

Implementing A Data Warehouse With Microsoft Sql Server

Geared to IT professionals eager to get into the all-important field of data warehousing, this book explores all topics needed by those who design and implement data warehouses. Readers will learn about planning requirements, architecture, infrastructure, data preparation, information delivery, implementation, and maintenance. They'll also find a wealth of industry examples garnered from the author's 25 years of experience in designing and implementing databases and data warehouse applications for major corporations. Market: IT Professionals, Consultants.

With this textbook, Vaisman and Zimányi deliver excellent coverage of data warehousing and business intelligence technologies ranging from the most basic principles to recent findings and applications. To this end, their work is structured into three parts. Part I describes "Fundamental Concepts" including multi-dimensional models; conceptual and logical data warehouse design and MDX and SQL/OLAP. Subsequently, Part II details "Implementation and Deployment," which includes physical data warehouse design; data extraction, transformation, and loading (ETL) and data analytics. Lastly, Part III covers "Advanced Topics" such as spatial data warehouses; trajectory data warehouses; semantic technologies in data warehouses and novel technologies like Map Reduce, column-store databases and in-memory databases. As a key characteristic of the book, most of the topics are presented and illustrated using application tools. Specifically, a case study based on the well-known Northwind database illustrates how the concepts presented in the book can be implemented using Microsoft Analysis Services and Pentaho Business Analytics. All chapters are summarized using review questions and exercises to support comprehensive student learning. Supplemental material to assist instructors using this book as a course text is available at <http://cs.ulb.ac.be/DWSDIbook/>, including electronic versions of the figures, solutions to all exercises, and a set of slides accompanying each chapter. Overall, students, practitioners and researchers alike will find this book the most comprehensive reference work on data warehouses, with key topics described in a clear and educational style.

Data Lake/Lakehouse implementation and precautions for successful implementation. Our general understanding that Data Lake/Lake House is a storage place. The Data Lake/ Lake House not only a storage place but also the brain of an enterprise. It must be designed as per the business need with proper intelligence in place. A comparison of a Data lake / Lake House and Delta Lake and how a Lake House could be easily expanded to a Delta Lake summarized. A step-by-step analysis, design, development, and implementation plans with all the challenges and best practices described in detail. Also, this paper provides pointers on various topics such as data processing, storage layers, downstream process /planning, data quality, data governance, data retention-backup, & data visibility, security, automation, tools selection, physical/ logical architecture sample etc. are summarized.

Learn how to design and implement an enterprise data warehouse. Microsoft Certified Trainer Martin Guidry shows how to design fact and dimension tables using both the star and snowflake techniques, use data quality services to cleanse data, and implement an ETL process with SQL Server integration services.

Data warehousing is one of the hottest business topics, and there's more to understanding data warehousing technologies than you might think. Find out the basics of data warehousing and how it facilitates data mining and business intelligence with *Data Warehousing For Dummies*, 2nd Edition. Data is probably your company's most important asset, so your data warehouse should serve your needs. The fully updated Second Edition of *Data Warehousing For Dummies* helps you understand, develop, implement, and use data warehouses, and

offers a sneak peek into their future. You'll learn to: Analyze top-down and bottom-up data warehouse designs Understand the structure and technologies of data warehouses, operational data stores, and data marts Choose your project team and apply best development practices to your data warehousing projects Implement a data warehouse, step by step, and involve end-users in the process Review and upgrade existing data storage to make it serve your needs Comprehend OLAP, column-wise databases, hardware assisted databases, and middleware Use data mining intelligently and find what you need Make informed choices about consultants and data warehousing products Data Warehousing For Dummies, 2nd Edition also shows you how to involve users in the testing process and gain valuable feedback, what it takes to successfully manage a data warehouse project, and how to tell if your project is on track. You'll find it's the most useful source of data on the topic!

This book presents the first comparative review of the state of the art and the best current practices of data warehouses. It covers source and data integration, multidimensional aggregation, query optimization, metadata management, quality assessment, and design optimization. A conceptual framework is presented by which the architecture and quality of a data warehouse can be assessed and improved using enriched metadata management combined with advanced techniques from databases, business modeling, and artificial intelligence.

What is data warehousing? -- Project planning -- Business exploration -- Business case study and ROI analysis -- Organizational integration -- Technology -- Database maintenance -- Technical construction of the Wal-Mart data warehouse -- Postimplementation of the Wal-Mart data warehouse -- Store operations sample analyses -- Merchandising sample analyses.

