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Exploration Warehousing: Turning Business Information into Business Opportunity

W. H. Inmon, R. H. Terdeman, Claudia Imhoff

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A revolutionary new approach to unearthing business opportunities, from the father of the data warehouseLet Bill Inmon, the father of the data warehouse, along with Robert Terdeman and Claudia Imhoff, introduce you to exploration warehousing, an innovative new approach to finding business opportunities hidden in patterns of data. In this groundbreaking book, they clearly explain the exploration process and identify the types of data warehouse designs best suited for exploration. They then outline the steps that must be followed in order to turn data into a competitive advantage.

Using numerous case examples, the authors describe original exploration techniques and demonstrate how IT managers can work together with business managers to identify significant value in the data. These patterns can reveal opportunities in the marketplace for new products and services, when to discontinue products and services, where to streamline operations, and much more. To verify the strength and accuracy of these patterns, they show you how to use exploration with data mining techniques to assure business value.

With this book, you'll gain a better understanding of:
- The process of exploring data
- The infrastructure of exploration
- The roles that analysts play in your organization
- How to form a basis of data that can be used for analysis
- How patterns in data can be turned into business opportunity
- When patterns should not be turned into business opportunity
- The role of data mining

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