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# Data Warehouse Lifecycle Toolkit

## Ralph Kimball

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Kimball*                      **2019-12-28**

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### **MAXIMILLIAN RAIDEN**

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*Building a Data  
Warehouse* Microsoft  
Press

Organizations today often struggle to balance business requirements with ever-increasing volumes of data.

Additionally, the demand for leveraging large-scale, real-time data is growing rapidly among the most competitive digital industries. Conventional system architectures may not be up to the task.

With this practical guide, you'll learn how to leverage large-scale data usage across the business units in your organization using the principles of event-driven microservices. Author

Adam Bellemare takes you through the process of building an event-driven microservice-powered organization. You'll reconsider how data is produced, accessed, and propagated across your organization. Learn powerful yet simple patterns for unlocking the value of this data.

Incorporate event-driven design and architectural principles into your own systems. And completely rethink how your organization delivers value by unlocking near-real-time access to data at scale. You'll learn: How to leverage event-driven architectures to deliver exceptional business value The role of microservices in supporting event-driven designs Architectural patterns to ensure success both within and

between teams in your organization Application patterns for developing powerful event-driven microservices

Components and tooling required to get your microservice ecosystem off the ground

[The Microsoft Data Warehouse Toolkit](#) John Wiley & Sons

Foreword by Mark Stephen LaRow, Vice President of Products, MicroStrategy "A unique and authoritative book that blends recent research developments with industry-level practices for researchers, students, and industry practitioners." Il-Yeol Song, Professor, College of Information Science and Technology, Drexel University

[A Manager's Guide to Data Warehousing](#) John Wiley & Sons

This groundbreaking book is the first in the Kimball Toolkit series to be product-specific. Microsoft's BI toolset has undergone significant changes in the SQL Server 2005 development cycle. SQL Server 2005 is the first viable, full-functioned data warehouse and business intelligence platform to be offered at a price that will make data warehousing and business intelligence available to a broad set of organizations. This book is meant to offer practical techniques to guide those organizations through the myriad of challenges to true success as measured by contribution to business value. Building a data warehousing and business intelligence system is a complex business and engineering effort. While there are significant technical challenges to overcome in successfully deploying a data warehouse, the authors find that the most common reason for data warehouse project failure is insufficient focus on the business users and business problems. In an effort to help people gain success, this book takes the proven Business Dimensional Lifecycle approach first described in best selling The Data

Warehouse Lifecycle Toolkit and applies it to the Microsoft SQL Server 2005 tool set. Beginning with a thorough description of how to gather business requirements, the book then works through the details of creating the target dimensional model, setting up the data warehouse infrastructure, creating the relational atomic database, creating the analysis services databases, designing and building the standard report set, implementing security, dealing with metadata, managing ongoing maintenance and growing the DW/BI system. All of these steps tie back to the business requirements. Each chapter describes the practical steps in the context of the SQL Server 2005 platform. Intended Audience The target audience for this book is the IT department or service provider (consultant) who is: Planning a small to mid-range data warehouse project; Evaluating or planning to use Microsoft technologies as the primary or exclusive data warehouse server technology; Familiar with the general concepts of data warehousing and business intelligence. The

book will be directed primarily at the project leader and the warehouse developers, although everyone involved with a data warehouse project will find the book useful. Some of the book's content will be more technical than the typical project leader will need; other chapters and sections will focus on business issues that are interesting to a database administrator or programmer as guiding information. The book is focused on the mass market, where the volume of data in a single application or data mart is less than 500 GB of raw data. While the book does discuss issues around handling larger warehouses in the Microsoft environment, it is not exclusively, or even primarily, concerned with the unusual challenges of extremely large datasets. About the Authors JOY MUNDY has focused on data warehousing and business intelligence since the early 1990s, specializing in business requirements analysis, dimensional modeling, and business intelligence systems architecture. Joy co-founded InfoDynamics LLC, a data warehouse consulting firm, then joined Microsoft WebTV to

develop closed-loop analytic applications and a packaged data warehouse. Before returning to consulting with the Kimball Group in 2004, Joy worked in Microsoft SQL Server product development, managing a team that developed the best practices for building business intelligence systems on the Microsoft platform. Joy began her career as a business analyst in banking and finance. She graduated from Tufts University with a BA in Economics, and from Stanford with an MS in Engineering Economic Systems. WARREN THORNTHWAITE has been building data warehousing and business intelligence systems since 1980. Warren worked at Metaphor for eight years, where he managed the consulting organization and implemented many major data warehouse systems. After Metaphor, Warren managed the enterprise-wide data warehouse development at Stanford University. He then co-founded InfoDynamics LLC, a data warehouse consulting firm, with his co-author, Joy Mundy. Warren joined up with WebTV to help build a world class, multi-terabyte customer