What is the key to a successful data warehouse? Strategy, design, implementation! This book skillfully provides a conceptual and working model of a successful data warehouse process that is developed by using SAS software. Written for both the business and technical sides of the house, Welbrock supplies real-life experience with data warehousing, not a theoretical approach. This book delivers the following three-phase strategy for building a data warehouse: 1) Build a conceptual data warehouse that contains metadata about the business elements that are documented in the conceptual warehouse into a technological lexicon. 3) Implement the physical data warehouse. Topics discussed that support the data warehousing process are data modeling, data transformation, multi-dimensional databases, data extraction and storage, warehouse loading, client/server, and SAS/Warehouse Administrator. The Strategy for designing your effective data warehouse is found in these pages!

Dimensional models like data warehouses can provide a more accessible and consistent form of data storage than relational databases. You can consolidate data from multiple sources into a single repository for business intelligence, analysis, and reporting. This course explains how to create a long-term data storage solution using local SQL Server instances and Azure SQL Data Warehouse. Instructor Adam Wilbert shows how to build a data warehouse from the ground up, starting with the tables and views; establish control flow; enforce data quality; and use your data in services such as SQL Server Reporting Services and Power BI. By the end of the course, you will be able to implement a robust, custom solution to serve all your organization's business intelligence, reporting, and analysis needs.

Completely revised, expanded, and updated, this second edition gives extensive new coverage of data integration, management, indexing, cleansing, and transformation. The book covers powerful new multi-dimensional front-ends and

conversion tools and gives detailed coverage of lifecycle issues.

"Business data analysis becomes more important as the amount of data involved in the analysis grows. This data is in various database management products, spreadsheets, and documents. A data warehouse collects needed data and organizes the data in a form that solves the complexities and performance issues that line-of-business applications present. In this VTC course, author Mark Long walks you through the information you need to get prepared to take Microsoft's 70-463 certification exam: Implementing a Data Warehouse with Microsoft SQL Server 2012. This exam is part of Microsoft's MCSA: SQL Server Certification."--Resource description page.

This book aims to help students and practitioners who are new to data warehousing to start developing a new data warehouse project from scratch. It shows different phases of data warehousing projects through a simple case. So readers can experience the full data warehouse development life-cycle through a simple example step-by-step. The book is written for the novice user, so there is no requirement for previous experience of working with MS SQL Server and other tools. However, it expects readers to know basics of databases like the table, columns, etc. The book does not aim to teach data warehousing multi-dimensional design principle, nor play the role of a comprehensive reference book on Microsoft Business Intelligence Toolset. It only intends to help readers to get a hands-on experience on data warehouse development quickly. It aims to give readers basic understanding and experience, so they become more confident in using reference books and online materials. The book does not go through the installation of tools that are used in the sample project. The readers need to install the following tools in order to follow the steps, i.e., Microsoft SQL Server Database Engine, Microsoft SQL Server Integration Services (SSIS) 2017, Microsoft SQL Server Analysis Services (SSAS) 2017, Microsoft SQL Server Management Studio (SSMS), Microsoft Excel, and Microsoft Power BI. Prepare for Microsoft Exam 70-767--and help demonstrate your real-world mastery of skills for managing data warehouses. This exam is intended for Extract, Transform, Load (ETL) data warehouse developers who create business intelligence (BI) solutions. Their responsibilities include data cleansing as well as ETL and data warehouse implementation. The reader should have experience installing and implementing a Master Data Services (MDS) model, using MDS tools, and creating a Master Data Manager database and web application. The reader should understand how to design and implement ETL control flow elements and work with a SQL Service Integration Services package. Focus on the expertise measured by these objectives: • Design, and implement, and maintain a data warehouse • Extract, transform, and load data • Build data quality solutions This Microsoft Exam Ref: • Organizes its coverage by exam objectives • Features strategic, what-if scenarios to challenge you • Assumes you have working knowledge of relational database technology and incremental database extraction, as well as experience with designing ETL control flows,

using and debugging SSIS packages, accessing and importing or exporting data from multiple sources, and managing a SQL data warehouse. Implementing a SQL Data Warehouse About the Exam Exam 70-767 focuses on skills and knowledge required for working with relational database technology. About Microsoft Certification Passing this exam earns you credit toward a Microsoft Certified Professional (MCP) or Microsoft Certified Solutions Associate (MCSA) certification that demonstrates your mastery of data warehouse management Passing this exam as well as Exam 70-768 (Developing SQL Data Models) earns you credit toward a Microsoft Certified Solutions Associate (MCSA) SQL 2016 Business Intelligence (BI) Development certification. See full details at: microsoft.com/learning

A guide to data warehousing covers such topics as its basic characteristics and design, data migration, data marts, planning a data warehouse project, and operating a data warehouse.

