Business Intelligence Exchange

OLAP & A Show

Designing Highly Effective OLAP Solutions

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Contents

- ✔ **BI Trends**
- ✔ **Seven Habits**
- ✔ **Trivial Pursuit**
- ✔ **Characteristics of a Good Show**
- ✔ **Q&A**

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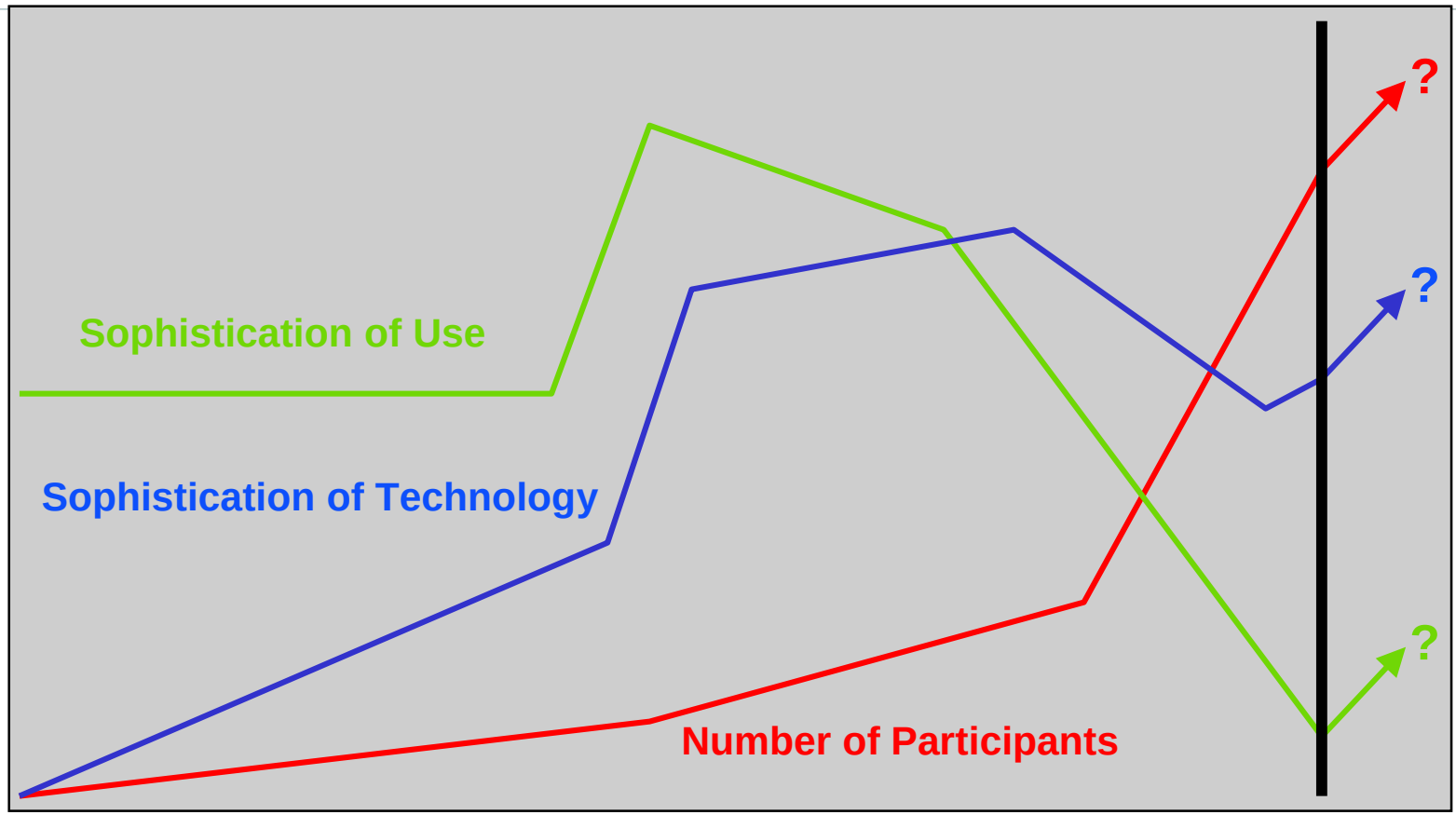
Business Intelligence Trends