focused data warehouse before returning to consulting with the Kimball Group. In addition to designing data warehouses for a range of industries, Warren speaks at major industry conferences and for leading vendors, and is a long-time instructor for Kimball University. Warren holds an MBA in Decision Sciences from the University of Pennsylvania's Wharton School, and a BA in Communications Studies from the University of Michigan. RALPH KIMBALL, PH.D., has been a leading visionary in the data warehouse industry since 1982 and is one of today's most internationally well-known authors, speakers, consultants, and teachers on data warehousing. He writes the "Data Warehouse Architect" column for *Intelligent Enterprise* (formerly DBMS) magazine. *Business Intelligence Demystified* John Wiley & Sons  
Market\_Desc: · Data warehouse Designers· Data warehouse Architects· Data warehouse Developers· Data warehouse Managers Special Features: · The current first edition has sold more than 72,000 copies,

generating net revenue of more than \$2.5 million· The methods described in this book have been adopted by almost all leading data warehouse vendors· Ralph Kimball and his co-authors are recognized as the driving thought leaders in the data warehousing industry; there is no direct competition· The authors actively promote this methodology in training and consulting worldwide and in their writing in magazines and online  
About The Book: The book covers best practices from data warehouse project inception through on-going program management. About 30 to 40% of the content in the book is updated and new. This revised tutorial covers major lifecycle topics such as dimensional modeling, tech architecture, ETL, BI etc. It is targeted at both novice and experienced data warehouse professionals.

### **Agile Data Warehouse Design** Wiley

An unparalleled collection of recommended guidelines for data warehousing and business intelligence pioneered by Ralph Kimball and his team of colleagues from the Kimball Group. Recognized and respected

throughout the world as the most influential leaders in the data warehousing industry, Ralph Kimball and the Kimball Group have written articles covering more than 250 topics that define the field of data warehousing. For the first time, the Kimball Group's incomparable advice, design tips, and best practices have been gathered in this remarkable collection of articles, which spans a decade of data warehousing innovation. Each group of articles is introduced with original commentaries that explain their role in the overall lifecycle methodology developed by the Kimball Group. These practical, hands-on articles are fully updated to reflect current practices and terminology and cover the complete lifecycle—including project planning, requirements gathering, dimensional modeling, ETL, and business intelligence and analytics. This easily referenced collection is nothing less than vital if you are involved with data warehousing or business intelligence in any capacity.

**The Data Warehouse Toolkit** Wiley

This is the first book to provide in-depth coverage of star schema aggregates used in dimensional modeling—from selection and design, to loading and usage, to specific tasks and deliverables for implementation projects. Covers the principles of aggregate schema design and the pros and cons of various types of commercial solutions for navigating and building aggregates. Discusses how to include aggregates in data warehouse development projects that focus on incremental development, iterative builds, and early data loads.

Data Warehouse Design: Modern Principles and Methodologies BPB Publications

Market\_Desc: · Data Warehouse Developers and Administrators  
Special Features: · Ralph Kimball, the author of this book, is far-and-away the best-selling author on data warehousing. His new book covers the most difficult, time-consuming, and labor-intensive phase of building a data warehouse; this is essential information that data warehouse developers and managers need to know. Kimball can be expected to actively

promote this book through his column in *Intelligent Enterprise* magazine, through classes offered by his training organization, Kimball University, and online About The Book: *The Data Warehouse ETL Toolkit* shows data warehouse developers how to effectively manage the ETL (Extract, Transform, and Load) phase of the data warehouse development lifecycle. The authors show developers the best methods for extracting data from scattered sources throughout the enterprise, removing obsolete, redundant, and inaccurate data, transforming the remaining data into correctly formatted data structures, and then physically loading them into the data warehouse. *The Microsoft Data Warehouse Toolkit* John Wiley & Sons  
Cowritten by Ralph Kimball, the world's leading data warehousing authority, whose previous books have sold more than 150,000 copies. Delivers real-world solutions for the most time- and labor-intensive portion of data warehousing—data staging, or the extract, transform, load (ETL) process.

