

Data Warehousing & Data Mining

IT704C

Contracts: 3L

Credits- 3

Module 1: Overview and Concepts of Data Warehousing (Lectures : 9)

1. Overview of Data warehousing

Strategic information and the need for Data warehousing, Defining a Data warehouse, Evolution of Data warehousing, Data warehousing and Business Intelligence

2. The Building Blocks of Data warehouse

Defining features - Subject-oriented data, Integrated data, Time-variant data, Nonvolatile data, Data granularity

Data warehouses and Data marts

Architectural Types - Centralized, Independent data marts, Federated, Hub-and-Spoke, Data mart bus

Overview of components - Source Data, Data Staging, Data Storage, Information Delivery, Metadata, and Management and Control components

3. Business Requirements and Data warehouse

Dimensional nature of Business data and Dimensional Analysis, Dimension hierarchies and categories, Key Business Metrics (Facts), Requirement Gathering methods and Requirements Definition Document (contents)

Business Requirements and Data Design - Structure for Business Dimensions and Key Measurements,

Levels of detail

Business Requirements and the Architecture plan

Business Requirements and Data Storage Specifications

Business Requirements and Information Delivery Strategy

Module 2 : Data warehouse Architecture and Infrastructure (Lectures : 8)

1. Architectural components

Concepts of Data warehouse architecture - Definition and architecture in the areas of Data acquisition, Data storage, and Information delivery

Distinguishing characteristics - Different objectives and scope, Data content, Complex analysis for faster response, Flexible and Dynamic, Metadata-driven etc

Architectural Framework - supporting flow of data, and the Management and Control module

Technical architecture - Data acquisition, Data storage, and Information delivery

Overview of the components of Architectural Types introduced in Module 1.

2. Infrastructure for Data warehousing

Distinction between architecture and infrastructure, Understanding of how data warehouse infrastructure supports its architecture

Components of physical infrastructure, Hardware and Operating systems for data warehouse, Database Software, Collection of Tools,

Data warehouse Appliances - evolution and benefits

3. The role of Metadata

Understanding the importance of Metadata

Metadata types by functional areas - Data acquisition, Data storage, and Information delivery

Business Metadata - overview of content and examples

Technical Metadata - overview of content and examples

Metadata Requirements, Sources of Metadata, Metadata management - challenges, Metadata Repository, Metadata integration and standards

Module 3 : Data Design and Data Preparation (Lectures : 9)

1. Principles of Dimensional Modeling

Data Design - Design decisions, Basics of Dimensional modeling, E-R modeling versus Dimensional modeling

The STAR schema - illustration, Dimension Table, Fact Table, Factless Fact Table, Data granularity

STAR schema keys - Primary, Surrogate, and Foreign

Advantages of the STAR schema, STAR schema examples

2. Data Extraction, Transformation, and Loading

Overview of ETL, Requirements of ETL and steps

Data extraction - identification of sources and techniques

Data transformation - Basic tasks, Transformation types, Data integration and consolidation, Transformation for dimension attributes

Data loading - Techniques and processes, Data refresh versus update, Procedures for Dimension tables, Fact tables : History and incremental loads

ETL Tool options

3. Data Quality

Importance of data quality, Challenges for data quality, Data quality tools, Data cleansing and purification, Master Data Management

Module 4 : Information access and delivery (Lectures : 10)

1. Matching information to classes of users

Information from Data warehouse versus Operational systems, Users of information - their needs and how to provide information

Information delivery - queries, reports, analysis, and applications

Information delivery tools - Desktop environment, Methodology and criteria for tool selection, Information delivery framework, Business Activity Monitoring, Dashboards and Scorecards

2. OLAP in Data warehouse

Overall concept of Online Analytical Processing (OLAP), OLAP definitions and rules, OLAP characteristics

Major features and functions of OLAP - General features, Dimensional analysis, Hypercubes, Drill Down and Roll Up, Slice and Dice, Rotation, Uses and Benefits

Familiarity with OLAP models - Overview of variations, MOLAP, ROLAP, HOLAP, DOLAP, Database OLAP, Web OLAP

3. Data Warehouse and the web

Web-enabled Data Warehouse - adapting data warehouse for the web

Web-based information delivery - Browser technology for data warehouse and Security issues

OLAP and Web - Enterprise OLAP, Web-OLAP approaches, OLAP Engine design

4. Data Mining

Overview of Data mining - Definition, Knowledge Discovery Process (Relationships, Patterns, Phases of the process), OLAP versus Data mining

Some aspects of Data mining - Association rules, Outlier analysis, Predictive analytics etc)

Concepts of Data mining in a Data warehouse environment

Major Data Mining techniques - Cluster Detection, Decision Trees, Memory-based Reasoning, Link Analysis, Neural Networks, Genetic Algorithms etc

Data Mining Applications in industry - Benefits of Data mining, Discussion on applications in Customer Relationship Management (CRM), Retail, Telecommunication, Biotechnology, Banking and Finance etc

Books Recommended:

1. Data Warehousing Fundamentals for IT Professionals, Second Edition by Paulraj Ponniah, Wiley India

References:

2. Data Warehousing, Data Mining, & OLAP - Second Edition by Alex Berson and Stephen J. Smith, Tata McGraw Hill Education

3. Data warehouse Toolkit by Ralph Kimball, Wiley India