OLAP queries are easier to write and interpret because they are designed for analysis and reporting. OLAP systems often use a denormalized star schema, which simplifies relationships between data and makes it easier to aggregate or compare. In the business context, front-end systems designed around OLAP provide non-technical users with a way to explore complex datasets without needing deep knowledge of SQL.

If executives relied solely on OLTP queries, they would face significant limitations. OLTP systems are optimized for fast, reliable transactions – not analysis. Constructing detailed OLTP queries in this context requires many aggregations and joins since the data is so normalized. Relying on OLTP systems for analysis could lead to incomplete or misleading conclusions, as they lack historical context and broader trends necessary for proper analysis. Additionally, frequent analytical querying on OLTP systems could degrade performance for day-to-day operations.

Since OLTP uses a normalized schema, redundancies are minimized, but reporting is more complicated due to many joins; in contrast, the denormalized schema used in OLAP simplifies business reporting by presenting data in a format that's faster and more intuitive to create useful queries.