowritten by ralph kimball the world s leading data warehousing authority delivers real world solutions for the most time and labor intensive portion of data warehousing data staging or the extract transform load etl process delineates best practices for extracting data from scattered sources removing redundant and inaccurate data transforming the remaining data into correctly formatted data structures and then loading the end product into the data warehouse offers proven time saving etl techniques comprehensive guidance on building dimensional structures and crucial advice on ensuring data quality this book is also available as part of the kimball s data warehouse toolkit classics box set isbn 9780470479575 with the following 3 books the data warehouse toolkit 2nd edition 9780471200246 the data warehouse lifecycle toolkit 2nd edition 9780470149775 the data warehouse etl toolkit 9780764567575

market desc data warehouse designers data warehouse architects data warehouse developers data warehouse managers special features the current first edition has sold more than 72 000 copies generating net revenue of more than 2.5 million the methods described in this book have been adopted by almost all leading data warehouse vendors ralph kimball and his co authors are recognized as the driving thought leaders in the data warehousing industry there is no direct competition the authors actively promote this methodology in training and consulting worldwide and in their writing in magazines and online about the book the book covers best practices from data warehouse project inception through on going program management about 30 to 40 of the content in the book is updated and new this revised tutorial covers major

lifecycle topics such as dimensional modeling tech architecture etl bi etc it is targeted at both novice and experienced data warehouse professionals

three books by the bestselling authors on data warehousing the most authoritative guides from the inventor of the technique all for a value price the data warehouse toolkit 3rd edition 9781118530801 ralph kimball invented a data warehousing technique called dimensional modeling and popularized it in his first wiley book the data warehouse toolkit since this book was first published in 1996 dimensional modeling has become the most widely accepted technique for data warehouse design over the past 10 years kimball has improved on his earlier techniques and created many new ones in this 3rd edition he will provide a comprehensive collection of all of these techniques from basic to advanced the data warehouse lifecycle toolkit 2nd edition 9780470149775 complete coverage of best practices from data warehouse project inception through on going program management updates industry best practices to be in sync with current recommendations of kimball group streamlines the lifecycle methodology to be more efficient and user friendly the data warehouse etl toolkit 9780764567575 shows data warehouse developers how to effectively manage the etl extract transform load phase of the data warehouse development lifecycle the authors show developers the best methods for extracting data from scattered sources throughout the enterprise removing obsolete redundant and inaccurate data transforming the remaining data into correctly formatted data structures and then physically loading them into the data warehouse this book provides complete coverage of proven time saving etl techniques it begins with a quick overview of etl fundamentals and the role of the etl development team it then quickly moves into an overview of the etl data structures both relational and dimensional the authors show how to build useful dimensional structures providing practical examples of beginning through advanced techniques

a comprehensive thoughtful and detailed book that will be of inestimable value to anyone struggling with the complex details of designing building and maintaining an enterprise wide decision support system highly recommended robert s craig vice president application architectures hurwitz group inc in his bestselling book the data warehouse toolkit ralph kimball showed you how to use dimensional modeling to design effective and usable data warehouses now he carries these techniques to the larger issues of delivering complete data marts and data warehouses drawing upon their experiences with numerous data warehouse implementations he and his coauthors show you all the practical details involved in planning designing developing deploying and growing data warehouses important topics include the business dimensional lifecycle tm approach to data warehouse project planning and management

techniques for gathering requirements more effectively and efficiently advanced dimensional modeling techniques to capture the most complex business rules the data warehouse bus architecture and other approaches for integrating data marts into super flexible data warehouses a framework for creating your technical architecture techniques for minimizing the risks involved with data staging aggregations and other effective ways to boost data warehouse performance cutting edge internet based data warehouse security techniques the cd rom supplies you with complete data warehouse project plan tasks and responsibilities a set of sample models that demonstrate the bus architecture blank versions of the templates and tools described in the book checklists to use at key points in the project

this new edition enhances extends and clarifies the concepts and examples presented in the first edition topics have been restructured to coherently develop the data warehouse architecture

