Module One

Data Warehousing Concepts

- Data Warehousing Basics
  - Understanding Data, Information, and Knowledge
  - Data Warehousing and Business Intelligence
  - Data Warehousing Defined
  - Business Intelligence Defined
- The Data Warehousing Application
  - The Building Blocks
  - Sources and Targets
  - Common Variations and Multiple ETL Streams
- Warehousing Data Stores
  - Data Store Responsibilities
  - The Data Warehouse
  - Data Marts
  - Persistent Data Staging
  - Integrating Operational Data
  - Day-to-Day Business Data
  - Comparing and Contrasting Data Stores
- The Data Warehousing Process
  - Process Overview
  - Incremental and Evolutionary
- Data Warehousing Deliverables
  - Results of Architecture, Implementation & Operation Activities
- The Data Warehousing Program
  - Program Planning
- Readiness Assessment
  - Readiness in Program Planning
  - Techniques
  - Self Assessment Readiness Scale
  - Self Assessment Measurement Technique
  - Using Self Assessment Results

Module Two

Data Warehousing Architecture

- Business Architecture
  - Business Context for the Data Warehouse
  - Business Drivers, Goals & Strategies
  - Business Processes
  - Examples
- Data Architecture
  - Data Analysis and Data Standards
  - Information Needs Analysis
  - Business Questions
  - Refinement of Information Needs
  - Information Needs Example
  - Data Modeling Concepts
  - Architectural Data Models
  - Warehousing Subject Model
  - Business Questions Example
  - Business Questions Mapped as Facts & Qualifiers
  - Warehousing Targets Analysis
  - Integration and Data Flow Standards
  - Warehousing Targets Configuration
  - Source Subjects and Source Data Composition
Module Three

Data Warehouse Implementation

- Implementation Planning
  - Incremental Development Project
  - Architectural Adjustments
  - Balancing Time, Resources, and Results

- Warehousing Data Modeling
  - Overview
  - Designing the Data Structures
  - What to Model?
  - Logical Models of Relational Data
  - Logical Models of Dimensional Data
  - Structural Design Considerations
  - Physical Design Considerations

- The Warehousing Process Model
  - Moving Data through the Warehousing Environment
  - Source/Target Maps
  - Data Capture Concepts
  - Data Transformation Concepts
  - Database Loading Concepts
  - Data Cleansing Concepts
  - Data Transformation Rules
  - Metadata Responsibility
  - Design of Information Services

- Deployed Technology
  - Ready-to-Use Tools
  - Range and Roles of Technology

- Implementation Components
  - Environments, Procedures, and Processes
  - Putting the Pieces Together

- Delivery Results
  - Environments, Procedures, and Processes
  - Data and Information Services

Module Four

Data Warehouse Operation

- Business Services
  - Valuable and Sustainable Services
  - Service Environment & Culture

- Data Warehouse Administration
o Data Refresh
o Managed Platforms
o Managed Environment
o Customer Service

• Managed Quality
  o Dimensions of Quality
• Managed Infrastructure
  o Processes, Technology, and People

Module Five
Summary & Conclusions

• Common Mistakes
  o From TDWI’s 10 Mistakes to Avoid Series
• References & Resources
  o Publications

Appendix A – Bibliography and References