

EXERCISE 1.1 & 1.2

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QUESTION 1.1 :

A data warehouse is subject-oriented. What would be the major critical business subjects for the following companies?

- a. an international manufacturing company
- b. a local community bank
- c. a domestic hotel chain

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A. International manufacturing company

- Supplier
- Delivery Partner
- Logistics
- Labours/Engineers
- Customers
- Product
- Sales & Revenue

B. A local community bank

- Customer
- Financial subject areas (Reporting & Transactions)
- Party (Individual/Legal Entity)
- Credit Protection
- Classification & Segmentation

C. A domestic hotel chain

- Booking & Property data
- Guest
- Housekeeping
- Procurement
- Public reputation data

QUESTION 1.2:

You are the data analyst on the project team building a data warehouse for an insurance company. List the possible data sources from which you will bring the data into your data warehouse. State your assumption.

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At its most basic, the insurance industry can be described by its cash inflows and outflows (ie: the business will collect premiums based on effective policies and payout

claims resulting from accidents). From here, we can describe the measures that are relevant to these activities:

- Policy Transactions: Quote, Written Premium, Fees, Commission
- Billing Transactions: Invoice, Taxes
- Claim Transactions: Payment, Reserve
- Payment transactions: Received amount

From these core four facts, we can collaborate with subject matter experts to identify the primary “describers” of these measures. For example, a policy transaction will need to include information on the policyholder, coverage, covered items, dates, and connected parties. So, by working with the business users and analyzing the company’s front-end software like Guidewire or Dovetail, we can design a structure to optimize reporting performance and scalability.