aimed at helping business and it managers clearly communicate with each other this helpful book addresses concerns straight on and provides practical methods to building a collaborative data warehouse you ll get clear explanations of the goals and objectives of each stage of the data warehouse lifecycle while learning the roles that both business managers and technicians play at each stage discussions of the most critical decision points for success at each phase of the data warehouse lifecycle help you understand ways in which both business and it management can make decisions that best meet unified objectives

updated new edition of ralph kimball s groundbreaking book on dimensional modeling for data warehousing and business intelligence the first edition of ralph kimball s the data warehouse toolkit introduced the industry to dimensional modeling and now his books are considered the most authoritative guides in this space this new third edition is a complete library of updated dimensional modeling techniques the most comprehensive collection ever it covers new and enhanced star schema dimensional modeling patterns adds two new chapters on etl techniques includes new and expanded business matrices for 12 case studies and more authored by ralph kimball and margy ross known worldwide as educators consultants and influential thought leaders in data warehousing and business intelligence begins with fundamental design recommendations and progresses through increasingly complex scenarios presents unique modeling techniques for business applications such as inventory management procurement invoicing accounting customer relationship management big data analytics and more draws real world case studies from a variety of industries including retail sales financial services telecommunications education health care insurance e commerce and more

design dimensional databases that are easy to understand and provide fast query response with the data warehouse toolkit the definitive guide to dimensional modeling 3rd edition

ralph kimball s three data warehousing books the data warehouse toolkit the data warehouse lifecycle toolkit and the data webhouse toolkit provide you with everything you will need to create manage and use your data warehouse his first book the data warehouse toolkit is the definitive guide to building a data warehouse kimball uses actual case studies of existing data warehouses developed for specific types of business applications such as retail manufacturing banking insurance subscriptions and airline reservations using the techniques learned in kimball s first book the data warehouse lifecycle toolkit carries them to the larger issues of delivering complete data marts and data warehouses the book shows you all the practical details involved in planning designing developing deploying and growing data warehouses the data webhouse toolkit is a groundbreaking guide which introduces the webhouse a powerful new way of capturing valuable information flowing into a site and ordering it in ways that are useful to managers strategic decision makers and customers

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this groundbreaking book is the first in the kimball toolkit series to be product specific microsoft s bi toolset has undergone significant changes in the sql server 2005 development cycle sql server 2005 is the first viable full functioned data warehouse and business intelligence platform to be offered at a price that will make data warehousing and business intelligence available to a broad set of organizations this book is meant to offer practical techniques to guide those organizations through the myriad of challenges to true success as measured by contribution to business value building a data warehousing and business intelligence system is a complex business and engineering effort while there are significant technical challenges to overcome in successfully deploying a data

warehouse the authors find that the most common reason for data warehouse project failure is insufficient focus on the business users and business problems in an effort to help people gain success this book takes the proven business dimensional lifecycle approach first described in best selling the data warehouse lifecycle toolkit and applies it to the microsoft sql server 2005 tool set beginning with a thorough description of how to gather business requirements the book then works through the details of creating the target dimensional model setting up the data warehouse infrastructure creating the relational atomic database creating the analysis services databases designing and building the standard report set implementing security dealing with metadata managing ongoing maintenance and growing the dw bi system all of these steps tie back to the business requirements each chapter describes the practical steps in the context of the sql server 2005 platform intended audience the target audience for this book is the it department or service provider consultant who is planning a small to mid range data warehouse project evaluating or planning to use microsoft technologies as the primary or exclusive data warehouse server technology familiar with the general concepts of data warehousing and business intelligence the book will be directed primarily at the project leader and the warehouse developers although everyone involved with a data warehouse project will find the book useful some of the book s content will be more technical than the typical project leader will need other chapters and sections will focus on business issues that are interesting to a database administrator or programmer as guiding information the book is focused on the mass market where the volume of data in a single application or data mart is less than 500 gb of raw data while the book does discuss issues around handling larger warehouses in the microsoft environment it is not exclusively or even primarily concerned with the unusual challenges of extremely large datasets about the authors joy mundy has focused on data warehousing and business intelligence since the early 1990s specializing in business requirements analysis dimensional modeling and business intelligence systems architecture joy co founded infodynamics llc a data warehouse consulting firm then joined microsoft webtv to develop closed loop analytic applications and a packaged data warehouse before returning to consulting with the kimball group in 2004 joy worked in microsoft sql server product development managing a team that developed the best practices for building business intelligence systems on the microsoft platform joy began her career as a business analyst in banking and finance she graduated from tufts university with a ba in economics and from stanford with an ms in engineering economic systems warren thornthwaite has been building data warehousing and business intelligence systems since 1980 warren worked at metaphor for eight years where he managed the consulting organization and implemented many major data warehouse systems after metaphor warren

