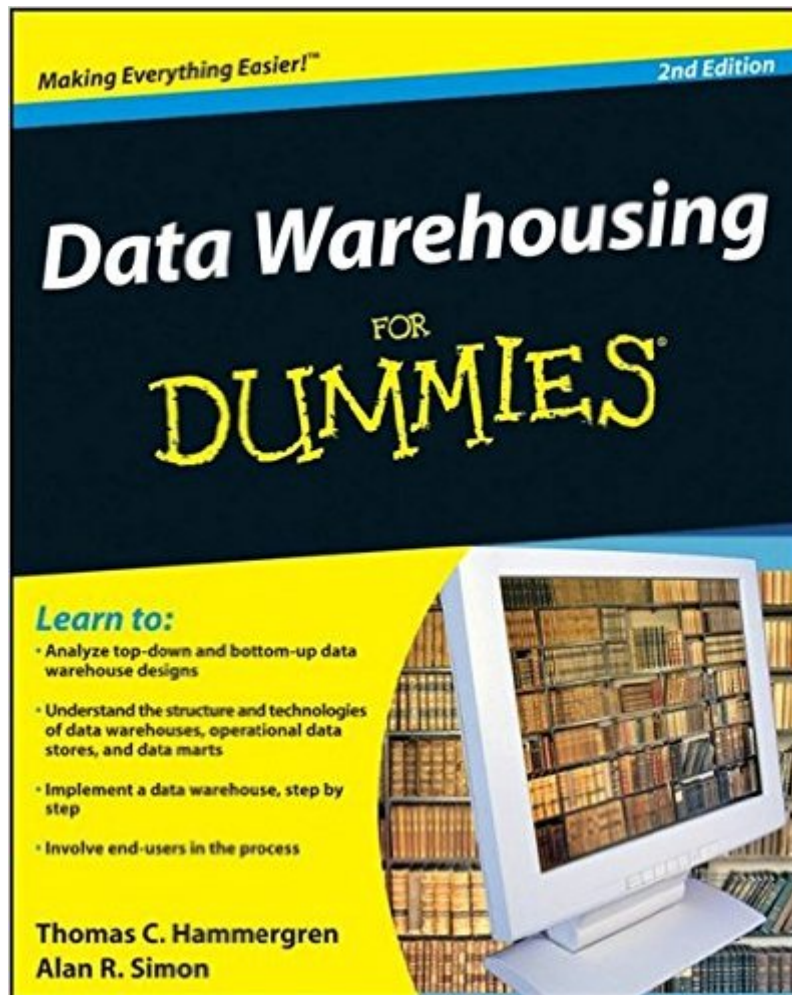


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# Data Warehousing For Dummies



## Synopsis

Data warehousing is one of the hottest business topics, and there's more to understanding data warehousing technologies than you might think. Find out the basics of data warehousing and how it facilitates data mining and business intelligence with *Data Warehousing For Dummies, 2nd Edition*. Data is probably your company's most important asset, so your data warehouse should serve your needs. The fully updated Second Edition of *Data Warehousing For Dummies* helps you understand, develop, implement, and use data warehouses, and offers a sneak peek into their future. You'll learn to:

- Analyze top-down and bottom-up data warehouse designs
- Understand the structure and technologies of data warehouses, operational data stores, and data marts
- Choose your project team and apply best development practices to your data warehousing projects
- Implement a data warehouse, step by step, and involve end-users in the process
- Review and upgrade existing data storage to make it serve your needs
- Comprehend OLAP, column-wise databases, hardware assisted databases, and middleware
- Use data mining intelligently and find what you need
- Make informed choices about consultants and data warehousing products

*Data Warehousing For Dummies, 2nd Edition* also shows you how to involve users in the testing process and gain valuable feedback, what it takes to successfully manage a data warehouse project, and how to tell if your project is on track. You'll find it's the most useful source of data on the topic!

## Book Information

Paperback: 384 pages

Publisher: For Dummies; 2nd edition (March 3, 2009)

Language: English

ISBN-10: 0470407476

ISBN-13: 978-0470407479

Product Dimensions: 7.4 x 0.8 x 9.3 inches

Shipping Weight: 1.2 pounds (View shipping rates and policies)

Average Customer Review: 3.8 out of 5 stars [See all reviews](#) (13 customer reviews)

Best Sellers Rank: #267,715 in Books (See Top 100 in Books) #71 in [Books > Computers & Technology > Databases & Big Data > Data Warehousing](#) #143 in [Books > Computers & Technology > Databases & Big Data > Data Mining](#)

## Customer Reviews

This book is good for the person completely new to data warehousing, as long as they DON'T take it

as the complete or last word on the subject. Most of the basic concepts are presented well, but there are various errors in some of the specifics, and there are some theories described that are 'old school' and not necessarily relevant with today's technology (in the last 5 years data warehousing has changed in the capability of tools and in approaches & architecture). RECOMMENDATIONS: If you are a business person trying to understand what your computer people are talking about re data warehouses, data marts or business intelligence, this is a good starting point. But, if you are an IT/IS/computer person, skip this book and read Ralph Kimball's "Data Warehouse Toolkit", then graduate to his "Data Warehouse Lifecycle Toolkit" (covers many more aspects), and Bill Inmon's "Corp Information Factory". These 3 books, and a DBMS specific book (e.g. "Oracle 8i Data Warehousing") will be all you need for your first few projects.

Look, this book isn't for experienced DW people. However, it wouldn't hurt some of the DW "experts" I know to read it. The author gives down to earth comments and examples of what the industry entails and what DW is all about. He covers most of the issues and gave me some interesting insight into some areas that I haven't yet dealt with. I've been working in DW for over 5 years. Even so, I think this book is worth reading. I'm glad I did.

The writer attempts to write in a cutesy tone - probably in the name of being entertaining - but because he tries too hard the writing just becomes boring. This book reads like a series of columns about data warehousing. Most of the discussions are okay but somewhat on the superficial side. The author is at his best when he discusses the people side of data warehousing - especially the political issues. If you do not want to get deeply involved in the technical aspects of the subject, W.H. Inmon and Vidette Poe provide more easily read and more penetrating introductions to data warehousing.

This book is good for total beginners, to get familiar with the Data-Warehousing Lingo's. Though the author does tend to give some vague out of the blue examples, it is an interesting read. Buy it only if you have no clue what a database or data warehousing is.

This was my first book about Data Warehousing. As a book in the Dummies series from Wiley it more than lived up to my expectations. You will get introduced to the nuts and bolts of the Data Warehouse-concept, and a strategy from decision to implementation and maintenance. The book will introduce you to several DW-vendors, but does not go into a specific vendor's products. After

this book I read Business Intelligence for Dummies, and I was afraid there would be a lot of overlap between the two, but I was happily surprised that wasn't the case. I can recommend both of them for anyone who is looking for a fast-track introduction to DW and BI. As other reviewers has pointed out, this book isn't the end of the line, but we already knew that. If you start from scratch you will have plenty of information to keep and reading other books, getting your feet wet. If you start from zero (or even beyond that) I can promise you'll find lot of interesting information in this book.

I enjoyed reading this book and found it an excellent foundation to issues in data warehousing. However, note that this book was published in 1997, so it does not include anything that was developed after that date. (To be fair, it accurately predicts some trends.) I wish the author would update the book to 2004!

Great Book on Data Warehousing concepts. I am only half way through the book, but I do not see any actual examples or samples on setting something up. My mistake for not investigating the book throughly. Great book for the concepts though.

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