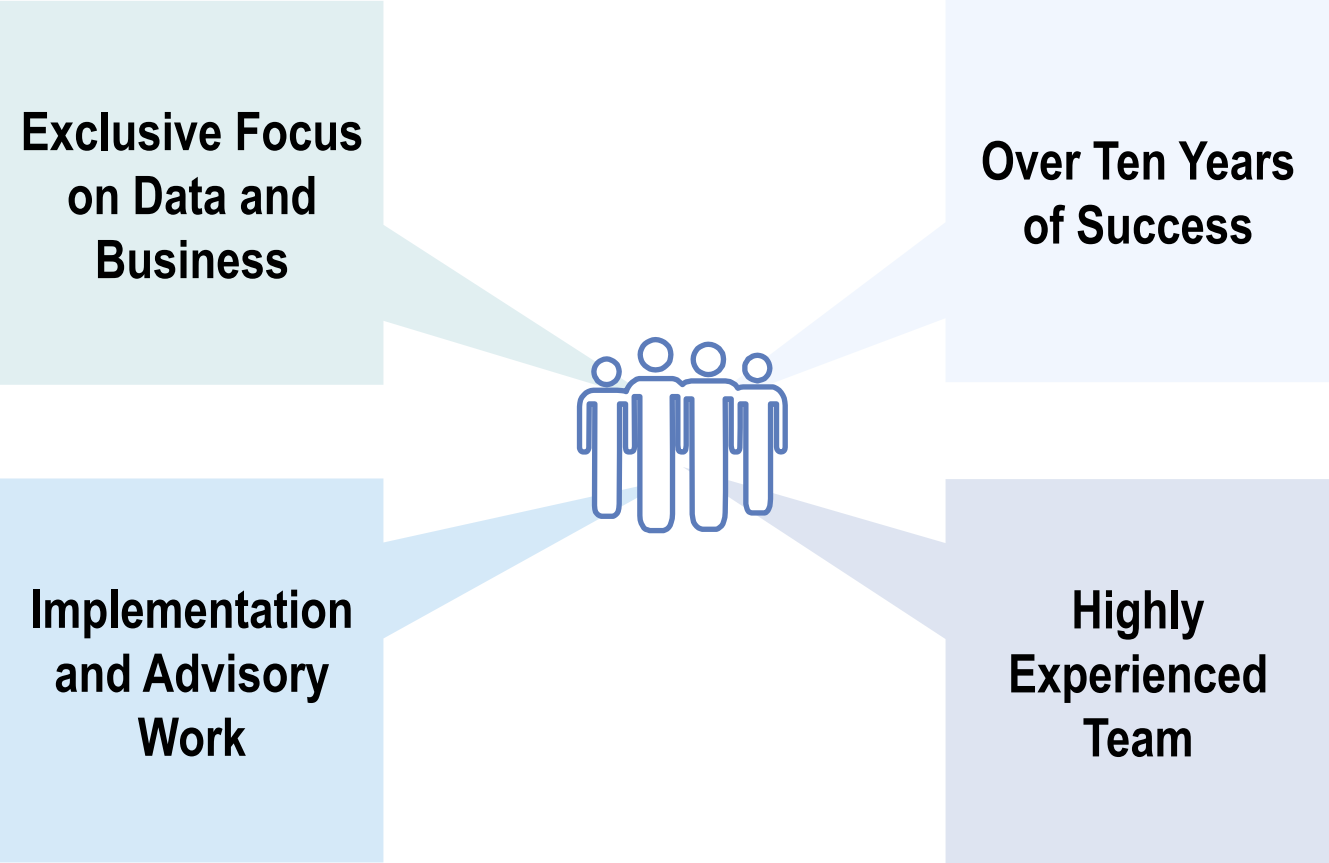


Visual Data Warehousing

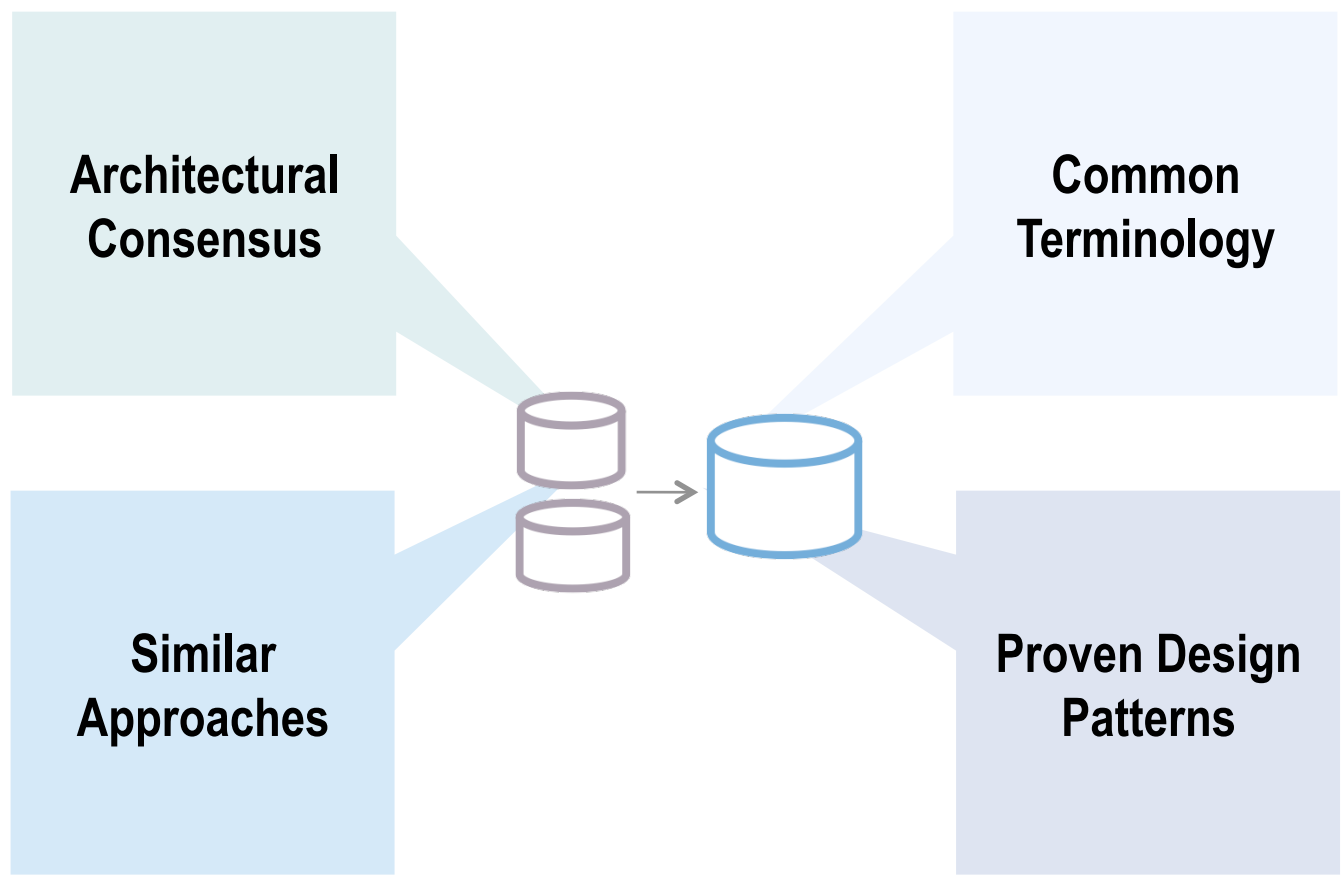
Combining Data Visualization With Data
Warehousing to Improve Analytic Outcomes