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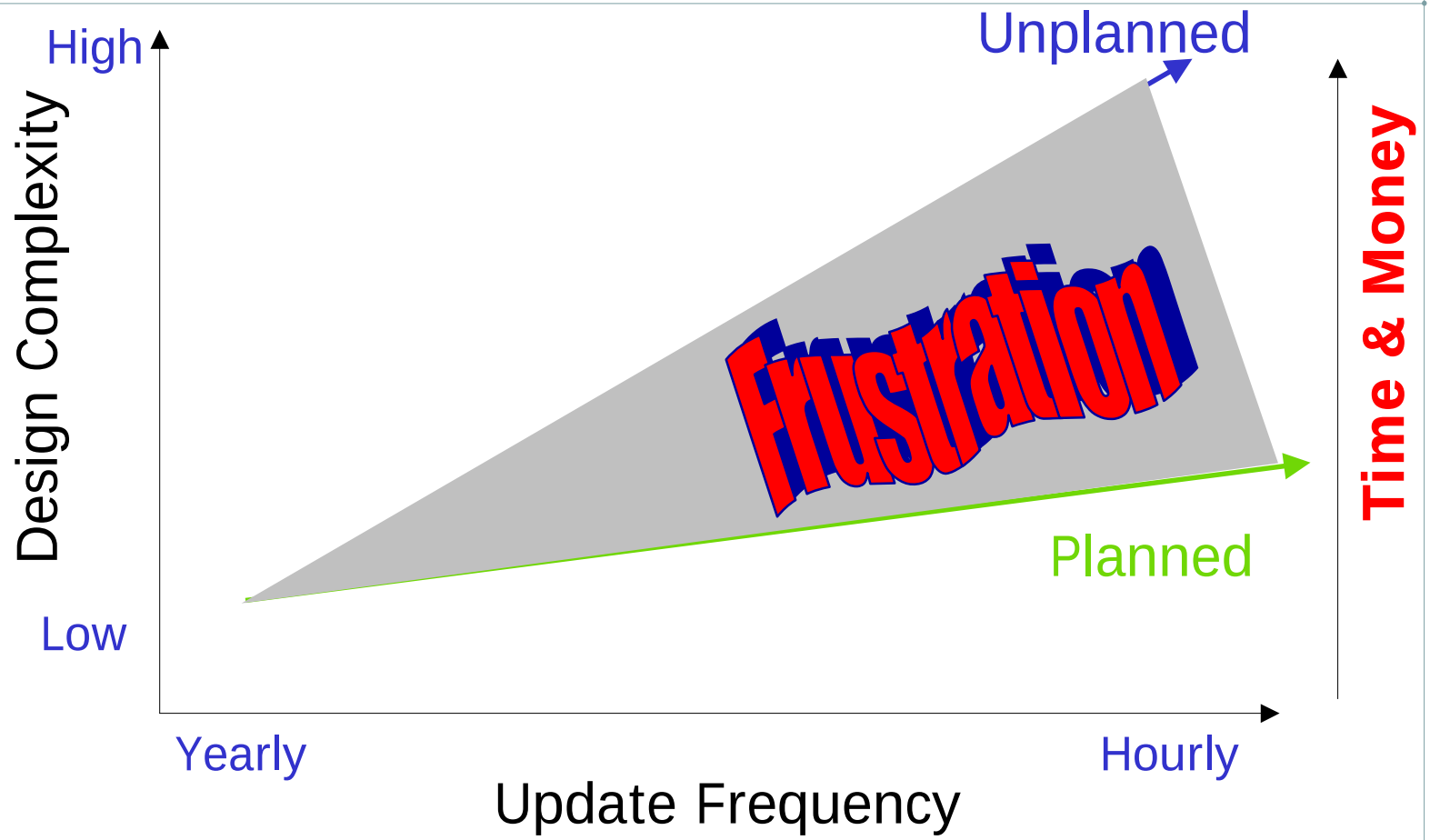
Highly Effective OLAP Solutions



