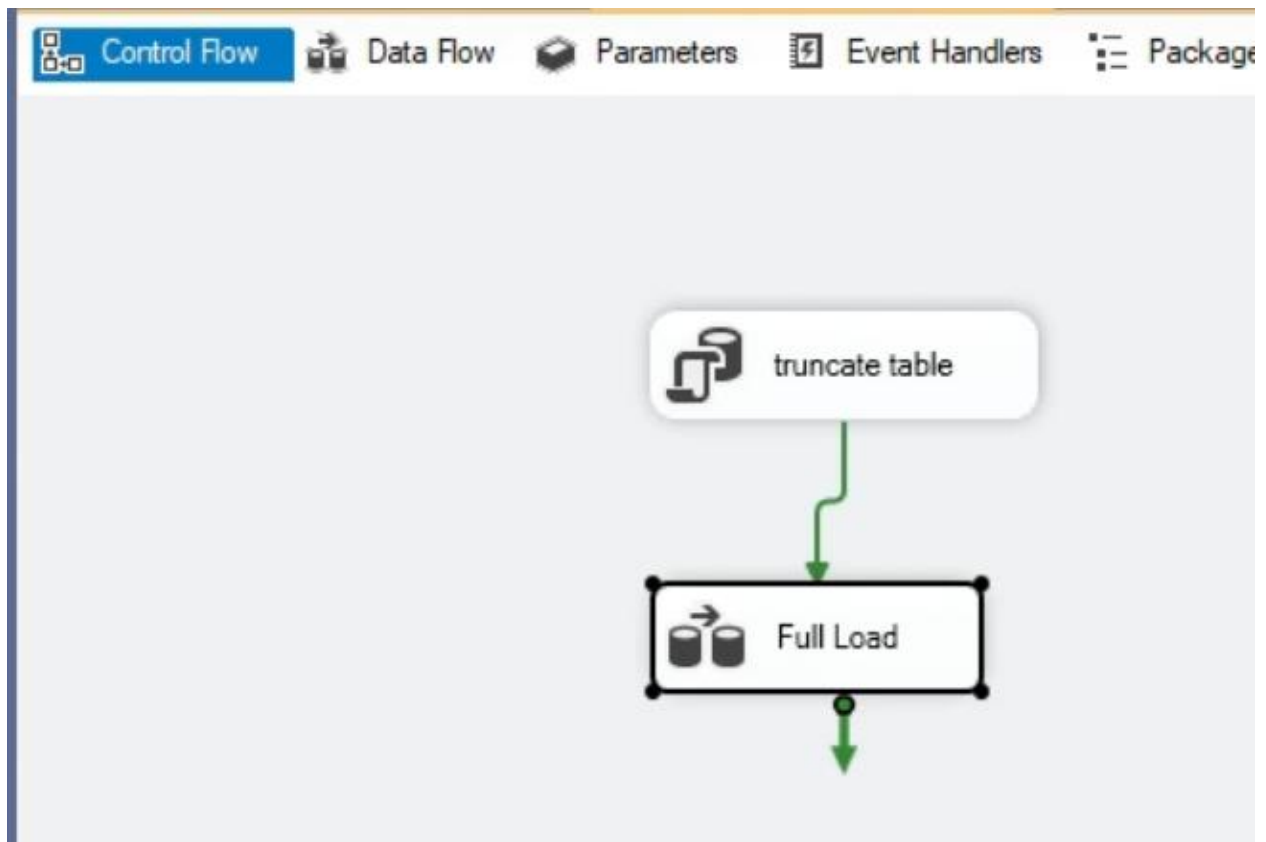


	Inmon	Kimball
Concept	Start with an enterprise data warehouse	Start with business unit-focused data marts
Approach	Top-Down	Bottom-Up
Building Time	consumes a lot of time	takes less time
Maintenance	easy	difficult
Data Model	normalized	denormalized
Data Store Systems	source systems have a high rate of change	source systems are highly stable
Advantages	<ol style="list-style-type: none"> 1) Only stores fully cleaned data 2) Single point of truth makes it easily trusted by all users 3) Retains normalized structure so remodeling the data is not necessary 4) Complete organizational data 5) Less storage and data duplication 	<ol style="list-style-type: none"> 1) Quick build process 2) Quick reporting making it user friendly
Disadvantages	<ol style="list-style-type: none"> 1) Slower reporting queries because it's normalized so we need more joins 2) Too much upfront work 3) Isolated data marts making it difficult making combining data across the platform difficult unless you make changes or have a third data mart with combined data 	<ol style="list-style-type: none"> 1) Complex ATL 2) Duplicates and conflicts 3) Ongoing incremental development

	Full Load	Incremental load
Concept	Transfers the entire dataset from source to destination	Transfers only new or updated records since the last load
speed	Slower, especially for large datasets, as it processes everything	Faster as it processes only incremental changes
resources	Consumes more time, storage, and processing power	fewer resources as it updates selectively
consistency	complete consistency	Requires logic to identify and update changes for accuracy
Historical Data Restoration	It does not restore historical data	It supports restoring historical data
Implementation	It is simple to implement.	complex to implement
Data Volume	Suitable for loading small datasets or periodic refreshes	Suitable for loading large volumes of data incrementally

Full load:



Incremental (Differential) Load:



Data Flow Task: Data Flow Task