John Burnside
Trevor Filipiak
Jim Hadley
Greg Jones
Vince Tsai

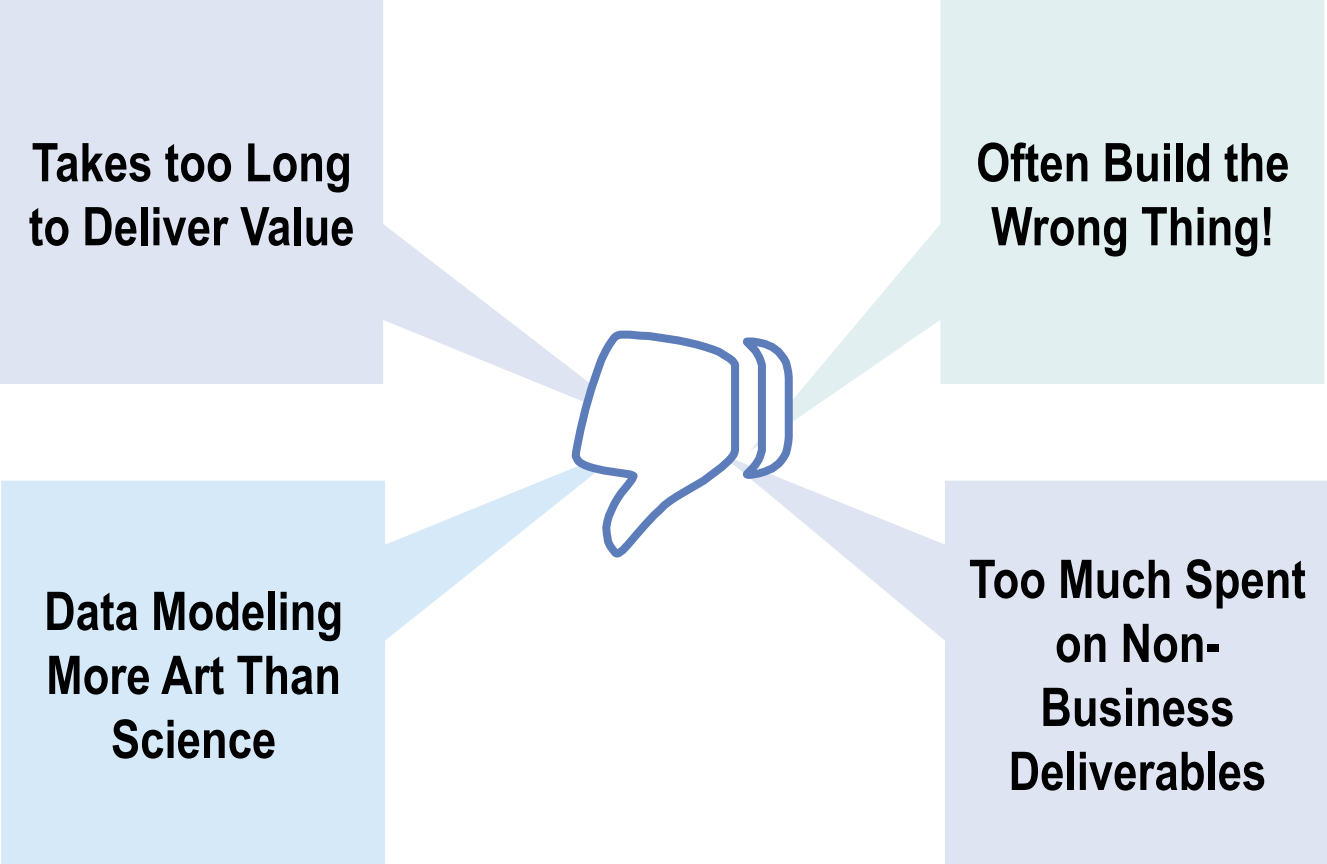
Tiber – Dedicated to Data



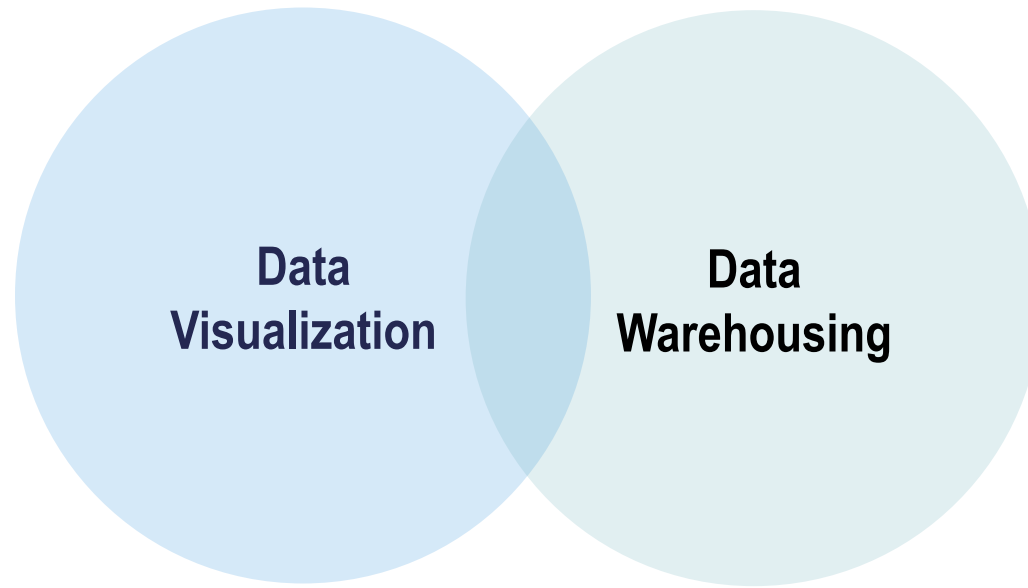
Data Warehousing is Mature



Yet - Data Warehouse Success Remains Illusive