Learn how to design and implement an enterprise data warehouse, with Microsoft SQL Server.

Managing Data in Motion describes techniques that have been developed for significantly reducing the complexity of managing system interfaces and enabling scalable architectures. Author April Reeve brings over two decades of experience to present a vendor-neutral approach to moving data between computing environments and systems. Readers will learn the techniques, technologies, and best practices for managing the passage of data between computer systems and integrating disparate data together in an enterprise environment. The average enterprise's computing environment is comprised of hundreds to thousands computer systems that have been built, purchased, and acquired over time. The data from these various systems needs to be integrated for reporting and analysis, shared for business transaction processing, and converted from one format to another when old systems are replaced and new systems are acquired. The management of the "data in motion" in organizations is rapidly becoming one of the biggest concerns for business and IT management. Data warehousing and conversion, real-time data integration, and cloud and "big data" applications are just a few of the challenges facing organizations and businesses today.

Managing Data in Motion tackles these and other topics in a style easily understood by business and IT managers as well as programmers and architects. Presents a vendor-neutral overview of the different technologies and techniques for moving data between computer systems including the emerging solutions for unstructured as well as structured data types Explains, in non-technical terms, the architecture and components required to perform data integration Describes how to reduce the complexity of managing system interfaces and enable a scalable data architecture that can handle the dimensions of "Big Data"

Contains a six-stage plan for starting new warehouse projects and guiding programmers step-by-step until they become a world-class, Agile development team. It describes also how to

avoid or contain the fierce opposition that radically new methods can encounter from the traditionally-minded IS departments found in many large companies.

You have to make sense of enormous amounts of data, and while the notion of “agile data warehousing might sound tricky, it can yield as much as a 3-to-1 speed advantage while cutting project costs in half. Bring this highly effective technique to your organization with the wisdom of agile data warehousing expert Ralph Hughes. Agile Data Warehousing Project Management will give you a thorough introduction to the method as you would practice it in the project room to build a serious “data mart. Regardless of where you are today, this step-by-step implementation guide will prepare you to join or even lead a team in visualizing, building, and validating a single component to an enterprise data warehouse. Provides a thorough grounding on the mechanics of Scrum as well as practical advice on keeping your team on track Includes strategies for getting accurate and actionable requirements from a team’s business partner Revolutionary estimating techniques that make forecasting labor far more understandable and accurate Demonstrates a blends of Agile methods to simplify team management and synchronize inputs across IT specialties Enables you and your teams to start simple and progress steadily to world-class performance levels

An introductory guide for professionals and end-users of SAP and the Business Information Warehouse (BW) data warehouse, this book outlines SAP and BW features and functions, then discusses how to plan and implement a project. Complete information on ERP systems and the characteristics of SAP R/3 software are provided, as well as tips for avoiding common mistakes. The modular format allows users to move easily among chapters that cover SAP R/3 and BW topics.

CUTTING-EDGE CONTENT AND GUIDANCE FROM A DATA WAREHOUSING EXPERT—NOW EXPANDED TO REFLECT FIELD TRENDS Data warehousing has revolutionized the way businesses in a wide variety of industries perform analysis and make strategic decisions. Since the first edition of Data Warehousing Fundamentals, numerous enterprises have implemented data warehouse systems and reaped enormous benefits. Many more are in the process of doing so. Now, this new, revised edition covers the essential fundamentals of data warehousing and business intelligence as well as significant recent trends in the field. The author provides an enhanced, comprehensive overview of data warehousing together with in-depth explanations of critical issues in planning, design, deployment, and ongoing maintenance. IT professionals eager to get into the field will gain a clear understanding of techniques for data extraction from source systems, data cleansing, data transformations, data warehouse architecture and infrastructure, and the various methods for information delivery. This practical Second Edition highlights the areas of data warehousing and business intelligence where high-impact technological progress has been made. Discussions on developments include data marts, real-time information delivery, data visualization, requirements gathering methods, multi-tier architecture, OLAP applications, Web clickstream analysis, data warehouse appliances, and data mining techniques. The book also contains review questions and exercises for each chapter, appropriate for self-study or classroom work, industry examples of real-world situations, and several appendices with valuable information. Specifically written for professionals responsible for designing, implementing, or maintaining data warehousing systems, Data Warehousing Fundamentals presents agile, thorough, and systematic development principles for the IT professional and anyone working or researching in information management.

