What Is A Data Warehouse? A Business Perspective

You are in charge of a retailer's data infrastructure. Let's look at some business activities.

- Customers should be able to find goods & make orders
- Inventory Staff should be able to stock, retrieve, and re-order goods
- Delivery Staff should be able to pick up & deliver goods
- HR should be able to assess the performance of sales staff
- Marketing should be able to see the effect of different sales channels
- Management should be able to monitor sales growth

Ask yourself: Can I build a database to support these activities? Are all of the above questions of the same nature?

Let's take a closer look at details that may affect your data infrastructure.

- Retailer has a nation-wide presence → **Scale?**
- Acquired smaller retailers, brick & mortar shops, online store → **Single database? Complexity?**
- Has support call center & social media accounts → **Tabular data?**
- Customers, Inventory Staff and Delivery staff expect the system to be fast & stable
  → **Performance**
- HR, Marketing & Sales Reports want a lot information but have not decided yet on everything they need → **Clear Requirements?**

Ok, maybe one single relational database won't suffice :)