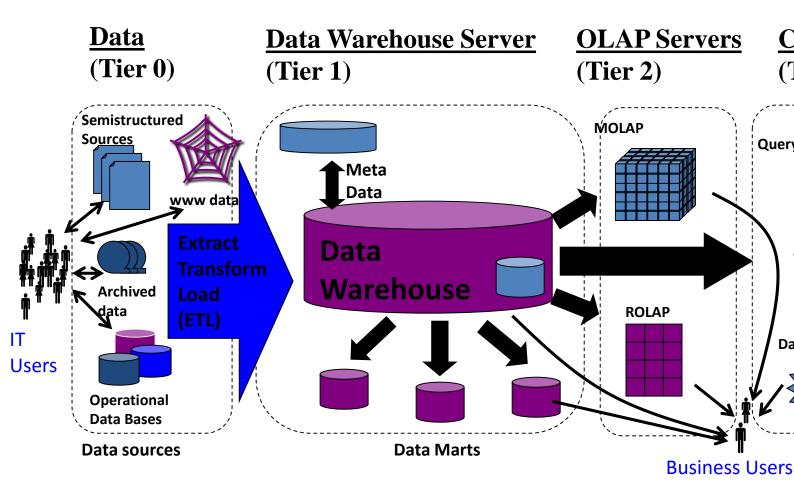
## Session 2

Online Analytical Processing (OLAP)

# Putting the pieces together



### **DWH & OLAP**

Relationship between DWH & OLAP

Data Warehouse & OLAP go togethe

Analysis supported by OLAP

## Supporting the human thought prod

#### **THOUGHT PROCESS**

An enterprise wide fall in profit

Profit down by a large percentage consistently during last quarter only. Rest is OK

What is special about last quarter?

Products alone doing OK, but North region is most problematic.

OK. So the problem is the high cost of products purchased in north.

#### **QUERY SEQUENCE**

What was the quarterly slast year ??

What was the quarterly s regional level during last

What was the quarterly sproduct level during last

What was the monthly sa quarter group by product

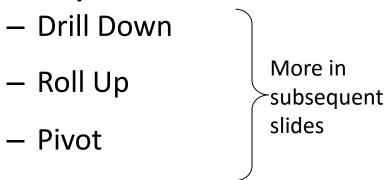
What was the monthly sa quarter group by region

What was the monthly sa products in north at store by products purchased

How many such query sequences can be programmed in ad

### Analysis of last example

- Analysis is Ad-hoc
- Analysis is interactive (user driven)
- Analysis is iterative
  - Answer to one question leads to a dozen more
- Analysis is directional



# Challenges...

- Not feasible to write predefined queries.
- Enable ad-hoc query support
  - Business user can not build his/her own queries (doe
    know SQL, should not know it).
  - On\_the\_go SQL generation and execution too slow k On\_the\_go SQL can be generated by trapping user's movement but it will be slow as Olap requires result seconds

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