managed the enterprise wide data warehouse development at stanford university he then co founded infodynamics llc a data warehouse consulting firm with his co author joy mundy warren joined up with webtv to help build a world class multi terabyte customer focused data warehouse before returning to consulting with the kimball group in addition to designing data warehouses for a range of industries warren speaks at major industry conferences and for leading vendors and is a long time instructor for kimball university warren holds an mba in decision sciences from the university of pennsylvania s wharton school and a ba in communications studies from the university of michigan ralph kimball ph d has been a leading visionary in the data warehouse industry since 1982 and is one of today s most internationally well known authors speakers consultants and teachers on data warehousing he writes the data warehouse architect column for intelligent enterprise formerly dbms magazine

market desc data warehouse developers and administrators special features ralph kimball the author of this book is far and away the best selling author on data warehousing his new book covers the most difficult time consuming and labor intensive phase of building a data warehouse this is essential information that data warehouse developers and managers need to know kimball can be expected to actively promote this book through his column in intelligent enterprise magazine through classes offered by his training organization kimball university and online about the book the data warehouse etl toolkit shows data warehouse developers how to effectively manage the etl extract transform and load phase of the data warehouse development lifecycle the authors show developers the best methods for extracting data from scattered sources throughout the enterprise removing obsolete redundant and inaccurate data transforming the remaining data into correctly formatted data structures and then physically loading them into the data warehouse

ralph s latest book ushers in the second wave of the internet bottom line this book provides the insight to help companies combine internet based business intelligence with the bounty of customer data generated from the internet william schmarzo director world wide solutions sales and marketing ibm numa q receiving over 100 million hits a day the most popular commercial websites have an excellent opportunity to collect valuable customer data that can help create better service and improve sales companies can use this information to determine buying habits provide customers with recommendations on new products and much more unfortunately many companies fail to take full advantage of this deluge of information because they lack the necessary resources to effectively analyze it in this groundbreaking guide data warehousing s bestselling author ralph kimball introduces readers to the data webhouse the marriage of the data warehouse and the if designed and

deployed correctly the webhouse can become the linchpin of the modern customer focused company providing competitive information essential to managers and strategic decision makers in this book dr kimball explains the key elements of the webhouse and provides detailed guidelines for designing building and managing the webhouse the results are a business better positioned to stay healthy and competitive in this book you ll learn methods for tracking website user actions determining whether a customer is about to switch to a competitor determining whether a particular ad is working capturing data points about customer behavior designing the website to support webhousing building clickstream datamarts designing the webhouse user interface managing and scaling the webhouse the companion website at wiley com compbooks kimball provides updates on webhouse technologies and techniques as well as links to related sites and resources

the official guide to programming with the revolutionary data sharing technology the common warehouse metamodel cwm is the new omg standard that makes the sharing of data seamless the cwm standard development team provides developers with a complete overview of what cwm is and how it works after acquainting readers with the cwm architecture and how each cwm component fits into existing database and data warehouse architectures the authors provide expert guidance on how to plan for implement and deploy cwm technologies companion site features updates on cwm technologies descriptions of tools and links to vendor sites

foreword by mark stephen larow vice president of products microstrategy a unique and authoritative book that blends recent research developments with industry level practices for researchers students and industry practitioners il yeol song professor college of information science and technology drexel university

sql server 2012 is packed with powerful new analysis services features that will dramatically enhance business intelligence written by key members to microsoft s product team this book shows you how to apply these new capabilities to create sophisticated bi solutions in order to accomplish this you ll learn how to design build and work with the multidimensional and tabular business intelligence semantic model bism using sql server analysis services you ll then use mdx and dax to query those databases so you can provide advanced analysis of business problems and build end to end solutions to meet your needs back cover

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