



Das Data Warehouse-Konzept und multidimensionale Datenmodellierung (German Edition)

Ute Nast-Linke

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Studienarbeit aus dem Jahr 2003 im Fachbereich Informatik - Wirtschaftsinformatik, Note: 2,0, FernUniversität Hagen (Lehrstuhl für Wirtschaftsinformatik Prof. Gerhing), Sprache: Deutsch, Abstract: Die immer kürzeren Veränderungszyklen unterworfenen Märkte stellen alle Marktteilnehmer vor neue Herausforderung. Die Fähigkeit eines Unternehmens, schnelle und richtige Entscheidungen treffen zu können, wird zu einem immer stärkeren Kriterium für seine Wettbewerbsfähigkeit. Der Prozess der Entscheidungsfindung muss daher durch fundierte, umfassende und aktuelle Marktinformation sowie die problemadäquate Aufbereitung dieser Daten unterstützt werden. Eine Aufgabe, die nur mit Hilfe von Informationssystemen – bestehend aus modernster Hard- und Software – bewältigt werden kann. Data Warehouses liefern heute geschäftsrelevante Informationen über Unternehmen, Kunden, Märkte, Lieferanten und anderes mehr. Im Data Warehouse werden Daten aus allen Unternehmensbereichen sowie externen Quellen in einer einzigen Datenbank zusammengetragen, bereinigt und zu Informationen verdichtet. In diesem Buch gibt einen Überblick über den Aufbau, den Fokus der Anwendungen, die zugrunde liegende Datenmodellierung – aber auch die Gefahren, mit denen der geplante Einsatz eines Data Warehouses verbunden sein kann.

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