

DATA MARS

Data marts are systems that gather all the data required by a specific company department, such as marketing or logistics, for the purpose of performing business intelligence analyses and executing decision support applications specific to the function itself. Therefore, a data mart can be considered as a functional or departmental data warehouse of a smaller size and a more specific type than the overall company data warehouse.

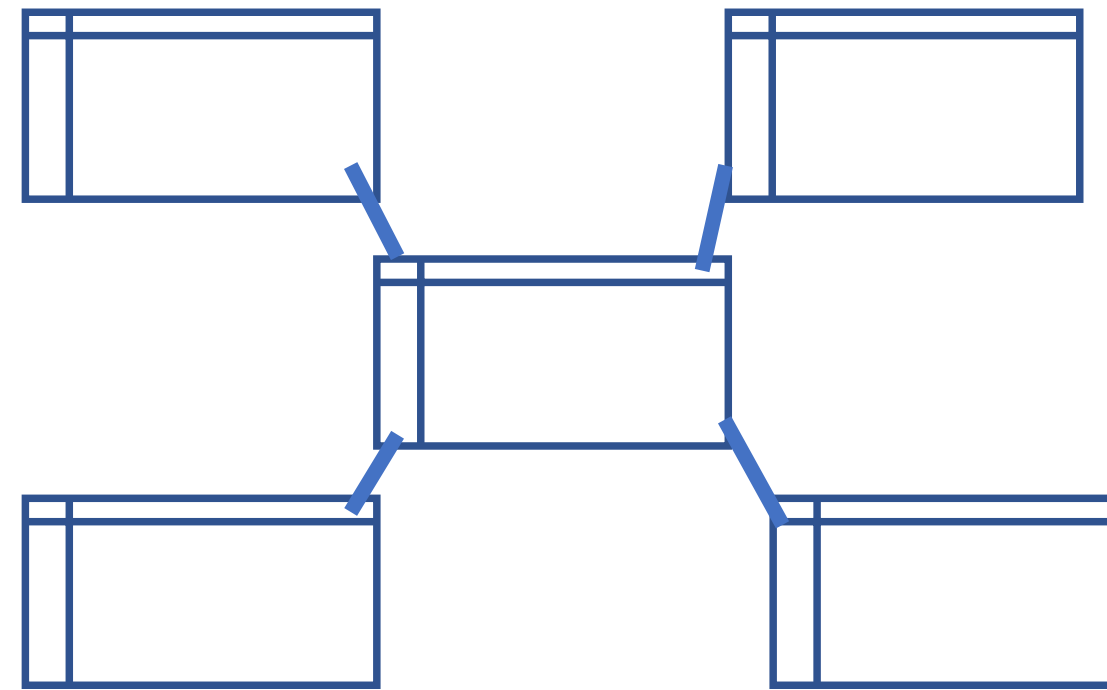
A data mart therefore contains a subset of the data stored in the company data warehouse, which are usually integrated with other data that the company department responsible for the data mart owns and deems of interest. For example, a marketing data mart will contain data extracted from the central data warehouse, such as information on customers and sales transactions, but also additional data pertaining to the marketing function, such as the results of marketing campaigns run in the past.

Source: Vercellis (2009)

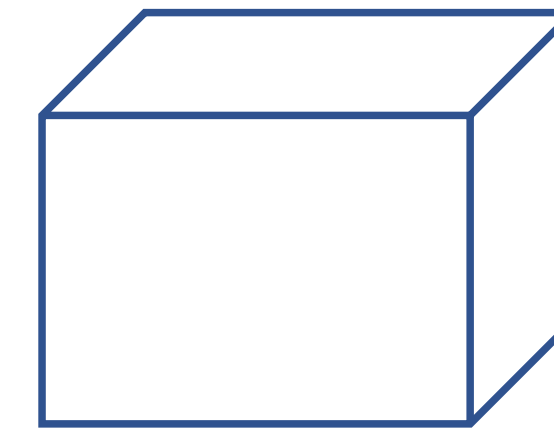
IMPORTANT DATA STRUCTURES IN A DATA MART



> Data Sets



> Star Schema



> Data Cubes