Data Warehousing Architecture and Implementation Prentice Hall Professional

Do You Know If Your Data Warehouse Flexible, Scalable, Secure and Will It Stand The Test Of Time And Avoid Being Part Of The Dreaded "Life Cycle"? The Data Vault took the Data Warehouse world by storm when it was released in 2001. Some of the world's largest and most complex data warehouse situations understood the value it gave especially with the

capabilities of unlimited scaling, flexibility and security. Here is what industry leaders say about the Data Vault "The Data Vault is the optimal choice for modeling the EDW in the DW 2.0 framework" - Bill Inmon, The Father of Data Warehousing "The Data Vault is foundationally strong and an exceptionally scalable architecture" - Stephen Brobst, CTO, Teradata "The Data Vault should be considered as a potential standard for RDBMS-based analytic data management by organizations looking to achieve a high degree of flexibility, performance and openness" - Doug Laney, Deloitte Analytics Institute "I applaud Dan's contribution to the body of Business Intelligence and Data Warehousing knowledge and recommend this book be read by both data professionals and end users" - Howard Dresner, From the Foreword - Speaker, Author, Leading Research Analyst and Advisor You have in your hands the work, experience and testing of 2 decades of building data warehouses. The Data Vault model and methodology has proven itself in hundreds (perhaps thousands) of solutions in Insurance, Crime-Fighting, Defense, Retail, Finance, Banking, Power, Energy, Education, High-Tech and many more. Learn the techniques and implement them and learn how to build your Data Warehouse faster than you have ever done before while designing it to grow and scale no matter what you throw at it. Ready to "Super Charge Your Data Warehouse"?

Here is the ideal field guide for data warehousing implementation. This book first teaches you how to build a data warehouse, including defining the architecture, understanding the methodology, gathering the requirements, designing the data models, and creating the databases. Coverage then explains how to populate the data warehouse and explores how to present data to users using reports and multidimensional databases and how to use the data in the data warehouse for business intelligence, customer relationship management, and other purposes. It also details testing and how to administer data warehouse operation.

Reviews planning and designing architecture and implementing the data warehouse. Includes discussions on how and why to apply IBM tools. Offers tips, tricks, and workarounds to ensure maximum performance. Companion Web site includes technical notes, product updates, corrections, and links to relevant material and training.

The Data Vault was invented by Dan Linstedt at the U.S. Department of Defense, and the standard has been successfully applied to data warehousing projects at organizations of different sizes, from small to large-size corporations. Due to its simplified design, which is adapted from nature, the Data Vault 2.0 standard helps prevent typical data warehousing failures. "Building a Scalable Data Warehouse" covers everything one needs to know to create a scalable data warehouse end to end, including a presentation of the Data Vault modeling technique, which provides the foundations to create a technical data warehouse layer. The book discusses how to build the data warehouse incrementally using the agile Data Vault 2.0 methodology. In addition, readers will learn how to create the input layer (the stage layer) and the presentation layer (data mart) of the Data Vault 2.0 architecture including implementation best practices. Drawing upon years of practical experience and using numerous examples and an easy to understand framework, Dan Linstedt and Michael Olschimke discuss: How to load each layer using SQL Server Integration Services (SSIS), including automation of the Data Vault loading processes. Important data warehouse technologies and practices. Data Quality Services (DQS) and Master Data Services (MDS) in the context of the Data Vault architecture. Provides a complete introduction to data warehousing, applications, and the business context so readers can get-up and running fast Explains theoretical concepts and

provides hands-on instruction on how to build and implement a data warehouse
Demystifies data vault modeling with beginning, intermediate, and advanced techniques
Discusses the advantages of the data vault approach over other techniques, also including the latest updates to Data Vault 2.0 and multiple improvements to Data Vault 1.0

"This course is specifically for participants to measure their knowledge and skills on making the appropriate job role decisions around implementing a Data Warehouse with Microsoft SQL Server 2012. This course is designed for ETL and Data Warehouse Developers who most likely focus on hands-on work creating business intelligence (BI) solutions, including data cleansing, Extract Transform Load (ETL), and Data Warehouse implementation. "--Resource description page.

When it comes to making organizations smarter, faster, and more competitive, few technologies have more promise than data warehousing. This book shows you how to translate that promise into reality.