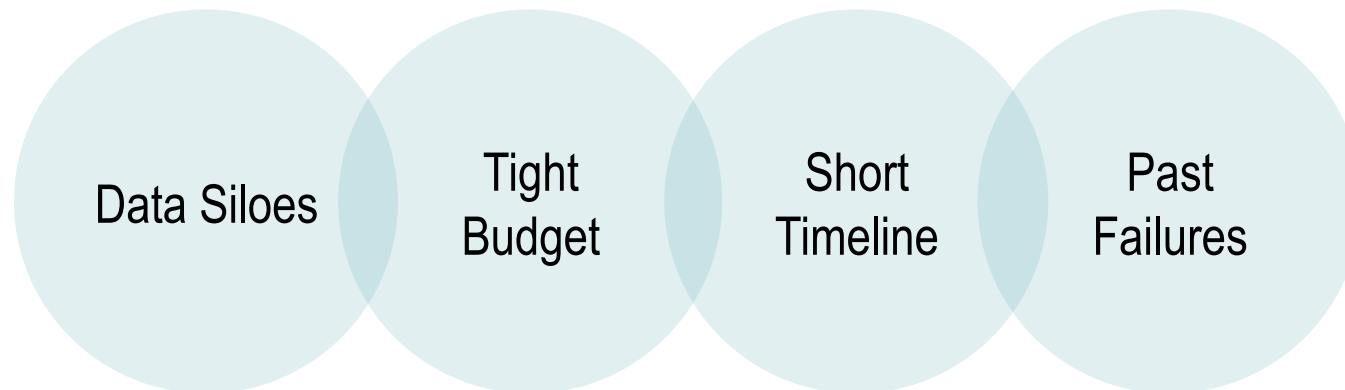


Future Requires New Approach: Visual Data Warehousing



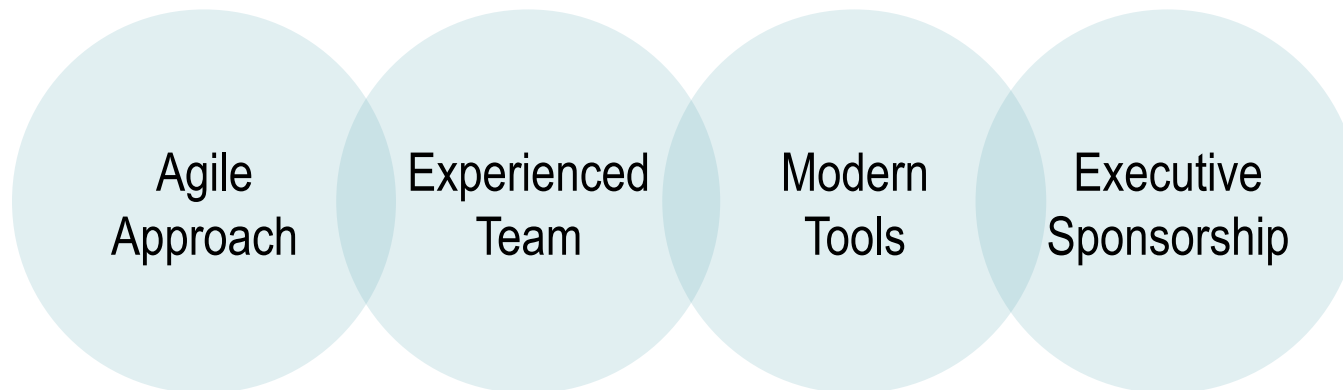
- Design Thinking
- Lean Process
- Technology Independent
- Methodology Independent

