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# Business Description

## Business background

The “Gold’s Gym” company provides gym services (cardio-zone, weight zone). This gym has come popular in 70’s and becoming more and more popular nowadays.

## Problems because of poor data management

The main aim is to find out target audience for this gym, understand that does company needs to enrich their range of equipment and range of products.

## Benefits from implementing a Data Warehouse

Increment of gym activity, sales growth, understand the needs of some equipment and its enrichment.

# Dimensions of a Business

# Logical Scheme

# Data Flow

# Fact Table Partitioning Strategy

# Strategy of Parallel Load

# Report Layouts