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Seven Habits for Designing Highly Effective OLAP Solutions

- Visualize
- Design with the end in mind
- First things first
- Focus on the Customers
- Listen first, then execute
- Collaborate
- Review, Analyze, Iterate

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Step-by-Step™ DW Development Lifecycle

Establish the Program	1. Develop the Rationale 2. Target the Opportunities 3. Define the Architecture 4. Create the DW Program
Prepare the Project	5. Plot the Project Tasks 6. Establish the Infrastructure 7. Procure the Tool Kit 8. Assemble the Team
Initiate the Database	9. Investigate Consumer Needs 10. Triage the Source Elements 11. Model States and Dimensions 12. Design the Database 13. Acquire Source Data 14. Populate the Database
Explore the Data	15. Iterate Base Table Design 16. Explore Consumer Usage Interactively 17. Tune Collection Design 18. Plan Cycles and Production Migration
Implement the Deliverables	19. Prepare for Release 20. Train the Consumers 21. Initiate Support Processes 22. Migrate to Production
Expand the Environment	23. Manage the DW Inventory 24. Synchronize with Evolving Business Needs 25. Evangelize Endlessly 26. Do it Again!

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Trivial Pursuit

Millions

RANK	MOVIE TITLES (1900-2001)	DOMESTIC	WORLD	Budget	Return on Investment DOMESTIC	Return on Investment WORLD
1	Titanic (1997)	$600.80	$1,835.40	$200	300%	918%
2	Star Wars: Episode I - The Phantom Menace (1999)	$431.10	$922.60	$115	375%	802%
3	Jurassic Park (1993)	$357.10	$920.10	$63	567%	1,460%
4	Independence Day (1996)	$306.20	$811.20	$75	408%	1,082%
5	Star Wars (1977)	$461.00	$798.00	$11	4,191%	7,255%
124	**Waterworld (1995)**	**$88.20**	**$255.20**	**$175**	**50%**	**146%**
137	**Blair Witch Project, The (1999)**	**$140.50**	**$240.50**	**$0**	**401,428,571%**	**687,142,857%**

Source: IMDB.com & WorldwideBoxOffice.com

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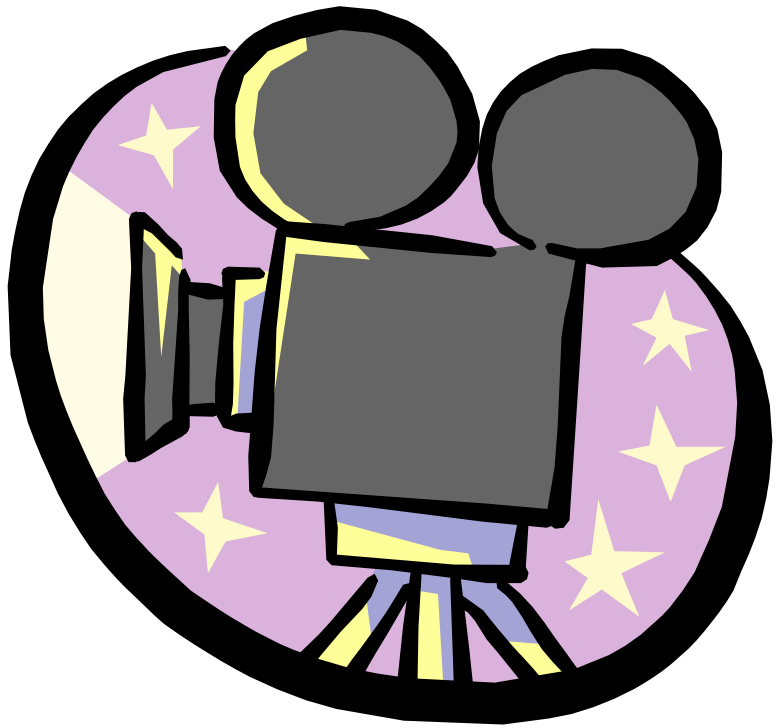
What defines a good show?

