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CH9: Data Warehousing

Unit 8: Activity – Internet Research

IS 361 Data Management Concepts

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Find an example of an actual data warehouse. For this example, describe the content, purpose, user access methods, and sources of data (what on-line transaction processing [OLTP] databases feed data into the data warehouse) - (make sure that your example is not just a normalized OLTP database that someone has mistakenly misnamed a data warehouse or data mart, or just a vendor's advertisement/description of their product). In addition to answering the question above, to get full credit on this assignment your data warehouse should be publically accessible so that the rest of the class and I can experience it.

“A data warehouse is an integrated decision support database whose content is derived from the various operational databases. Data warehouses collect content from the various operational databases, including personal, workgroup department, and ERP databases. Data warehouse provide users with the opportunity to work with historical data to identify patterns, trends, and answers to strategic business questions” (Hoffer, Ramesh, Heikki, Topi, 2016).

Data Warehouse Model Sample for Adventure Works.

(For example, let's look at a sample data warehouse model example for Adventures Works.) This Data warehouse is located at [https://technet.microsoft.com/en-us/library/ms124623\(v=sql.105\).aspx](https://technet.microsoft.com/en-us/library/ms124623(v=sql.105).aspx). “The Adventures Work Sample Data Warehouse contains a subset of the tables from the OLTP database and in addition to financial information that is pulled from a separate data source. The data is kept in synch with the OLTP database to support typical Integration Services scenarios such as loading and updating the data warehouse. It

demonstrates how to use an Integration Services package to load data into Adventure Works from the Adventure Works OLTP database. It contains two subject areas, finance and sales” (Microsoft, 2017).

The financial information contains currency rates and currency conversion data. The sales information or table contains reseller sales, Sales summary, internet sales, and sales quota. To support data mining scenarios, the Internet sales tables have been trended in the support of OLAP scenarios, and have been trended by other tables. This captivating example of a data warehouse overlays and displays not only how a warehouse is formed and utilized, but how it maintains and sustains data mining scenarios, along with Online Analytical Processing (OLAP) scenarios. The scenarios overlaying data mining it covers are forecasting, targeting mailing campaign, market basket analysis, and sequence clustering. The OLAP scenarios it covers are financial reporting, Actual vs Budget, product profitability analysis, sales force performance, trend and growth analysis, and promotion effectiveness. You can surface through and observe different information that’s available, upon downloading the data warehouse from the CodePlex website at <https://msftdbprodsamples.codeplex.com/>.

Reference

Hoffer, J. A., Ramesh, V., & Topi, H. (2016). *Modern Database Management*, 12th ed. Boston: Pearson Education Inc. p.376

Microsoft. (2017). *Adventure Works Sample Data Warehouse*. *Technet.microsoft.com*. Retrieved 7 October 2017, from [https://technet.microsoft.com/en-us/library/ms124623\(v=sql.105\).aspx](https://technet.microsoft.com/en-us/library/ms124623(v=sql.105).aspx)