

Operational
Source
Systems



Extract



Extract



Extract

Data
Staging
Area

Services:
Clean, combine,
and standardize
Conform
dimensions
NO USER QUERY
SERVICES

Data Store:
Flat files and
relational tables

Processing:
Sorting and
sequential
processing

Load

Load

Data
Presentation
Area

Data Mart #1
DIMENSIONAL
Atomic and
summary data
Based on a single
business process

DW Bus:
Conformed
facts &
dimensions

Data Mart #2 ...
(Similarly designed)

Access

Access

Data
Access
Tools

Ad Hoc Query Tools

Report Writers

Analytic
Applications

Modeling:
Forecasting
Scoring
Data mining