- Actors?
- Directors?
- Editors?
- Producers?
- Story?
- Setting?
- Special Effects?
- Budget?



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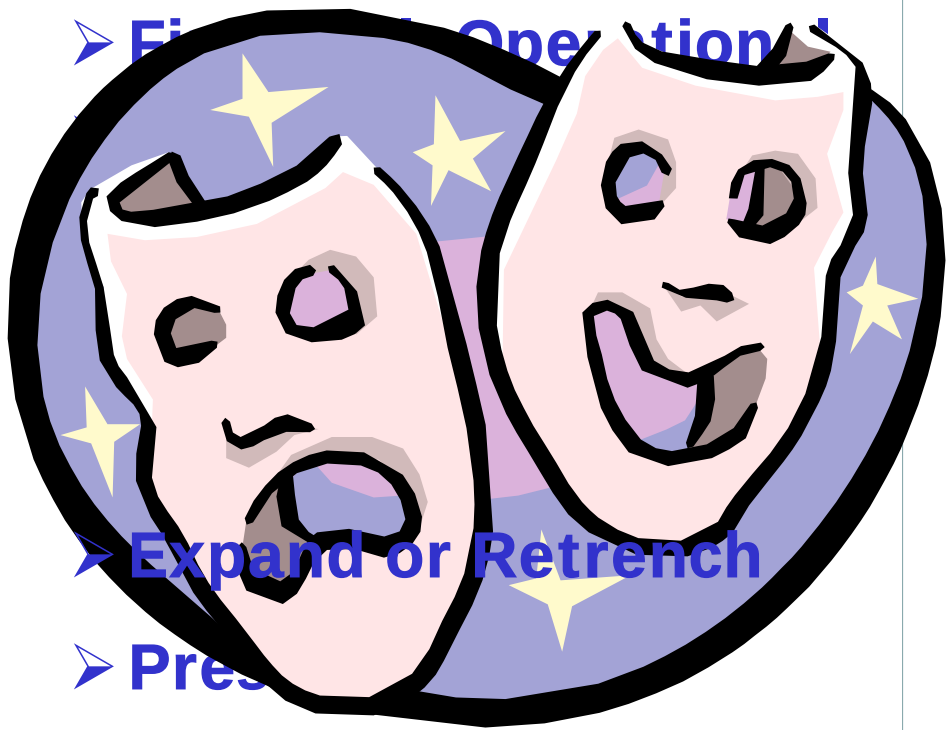
Characteristics of a good OLAP Show

- PLOT
- SETTING
- CHARACTERS
- POINT OF VIEW
- SYMBOLISM
- THEME
- STYLE/VOICE



- Fi… Operational
- Expand or Retrench
- Pres…

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PLOT

- **What *exactly* happens in the presentation?**
- **Is there revelation, resolution, or both?**

If conclusions are drawn, what recommendations made?