This Book Is Mainly Intended For It Students And Professionals To Learn Or Implement Data Warehousing Technologies. It Experiences The Real-Time Environment And Promotes Planning, Managing, Designing, Implementing, Supporting, Maintaining And Analyzing Data Warehouse In Organizations And It Also Provides Various Mining Techniques As Well As Issues In Practical Use Of Data Mining Tools. The Book Is Designed For The Target Audience Such As Specialists, Trainers And It Users. It Does Not Assume Any Special Knowledge As Background. Understanding Of Computer Use, Databases And Statistics Will Be Helpful.

Designing complex analytical data structures is difficult enough, but to do it for an entire enterprise becomes a real challenge. This little primer provides a simple method of preparing your people for the complexity of this endeavor. This is just like opening a new restaurant where certain components have to be designed and thought out before you start to build the kitchen. You do not have to be an "expert" to build a data warehouse. A lot can be outsourced, but you do need to be able to create your own plan according to your culture's specific requirements. Some cultures take more 'informing' and 'training' than others. The pace and aggressiveness with which you unfold your plan is something that you understand best. This primer defines the data warehouse components and helps you decide when they can be done, in what order, and by how many people. The data warehousing bible updated for the new millennium Updated and expanded to reflect the many technological advances occurring since the previous edition, this latest edition of the data warehousing "bible" provides a comprehensive introduction to building data marts, operational data stores, the Corporate Information Factory, exploration warehouses, and Web-enabled warehouses. Written by the father of the data warehouse concept, the book also reviews the unique requirements for supporting e-business and explores various ways in which the traditional data warehouse can be integrated with new

technologies to provide enhanced customer service, sales, and support—both online and offline—including near-line data storage techniques.

Illegal aliens and the staggering problems associated with every aspect of not controlling the illegal alien problem and the American borders. Taxes and the great problems enormous tax burdens cause for individuals, families, and business. Education: the good, the bad, and the ugly in America and its educational system. Teachers are getting ripped, the students are getting ripped, and so is America. Law and its negative effects on each one of us each and every day, no money no law for you. The end is the last chapter for America. If we do not take action in these areas, it will be the end for this country, as we know it today. Mr. and Mrs. Joe America must take action.

PLEASE PROVIDE COURSE INFORMATION PLEASE PROVIDE

Ace your preparation for Microsoft® Certification Exam 70-463 with this 2-in-1 Training Kit from Microsoft Press®. Work at your own pace through a series of lessons and practical exercises, and then assess your skills with online practice tests—featuring multiple, customizable testing options.

Provides information on best practices and strategies for SharePoint implementation, including integrating SharePoint with external data sources, governance strategies, planning for disaster recovery, records management, and security.

Data Warehousing in the Age of the Big Data will help you and your organization make the most of unstructured data with your existing data warehouse. As Big Data continues to revolutionize how we use data, it doesn't have to create more confusion. Expert author Krish Krishnan helps you make sense of how Big Data fits into the world of data warehousing in clear and concise detail. The book is presented in three distinct parts. Part 1 discusses Big Data, its technologies and use cases from early adopters. Part 2 addresses data warehousing, its shortcomings, and new architecture options, workloads, and integration techniques for Big Data and the data warehouse. Part 3 deals with data governance, data visualization, information life-cycle management, data scientists, and implementing a Big Data–ready data warehouse. Extensive appendixes include case studies from vendor implementations and a special segment on how we can build a healthcare information factory. Ultimately, this book will help you navigate through the complex layers of Big Data and data warehousing while providing you information on how to effectively think about using all these technologies and the architectures to design the next-generation data warehouse. Learn how to leverage Big Data by effectively integrating it into your data warehouse. Includes real-world examples and use cases that clearly demonstrate Hadoop, NoSQL, HBASE, Hive, and other Big Data technologies Understand how to optimize and tune your current data warehouse infrastructure and integrate newer infrastructure matching data processing workloads and requirements

Build a modern data warehouse on Microsoft's Azure Platform that is flexible,

adaptable, and fast—fast to snap together, reconfigure, and fast at delivering results to drive good decision making in your business. Gone are the days when data warehousing projects were lumbering dinosaur-style projects that took forever, drained budgets, and produced business intelligence (BI) just in time to tell you what to do 10 years ago. This book will show you how to assemble a data warehouse solution like a jigsaw puzzle by connecting specific Azure technologies that address your own needs and bring value to your business. You will see how to implement a range of architectural patterns using batches, events, and streams for both data lake technology and SQL databases. You will discover how to manage metadata and automation to accelerate the development of your warehouse while establishing resilience at every level. And you will know how to feed downstream analytic solutions such as Power BI and Azure Analysis Services to empower data-driven decision making that drives your business forward toward a pattern of success. This book teaches you how to employ the Azure platform in a strategy to dramatically improve implementation speed and flexibility of data warehousing systems. You will know how to make correct decisions in design, architecture, and infrastructure such as choosing which type of SQL engine (from at least three options) best meets the needs of your organization. You also will learn about ETL/ELT structure and the vast number of accelerators and patterns that can be used to aid implementation and ensure resilience. Data warehouse developers and architects will find this book a tremendous resource for moving their skills into the future through cloud-based implementations.