The Story of a Data Warehouse Project



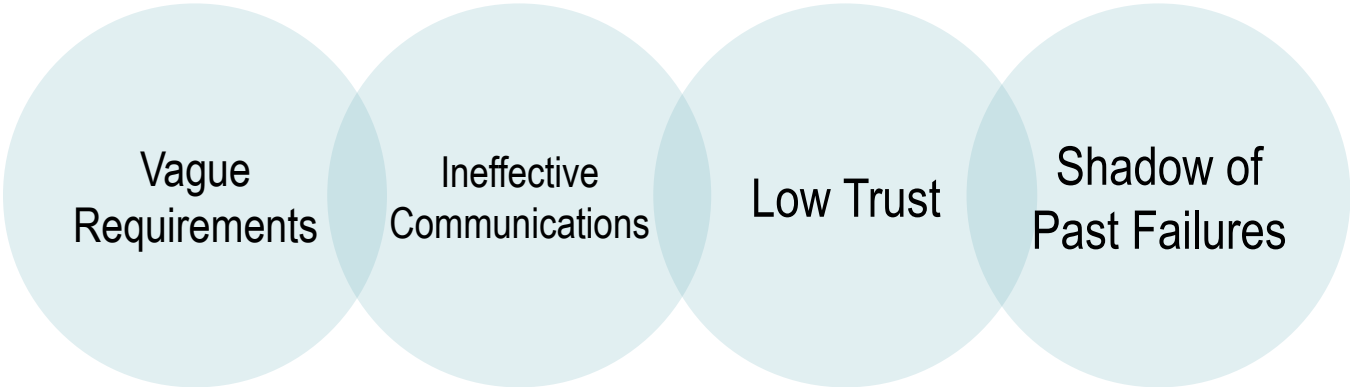
Sound Familiar?

Started the “Right Way”



What Could Go Wrong?

Encountered Barriers From the Outset

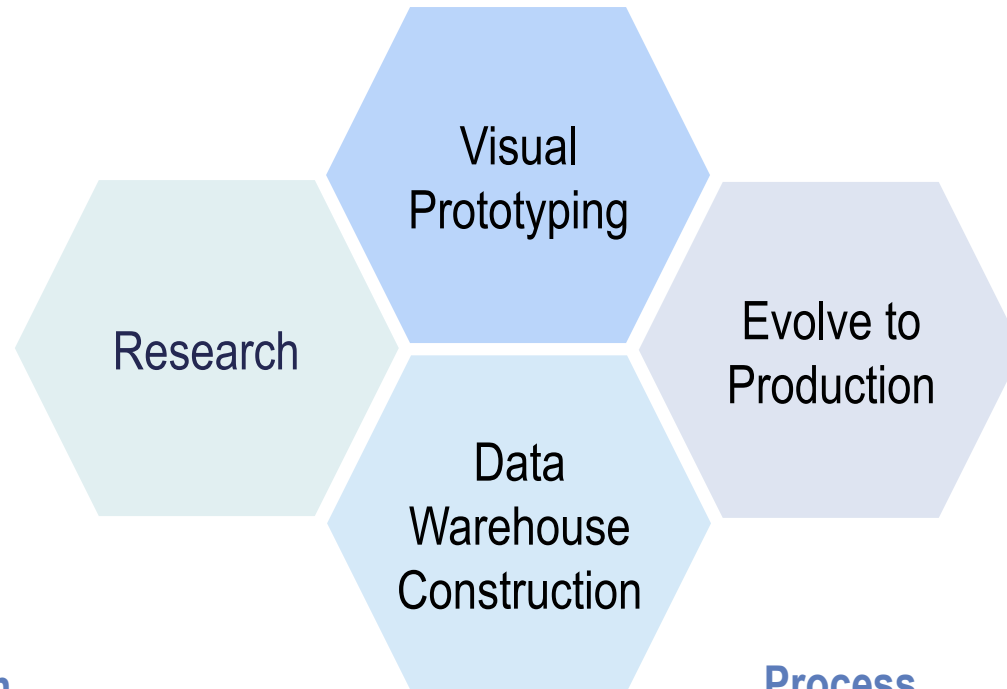


The Clock was Ticking...