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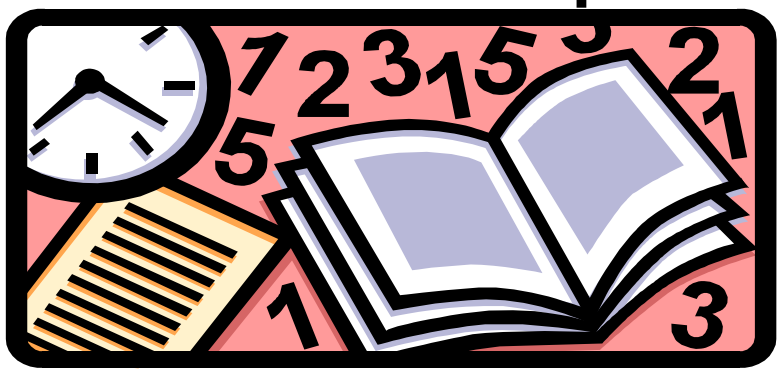
SETTING

- **What is the time period of the presentation?**
- **Does the setting make a difference, or could this story take place anytime, anywhere?**
- **How might a different time period affect the story?**



Design around time.

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CHARACTERS

- **What characters are multi-dimensional / dynamic?**
- **What characters are flat / static? Why?**
- **How is their character revealed (hierarchy, comments, member properties, etc.)?**

Understand how your customers look at dimensions.

POINT OF VIEW

- **Who tells the story?**
- **What about the narrator makes a difference in the story (participant/nonparticipant, function, character, limitations, etc.)?**

Is there enough depth to satisfy the info consumer?

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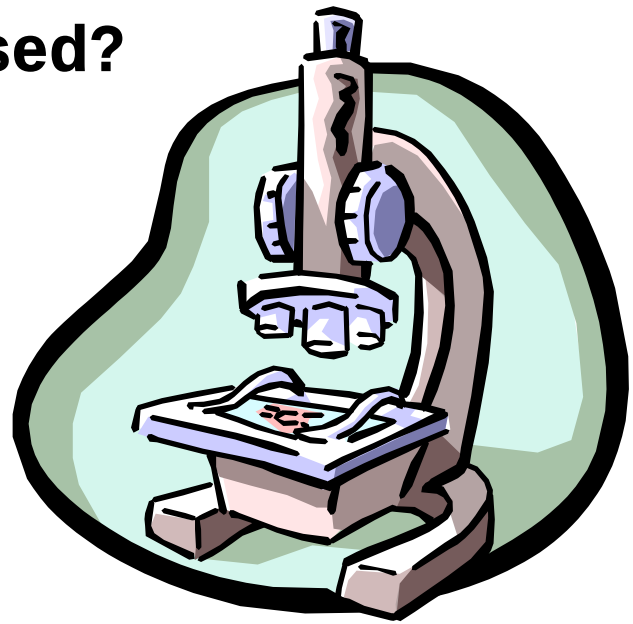
SYMBOLISM

- **What are the symbolic elements?**
- **How and why are they used?**



What about icons, color schemes and tag lines?

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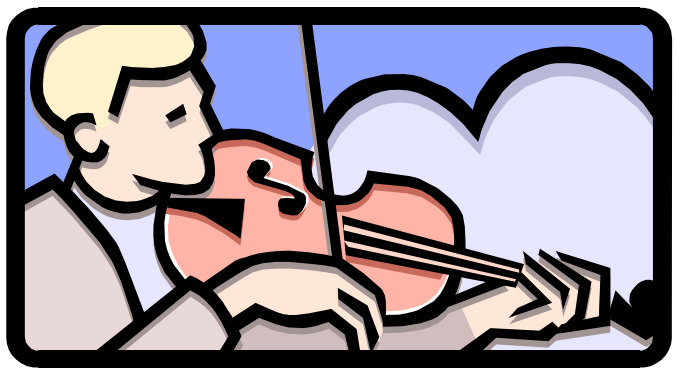
THEME

- **What repetitions of words or details do you want people to find?**
- **What does the story say about the business? How loudly? How well?**



To be or not to be subtle???

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STYLE/VOICE

- **What presentation tools are you using?**
- **How does it impact the story?**

One size does not fit all!!!

