



*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.*

*The Road To Success – A Spider Web Doctrine*

*The Biml Book*

*Mastering Data Warehouse Design*

*Agile Data Warehousing for the Enterprise*

*The Modern Data Warehouse in Azure*

As the first to focus on the issue of Data Warehouse Requirements Engineering, this book introduces a model-driven requirements process used to identify requirements granules and incrementally develop data warehouse fragments. In addition, it presents an approach to the pair-wise integration of requirements granules for consolidating multiple data warehouse fragments. The process is systematic and does away with the fuzziness associated with existing techniques. Thus, consolidation is treated as a requirements engineering issue. The notion of a decision occupies a central position in the decision-based approach. On one hand, information relevant to a decision must be elicited from stakeholders, modeled, and transformed into multi-dimensional form. On the other, decisions themselves are to be obtained from decision applications. For the former, the authors introduce a suite of information elicitation techniques specific to data warehousing. This information is subsequently converted into multi-dimensional form. For the latter, not only are decisions obtained from decision applications for managing operational businesses, but also from applications for formulating business policies and for defining rules for enforcing policies, respectively. In this context, the book presents a broad range of models, tools and techniques. For readers from academia, the book identifies the scientific/technological problems it addresses and provides cogent arguments for the proposed solutions; for readers from industry, it presents an approach for ensuring that the product meets its requirements while ensuring low lead times in delivery.