Delineates best practices for extracting data from scattered sources, removing redundant and inaccurate data, transforming the remaining data into correctly formatted data structures, and then loading the end product into the data warehouse Offers proven time-saving ETL techniques, comprehensive guidance on building dimensional structures, and crucial advice on ensuring data quality

**Data Architecture: A Primer for the Data Scientist** John Wiley & Sons

Geared to IT professionals eager to get into the all-important field of data warehousing, this book explores all topics needed by those who design and implement data warehouses. Readers will learn about planning requirements, architecture, infrastructure, data preparation, information delivery, implementation, and maintenance. They'll also find a wealth of industry examples garnered from the author's 25 years of experience in designing and implementing databases and data warehouse applications for

major corporations.

Market: IT Professionals, Consultants.

Kimball's Data Warehouse Toolkit Classics Springer Nature

The first, step-by-step guide to building Web-enabled data warehouses

The Web can be an incredibly rich source of customer data, and right now companies across industry sectors are hustling to get up and running with data warehouses capable of capturing the clickstream data from their Web sites. This allows companies to track exactly where a customer is going, or "clicking to," on their site in order to gain meaningful information about that customer's preferences. Following Ralph Kimball's *The Data Warehouse Toolkit* (0-471-37680-9) where he provides the blueprint, Clickstream Data Warehousing fills developers in on all the technical details that go into building a Web-enabled data warehouse. The authors review all key architectural and design issues that developers need to masterfully build a Webhouse using examples to illustrate key points. Companion Web site features code examples from the book

and links to related Web sites.

*Outlines and Highlights for the Data Warehouse Lifecycle Toolkit by Ralph Kimball, ISBN John Wiley & Sons*

Cowritten by Ralph Kimball, the world's leading data warehousing authority Delivers real-world solutions for the most time- and labor-intensive portion of data warehousing—data staging, or the extract, transform, load (ETL) process

Delineates best practices for extracting data from scattered sources, removing redundant and inaccurate data, transforming the remaining data into correctly formatted data structures, and then loading the end product into the data warehouse Offers proven time-saving ETL techniques, comprehensive guidance on building dimensional structures, and crucial advice on ensuring data quality This book is also available as part of the Kimball's Data Warehouse Toolkit Classics Box Set (ISBN: 9780470479575) with the following 3 books: *The Data Warehouse Toolkit*, 2nd Edition (9780471200246) *The Data Warehouse Lifecycle Toolkit*, 2nd Edition (9780470149775)

The Data Warehouse ETL Toolkit (9780764567575)

**Kimball's Data Warehouse Toolkit Classics, 3 Volume Set**

O'Reilly Media

Data pipelines are the foundation for success in data analytics. Moving data from numerous diverse sources and transforming it to provide context is the difference between having data and actually gaining value from it. This pocket reference defines data pipelines and explains how they work in today's modern data stack. You'll learn common considerations and key decision points when implementing pipelines, such as batch versus streaming data ingestion and build versus buy. This book addresses the most common decisions made by data professionals and discusses foundational concepts that apply to open source frameworks, commercial products, and homegrown solutions. You'll learn: What a data pipeline is and how it works How data is moved and processed on modern data infrastructure, including cloud platforms Common tools and products used by data engineers to build pipelines How pipelines support analytics and

reporting needs Considerations for pipeline maintenance, testing, and alerting

**THE DATA WAREHOUSE ETL TOOLKIT** Apress

Aimed at helping business and IT managers clearly communicate with each other, this helpful book addresses concerns straight-on and provides practical methods to building a collaborative data warehouse . You'll get clear explanations of the goals and objectives of each stage of the data warehouse lifecycle while learning the roles that both business managers and technicians play at each stage. Discussions of the most critical decision points for success at each phase of the data warehouse lifecycle help you understand ways in which both business and IT management can make decisions that best meet unified objectives. [Building Event-Driven Microservices](#) John Wiley & Sons "Ralph's latest book ushers in the second wave of the Internet. . . . Bottom line, this book provides the insight to help companies combine Internet-based business intelligence with the bounty of customer data generated from the internet."--William

Schmarzo, Director World Wide Solutions, Sales, and Marketing, IBM NUMA-Q. Receiving over 100 million hits a day, the most popular commercial Websites have an excellent opportunity to collect valuable customer data that can help create better service and improve sales. Companies can use this information to determine buying habits, provide customers with recommendations on new products, and much more. Unfortunately, many companies fail to take full advantage of this deluge of information because they lack the necessary resources to effectively analyze it. In this groundbreaking guide, data warehousing's bestselling author, Ralph Kimball, introduces readers to the Data Webhouse--the marriage of the data warehouse and the Web. If designed and deployed correctly, the Webhouse can become the linchpin of the modern, customer-focused company, providing competitive information essential to managers and strategic decision makers. In this book, Dr. Kimball explains the key elements of the Webhouse and provides detailed guidelines for designing, building, and

managing the Webhouse. The results are a business better positioned to stay healthy and competitive. In this book, you'll learn methods for:

- Tracking Website user actions
- Determining whether a customer is about to switch to a competitor
- Determining whether a particular Web ad is working
- Capturing data points about customer behavior
- Designing the Website to support Webhousing
- Building clickstream datamarts
- Designing the Webhouse user interface
- Managing and scaling the Webhouse

The companion Website at [www.wiley.com/compbooks/kimball](http://www.wiley.com/compbooks/kimball) provides updates on Webhouse technologies and techniques, as well as links to related sites and resources.

*Big Data Imperatives*  
Wiley

Updated new edition of Ralph Kimball's groundbreaking book on dimensional modeling for data warehousing and business intelligence! The first edition of Ralph Kimball's *The Data Warehouse Toolkit* introduced the industry to dimensional modeling, and now his books are considered the most authoritative guides in this

space. This new third edition is a complete library of updated dimensional modeling techniques, the most comprehensive collection ever. It covers new and enhanced star schema dimensional modeling patterns, adds two new chapters on ETL techniques, includes new and expanded business matrices for 12 case studies, and more. Authored by Ralph Kimball and Margy Ross, known worldwide as educators, consultants, and influential thought leaders in data warehousing and business intelligence. Begins with fundamental design recommendations and progresses through increasingly complex scenarios. Presents unique modeling techniques for business applications such as inventory management, procurement, invoicing, accounting, customer relationship management, big data analytics, and more. Draws real-world case studies from a variety of industries, including retail sales, financial services, telecommunications, education, health care, insurance, e-commerce, and more. Design dimensional databases that are easy to

understand and provide fast query response with *The Data Warehouse Toolkit: The Definitive Guide to Dimensional Modeling*, 3rd Edition.

**DW 2.0: The Architecture for the Next Generation of Data Warehousing** John Wiley & Sons

Three books by the bestselling authors on Data Warehousing! The most authoritative guides from the inventor of the technique all for a value price. *The Data Warehouse Toolkit*, 3rd Edition (9781118530801) Ralph Kimball invented a data warehousing technique called "dimensional modeling" and popularized it in his first Wiley book, *The Data Warehouse Toolkit*. Since this book was first published in 1996, dimensional modeling has become the most widely accepted technique for data warehouse design. Over the past 10 years, Kimball has improved on his earlier techniques and created many new ones. In this 3rd edition, he will provide a comprehensive collection of all of these techniques, from basic to advanced. *The Data Warehouse Lifecycle Toolkit*, 2nd Edition (9780470149775)

Complete coverage of best practices from data warehouse project inception through on-going program management. Updates industry best practices to be in sync with current recommendations of Kimball Group. Streamlines the lifecycle methodology to be more efficient and user-friendly. The Data Warehouse ETL Toolkit (9780764567575) shows data warehouse developers how to effectively manage the ETL (Extract, Transform, Load) phase of the data warehouse development lifecycle. The authors show developers the best methods for extracting data from scattered sources throughout the enterprise, removing obsolete, redundant, and inaccurate data, transforming the remaining data into correctly formatted data structures, and then physically loading them into the data warehouse. This book provides complete coverage of proven, time-saving ETL techniques. It begins with a quick overview of ETL fundamentals and the role of the ETL development team. It then quickly moves into an overview of the ETL data structures, both relational and

dimensional. The authors show how to build useful dimensional structures, providing practical examples of beginning through advanced techniques. *Data Warehousing Fundamentals* Wiley This old edition was published in 2002. The current and final edition of this book is *The Data Warehouse Toolkit: The Definitive Guide to Dimensional Modeling*, 3rd Edition which was published in 2013 under ISBN: 9781118530801. The authors begin with fundamental design recommendations and gradually progress step-by-step through increasingly complex scenarios. Clear-cut guidelines for designing dimensional models are illustrated using real-world data warehouse case studies drawn from a variety of business application areas and industries, including: Retail sales and e-commerce Inventory management Procurement Order management Customer relationship management (CRM) Human resources management Accounting Financial services Telecommunications and utilities Education Transportation Health

