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21-01-2025	Semester 4	DWM LAB 3

Case Study: N-iX - A Leading European IT Company

Dimension

For N-iX, a prominent European IT company, the dimensions in a star schema could include:

- **Customer**: Client name, industry (e.g., fintech, logistics, retail), location.

- **Service**: Type of service provided (e.g., cloud solutions, AI/ML development, data analytics).

- **Geography**: Country, region, city where services are delivered.

- **Time**: Project start date, end date, year, quarter.

Facts

The measurable data points for N-iX might include:

- **Revenue**: Total revenue generated per project or client.

- **Project Count**: Number of projects completed in a specific timeframe.

- **Employee Utilization**: Percentage of tech experts allocated to projects.

- **Customer Retention Rate**: Percentage of repeat clients.

Business Subjects

Key business subjects for N-iX could involve:

- **Project Delivery**: Timely and efficient completion of IT projects.

- **Client Satisfaction**: Ensuring high-quality deliverables and customer retention.

- **Service Portfolio Expansion**: Focus on emerging technologies like Generative AI and VR/AR.

- **Market Penetration**: Growth in new regions like Poland, Bulgaria, and beyond Europe.

Data Granularity

N-iX operates at varying levels of data granularity:

- **High Granularity**: Detailed logs of individual project activities (e.g., hours worked by each employee).

- **Medium Granularity**: Monthly summaries of completed projects and associated revenues.

- **Low Granularity**: Annual performance metrics across different industries and regions.

Benefits of Star Schema for N-iX

1. **Streamlined Reporting**:

   - Simplifies the process of generating reports on project performance, revenue trends, and client satisfaction metrics.

2. **Enhanced Query Performance**:

   - Reduces query execution time by minimizing complex joins between tables.

3. **Ease of Understanding**:

   - The intuitive structure helps both technical teams and business stakeholders comprehend data relationships easily.

4. **Scalability**:

   - New dimensions (e.g., emerging markets or services) can be added without disrupting the existing schema.

5. **Support for Business Intelligence (BI)**:

   - Facilitates advanced analytics using tools like Power BI or Tableau to derive actionable insights from data.

6. **Improved Decision-Making**:

   - Enables leadership to identify high-performing industries or regions and allocate resources effectively.