

Analysis #2 – Continental Airlines Data Warehouse Case

[Re-submit Assignment](#)

Due Oct 15 by 4:30pm **Points** 50 **Submitting** a text entry box

Read the Continental Data Warehouse Case and prepare an analysis by answering the following:

- What strategic goals was their Data Warehousing Project designed to support?
- What problems was it designed to solve?
- Provide an overview of why real-time data access is important to Continental.
- What are several specific applications (functional uses) of the new data warehouse?
- Which application do you think was the most vital and why?
- What were some of the major challenges with this project?
- What the primary benefits realized by continental as a result of this implementation?

Submissions for this assignment should be limited to roughly 1500 words.

| Continental Case | | |
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| Criteria | Ratings | Pts |
| Description of criterion | | 5 pts |
| Clearly explained, thorough set of strategic goals | | 5 pts |
| Clearly explained, thorough set of business/organizational problems | | 5 pts |
| Rational, cohesive argument for real time data access at Continental | | 10 pts |
| Clearly explained, thorough set of DW applications | | 5 pts |
| Cogent argument for chosen application's importance | | 5 pts |
| Thorough project challenge analysis | | 5 pts |
| Thorough and specific project benefit analysis | | 10 pts |
| | | Total Points: 50 |