care and insurance By the end of the book, you will have mastered the full range of powerful techniques for designing dimensional databases that are easy to understand and provide fast query response. You will also learn how to create an architected framework that integrates the distributed data warehouse using standardized dimensions and facts. *Mastering Data Warehouse Aggregates* John Wiley & Sons *Big Data Imperatives*, focuses on resolving the key questions on everyone's mind: Which data matters? Do you have enough data volume to justify the usage? How do you want to process this amount of data? How long do you really need to keep it active for your analysis, marketing, and BI applications? Big data is emerging from the realm of one-off projects to mainstream business adoption; however, the real value of big data is not in the overwhelming size of it, but more in its effective use. This book addresses the following big data characteristics: Very large, distributed aggregations of loosely structured data - often incomplete and



inaccessible  
 Petabytes/Exabytes of  
 data Millions/billions of  
 people  
 providing/contributing to  
 the context behind the  
 data Flat schema's with  
 few complex  
 interrelationships Involves  
 time-stamped events  
 Made up of incomplete  
 data Includes connections  
 between data elements  
 that must be  
 probabilistically inferred  
 Big Data Imperatives  
 explains 'what big data  
 can do'. It can batch  
 process millions and  
 billions of records both  
 unstructured and  
 structured much faster  
 and cheaper. Big data  
 analytics provide a  
 platform to merge all  
 analysis which enables  
 data analysis to be more  
 accurate, well-rounded,  
 reliable and focused on a  
 specific business  
 capability. Big Data  
 Imperatives describes the  
 complementary nature of  
 traditional data  
 warehouses and big-data  
 analytics platforms and  
 how they feed each other.  
 This book aims to bring  
 the big data and analytics  
 realms together with a  
 greater focus on  
 architectures that  
 leverage the scale and  
 power of big data and the  
 ability to integrate and  
 apply analytics principles

to data which earlier was  
 not accessible. This book  
 can also be used as a  
 handbook for  
 practitioners; helping  
 them on  
 methodology, technical  
 architecture, analytics  
 techniques and best  
 practices. At the same  
 time, this book intends to  
 hold the interest of those  
 new to big data and  
 analytics by giving them a  
 deep insight into the  
 realm of big data.  
[Studyguide for the Data  
 Warehouse Lifecycle  
 Toolkit by Kimball, Ralph](#)  
 John Wiley & Sons  
 The "father of data  
 warehousing"  
 incorporates the  
 latest technologies into his  
 blueprint for integrated  
 decision support systems  
 Today's corporate IT and  
 data warehouse  
 managers are required  
 to make a small army of  
 technologies work  
 together to ensure fast  
 and accurate information  
 for business managers.  
 Bill Inmon created  
 the Corporate Information  
 Factory to solve the needs  
 of these managers. Since  
 the First Edition, the  
 design of the factory has  
 grown and changed  
 dramatically. This Second  
 Edition, revised and  
 expanded by 40% with  
 five new chapters,  
 incorporates

these changes. This step-  
 by-step guide will enable  
 readers to connect their  
 legacy systems with the  
 data warehouse and deal  
 with a host of new and  
 changing technologies,  
 including Web access  
 mechanisms, e-commerce  
 systems, ERP (Enterprise  
 Resource Planning)  
 systems. The book also  
 looks closely at  
 exploration and data  
 mining servers  
 for analyzing customer  
 behavior and  
 departmental data marts  
 for finance, sales, and  
 marketing.

**The Data Warehouse  
 Toolkit** John Wiley & Sons  
 DW 2.0: The Architecture  
 for the Next Generation of  
 Data Warehousing is the  
 first book on the new  
 generation of data  
 warehouse architecture,  
 DW 2.0, by the father of  
 the data warehouse. The  
 book describes the future  
 of data warehousing that  
 is technologically possible  
 today, at both an  
 architectural level and  
 technology level. The  
 perspective of the book is  
 from the top down:  
 looking at the overall  
 architecture and then  
 delving into the issues  
 underlying the  
 components. This allows  
 people who are building  
 or using a data warehouse  
 to see what lies ahead

and determine what new technology to buy, how to plan extensions to the data warehouse, what can be salvaged from the current system, and how to justify the expense at the most practical level. This book gives experienced data warehouse professionals everything they need in order to implement the new generation DW 2.0. It

is designed for professionals in the IT organization, including data architects, DBAs, systems design and development professionals, as well as data warehouse and knowledge management professionals. \* First book on the new generation of data warehouse architecture, DW 2.0. \* Written by the "father of

the data warehouse", Bill Inmon, a columnist and newsletter editor of The Bill Inmon Channel on the Business Intelligence Network. \* Long overdue comprehensive coverage of the implementation of technology and tools that enable the new generation of the DW: metadata, temporal data, ETL, unstructured data, and data quality control.