What You Will Learn

- Choose the appropriate Azure SQL engine for implementing a given data warehouse
- Develop smart, reusable ETL/ELT processes that are resilient and easily maintained
- Automate mundane development tasks through tools such as PowerShell
- Ensure consistency of data by creating and enforcing data contracts
- Explore streaming and event-driven architectures for data ingestion
- Create advanced staging layers using Azure Data Lake Gen 2 to feed your data warehouse

Who This Book Is For Data warehouse or ETL/ELT developers who wish to implement a data warehouse project in the Azure cloud, and developers currently working in on-premise environments who want to move to the cloud, and for developers with Azure experience looking to tighten up their implementation and consolidate their knowledge

Build a modern data warehouse on Microsoft's Azure Platform that is flexible, adaptable, and fast—fast to snap together, reconfigure, and fast at delivering results to drive good decision making in your business. Gone are the days when data warehousing projects were lumbering dinosaur-style projects that took forever, drained budgets, and produced business intelligence (BI) just in time to tell you what to do 10 years ago. This book will show you how to assemble a data warehouse solution like a jigsaw puzzle by connecting specific Azure technologies that address your own needs and bring value to your business. You will see how to implement Lambda architecture by combining batch ETL/ELT jobs using Azure Data Factory with streaming technologies such as EventHub and

Azure Databricks. You will discover how to manage cleansing and transformation prior to serving your blended datasets up to queries arriving from Azure SQL Data Warehouse. And you will know how to build robust analytic solutions on Power BI and Azure Analysis Services to empower data-driven decision making that drives your business forward toward a pattern of success. This book teaches you how to employ the Azure platform in a strategy to dramatically improve implementation speed and flexibility of data warehousing systems. You will know how to make correct decisions in design, architecture, and infrastructure such as choosing which type of SQL engine (from at least three options) best meets the needs of your organization. You also will learn about ETL/ELT structure and the vast number of accelerators and patterns that can be used to aid implementation and ensure resilience. Data warehouse developers and architects will find this book a tremendous resource for moving their skills into the future through cloud-based implementations. What You Will Learn Choose the appropriate Azure SQL engine for implementing a given data warehouse Develop smart, reusable ETL/ELT processes that are resilient and easily maintained Automate mundane development tasks through tools such as PowerShell Ensure consistency of data by creating and enforcing data contracts Explore streaming and event-driven architectures for data ingestion Create advanced staging layers using Azure Data Lake Gen 2 to feed your data warehouse Who This Book Is For Data warehouse or ETL/ELT developers who wish to implement a data warehouse project in the Azure cloud, and developers currently working in on-premise environments who want to move to the cloud, and for developers with Azure experience looking to tighten up their implementation and consolidate their knowledge

The first, step-by-step guide to building Web-enabled data warehouses The Web can be an incredibly rich source of customer data, and right now companies across industry sectors are hustling to get up and running with data warehouses capable of capturing the clickstream data from their Web sites. This allows companies to track exactly where a customer is going, or "clicking to," on their site in order to gain meaningful information about that customer's preferences. Following Ralph Kimball's *The Data Warehouse Toolkit* (0-471-37680-9) where he provides the blueprint, *Clickstream Data Warehousing* fills developers in on all the technical details that go into building a Web-enabled data warehouse. The authors review all key architectural and design issues that developers need to masterfully build a Webhouse using examples to illustrate key points. Companion Web site features code examples from the book and links to related Web sites. Data warehousing is one of the hottest topics in the computing industry. Written by Barry Devlin, one of the world's leading experts on data warehousing, this book gives you the insights and experiences gained over 10 years and offers the most comprehensive, practical guide to designing, building, and implementing a successful data warehouse. Included in this vital information is an explanation of the optimal three-tiered architecture for the data warehouse, with a clear division between data and information. Information systems managers will appreciate the

full description of the functions needed to implement such an architecture, including reconciling existing, diverse data and deriving consistent, valuable business information.

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