Why might Pine Valley Furniture Company need a data warehouse?

Step 1:

A data warehouse is a central collection of data that can be examined to help decision-makers become more knowledgeable. Transactional systems, relational databases, and other sources all regularly and continuously feed data into a data warehouse.

Large volumes of data from many sources are centralised and consolidated in a data warehouse. Organizations can gain useful business insights from their data using its analytical skills to enhance decision-making.

Step 2:

The Pine Valley Furniture (PVF) Company creates fine wood furniture and supplies it to American retail establishments. Dinette sets, radio cabinets, wall units, living room furniture, and bedroom furniture are among its product ranges.

The operational functions of Pine Valley Furniture Company (PVFC) are supported by a database management system, but this database is not designed to allow for timely analysis of trends or recurring patterns. For queries about vendor pricing and/or customer order trends over time, PVFC can profit from a data warehouse that is properly structured. A data warehouse would allow PVFC to compile information from different operational databases (such as personal, workgroup, department, and ERP) into useful structures for quick access during decision-making.

Explain some of the advantages of large databases that organizations can benefit from considering how the amount of data processed and stored in databases will increase in the future.

Step 1:

The most typical definition of VLDB—which, of course, varies over time—is a database with more than one terabyte of space or billions of entries.

By analysing and forecasting consumer behaviour using data from social media, GPS-enabled gadgets, and CCTV footage, big data has been employed in the business to deliver customer insights for transparent and simpler goods. Big Data also enables insurance businesses to better retain their customers.

Step 2;

By building CRM systems that respond to specific customers' purchasing patterns, very large databases are being leveraged to enhance customer relationship management (CRM). For instance, by making recommendations for more products based on a customer's past purchases. They are also being used to enhance employee relationship management by keeping track of employee talents and notifying staff members when an internal employment opportunity that requires a certain skill they possess is announced. Online retailers are able to provide customers with access to a sizable virtual inventory that is kept in a database.