Needed A New Approach...

...Because doing the same thing expecting a different outcome is not a great idea...

Core Components of Visual Data Warehousing



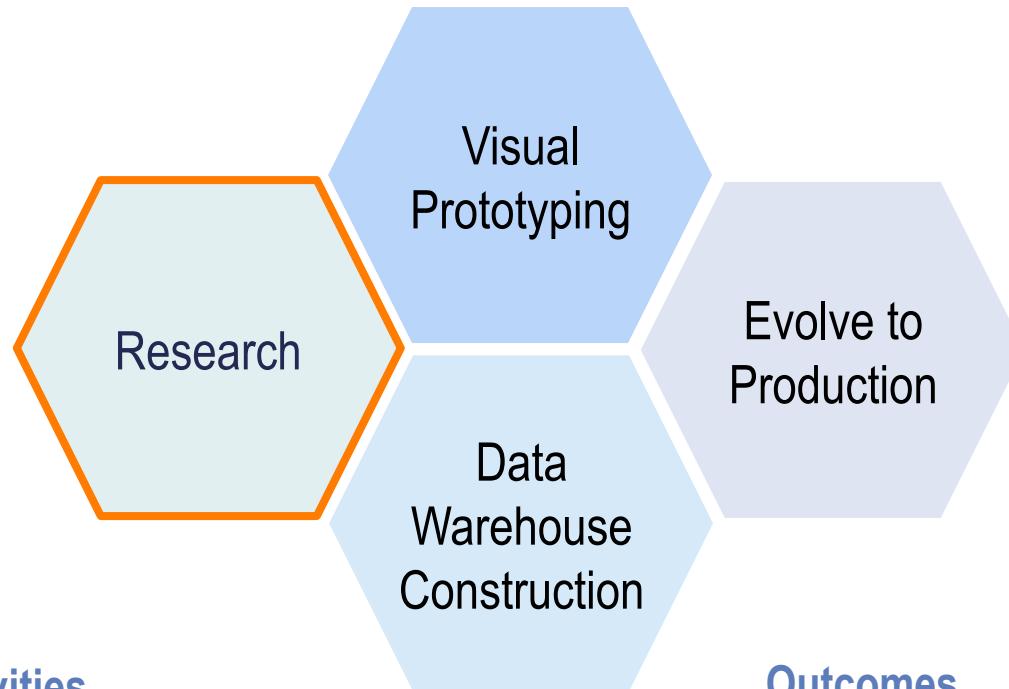
Team

- Strong sense of empathy
- Visualization experts
- Cross functional
- Exceptional data warehouse skills

