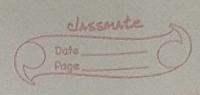
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BUSINESS INTEHLIGENCE



Write a note on the following terms:

1) Data Warehouse:

a) A data wavehouse is a large collection of business data used to help an organisation make decipions.

b) The data is a data workhouses comes from different places such as internal opplications such as marketing sales, and finance customer tocing apps and external partner systems.

The data worthouse is a core of BI system which is built for data analysis and reporting. Wh data warehouse is typically used to connect and analyze his in eas data from heterogeneous sources.

data into information and making it available to users in a timely manner to make a difference

if ODS: Operational Data Store: as ODS are nothing but data store required when neither data warehouse or any awated database one present. 670DS are is represhed in real time.

CYODS is widely preffered for routine activities

like storing records of employees.

in Data Mart

a) A data mart is a subset of data warehouse

b) It specially designed particular type of

business:

la designed for e) Data marts are tailor-made designed for epecific type of business.

a) Data mart gets data from specific sources if

they are meant for some specific purpose.

e) Data marte which are just for secondary storages

get information data from all sources. 6) It supports decision support service across
the enerpsize the enterprize unified approach for againzing and d) It also provides the ability to clossify data occording to the subject and give occess occording to those divisions Explain the core and additional characteristics of Data Warehouse Bubject Oriented: is A data warehouse is subject oriented a it provides information on a topic rather than ongoing operations of organisations

ii) It emphasizes modelling and analyzing

decision making Jatas

in) It at also provides a simple and summent description of the particular subject by excluding details that would not be useful: 2] Integrated: i) Data wavehouse has to maintain consistences in & types of data that are valered from different target data sources ii) A piece of data in a data worehouse must get stored in universally acceptable manner.
iii) Data integrity in a data worehouse assists
the application in robust data analysis. 3 Time - Variant: i) Data wavelouse combains historic data. ii) & Data vorehouse contains a temporal element implicitly or explicity. iii) The data from worehouse is used for decision making trends, forecasting markets, therefore it makes necessary for overely oure to validate that NW contains primary key with atheast one temporal element. 4 Non-Volatile: is Data - wovehouse is a non-volutile that implies data will not be enosed when new data is added i) Data is readonly, only updated when it is needed. hill holps in analyzing his Forical data 1) In operational environment, activities such as deleting updating and inserting are sumited.

List the bengits of EDW:

i) Reduced Infrastructure Expense:

By using data mart consolidation, the cost

slides down to almost traft half of original.

ii) Reduced Warrantly Expense:

iii) Improved cost of quality

iv) Accurate encrokment performance reporting.

v) Standantized IT architecture.