



NEED FOR APPLICATIONS

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AP – IT

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Need for Applications

- Managed Query and EIS - Advantages
 - Easy to use
 - Point and click tools – accept SQL or generate SQL statements to query relational data stored in warehouse
- These tools are preferred by business application users like customer mailing lists, segment identification
- Disadvantages:
 - Complexity of questions grows, -> tools become inefficient



Various **access types** to the data stored in DW

1. Simple tabular form reporting
2. Ad hoc user-specified queries
3. Predefined repeatable queries
4. Complex queries with multitable joins, multilevel subqueries
5. Ranking
6. Multivariable analysis
7. Time series analysis
8. Data visualization, graphing, charting
9. Complex textual search
10. Statistical analysis
11. Information mapping



First 4 types of access – Query and reporting tools

- Creation and viewing of standard reports
 - Routine delivery of reports based on predetermined measures
- Definition and creation of ad hoc reports
 - Complex, time consuming -> so reporting tools allows managers and business users to quickly create their own reports
- Data exploration
 - Easily surf through data – OLAP tools