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Back End vs. Front End

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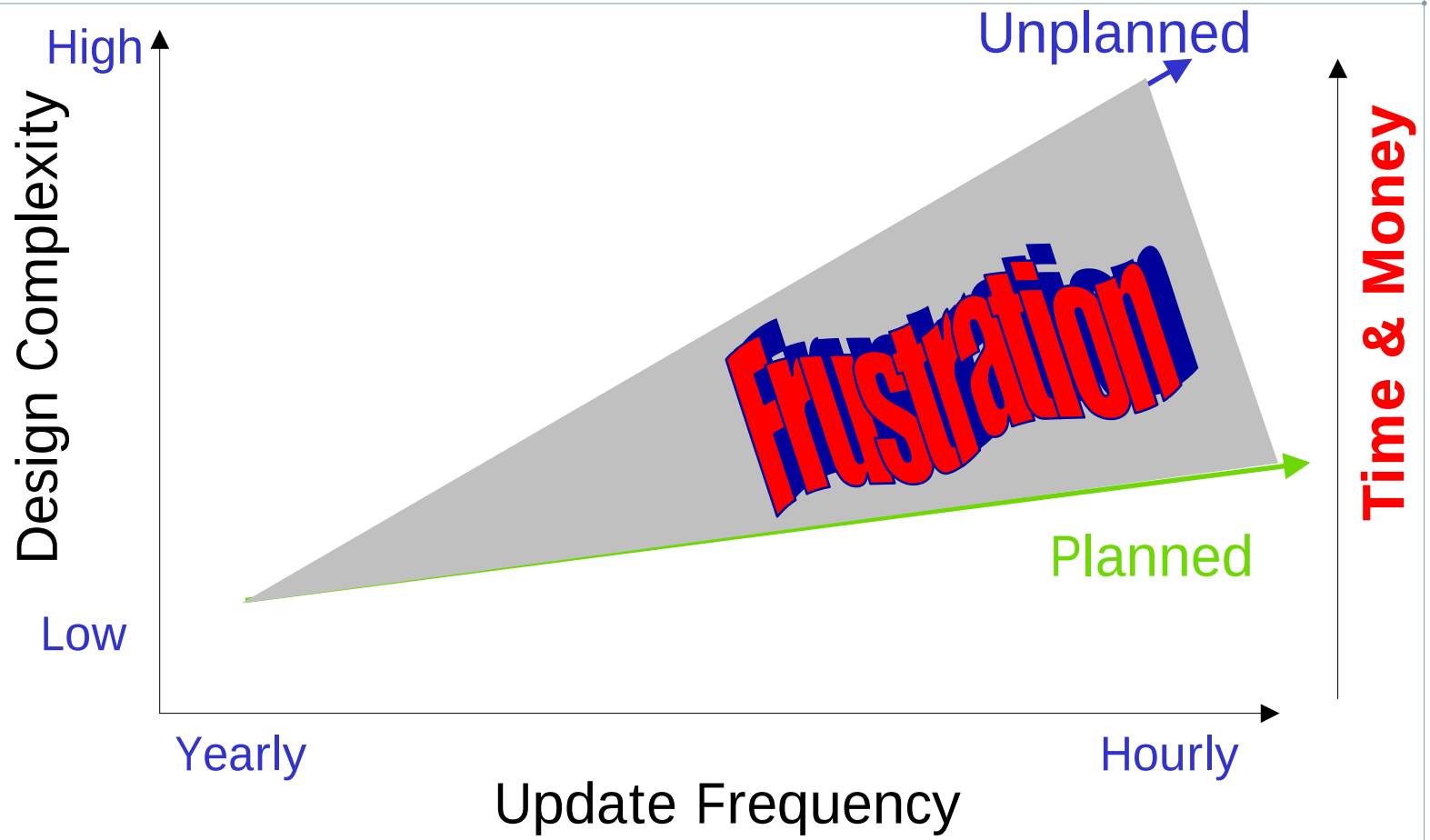
Highly Effective OLAP Solutions



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End of Presentation

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