**CS614 GDB Spring 2024**

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**Answer:**

According to the given scenario and question, in today’s competitive retail market, GlobalMart aims to boost sales, satisfy customers, and stay ahead of rivals. Choosing the right data warehousing approach is beneficial for achieving these goals.

**Why Dimensional Modeling?**

Let’s us see a few benefits and advantages of Dimensional Modeling.

**Simplified Data Structure:**

Dimensional modeling organizes data in a simple, easy-to-understand way. It uses a star schema design, making it easy to analyze sales trends and top-selling items across different regions and time periods.

**Quick Analysis:**

With dimensional modeling, GlobalMart can quickly access important metrics. This means they can analyze sales data faster, helping them spot trends and opportunities sooner.

**Enhanced Decision-Making:**

By analyzing detailed sales data, GlobalMart can understand customer preferences better. This helps them optimize inventory, tailor marketing strategies, and ultimately, satisfy customers.

**Conclusion:**

From the above discussion or benefits, the Dimensional modeling empowers GlobalMart to analyze sales data effectively, make informed decisions, and maintain competitiveness in the global retail market.