

# Lightweight DWH Data Analysis for SMEs

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- DWH Needs for SMEs
- Review of DWH Services
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# Motivation

- Increasing digitisation results in collection of more data
- SMEs are more commonly using digital systems
- They therefore need a proper way to organise their data

- Determine the specific needs for a DWH
- Summarise key factors and challenges

- Research for different DWH solutions targeted at SMEs
- Comparison and classification of those systems
- Check of suitability for SMEs

- **Heavy reliance on spreadsheets**
  - growing number of spreadsheets across multiple departments is unmanageable combining them all together
- **Overwhelming spreadsheets**
  - spreadsheets can reach the point where no data can be added anymore
- **Takes too much time to wait**
  - one spreadsheet per department means other employees have to wait for the newest version

## DWH Needs for SMEs (contd.)

- **Discrepancies on data and reports**
  - different third party information in every department's spreadsheet could lead to data discrepancies after combining all together
- **Too much time invested in creating reports**
  - auto update the DWH System after data in sources changes – departments can rely on always correct up to date Data

- **Software as a Service (SaaS) / Data Warehouse as a Service (DWaaS)**
  - cost-effective pay-as-you-go model
  - straightforward setup
  - no hardware necessary, can be deployed instantly
- **Review & Comparison of DWaaS Products**
  - What do they have in common?
  - How do they differ?
  - Are they suitable for small businesses?



## **Services we have compared:**

- Segment
- Panoply
- Tableau
- SERVICE STEFANIE