Process

- Lightweight
- Iterative
- Disciplined
- Transparent

Invest Time to Create Deep Understanding



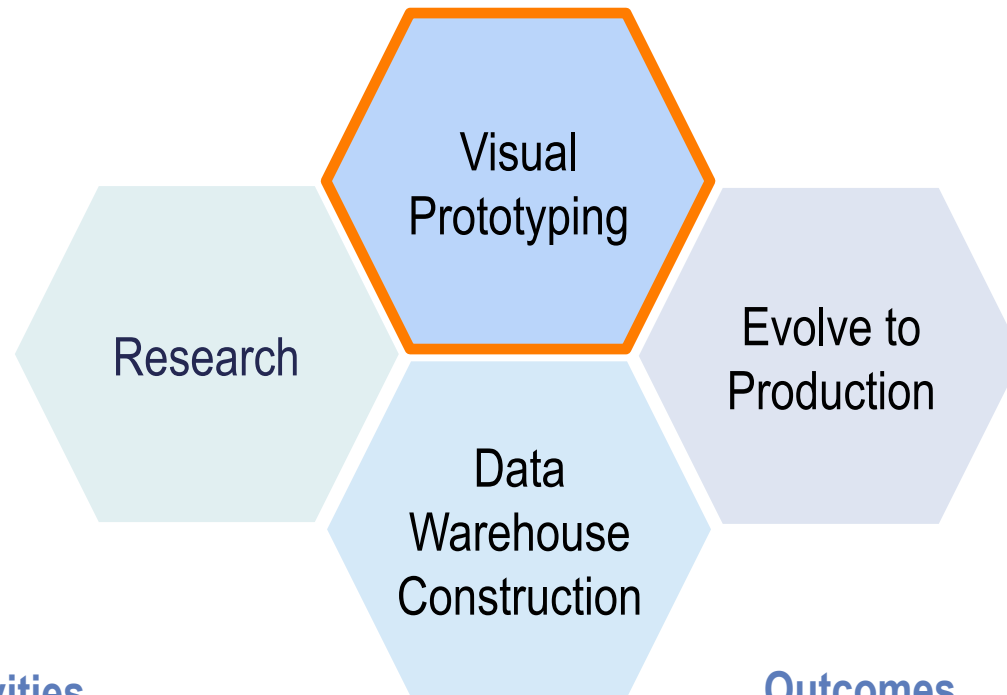
Activities

- Learn about the business
- Assemble source data
- Develop solution hypotheses
- Create initial set of visualizations

Outcomes

- Business understanding: needs, motivations, constraints, etc.
- Team ready for productive, user-centered conversations

Visualization Changes Everything



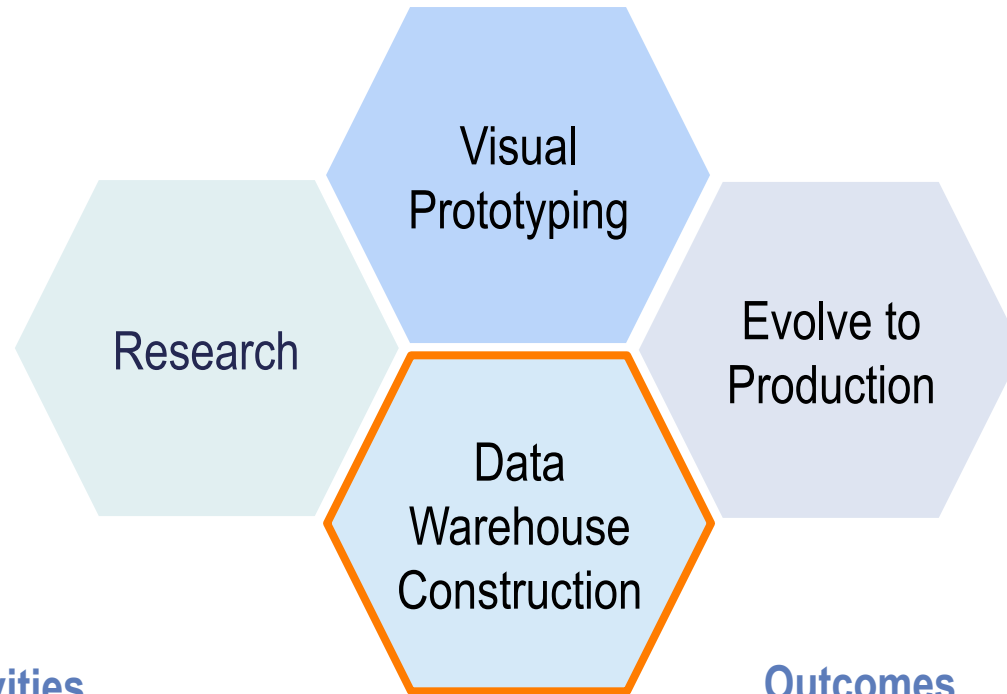
Activities

- Conduct feedback sessions with users
- Verify and refine hypotheses
- Break activities into 1 week “chunks”
- Rapidly revise and continue

Outcomes

- Users begin to trust and express more
- Users engage and invest more time
- Data quality issues come to light
- You end up data modeling

Data Warehouse Built “Behind the Scenes”



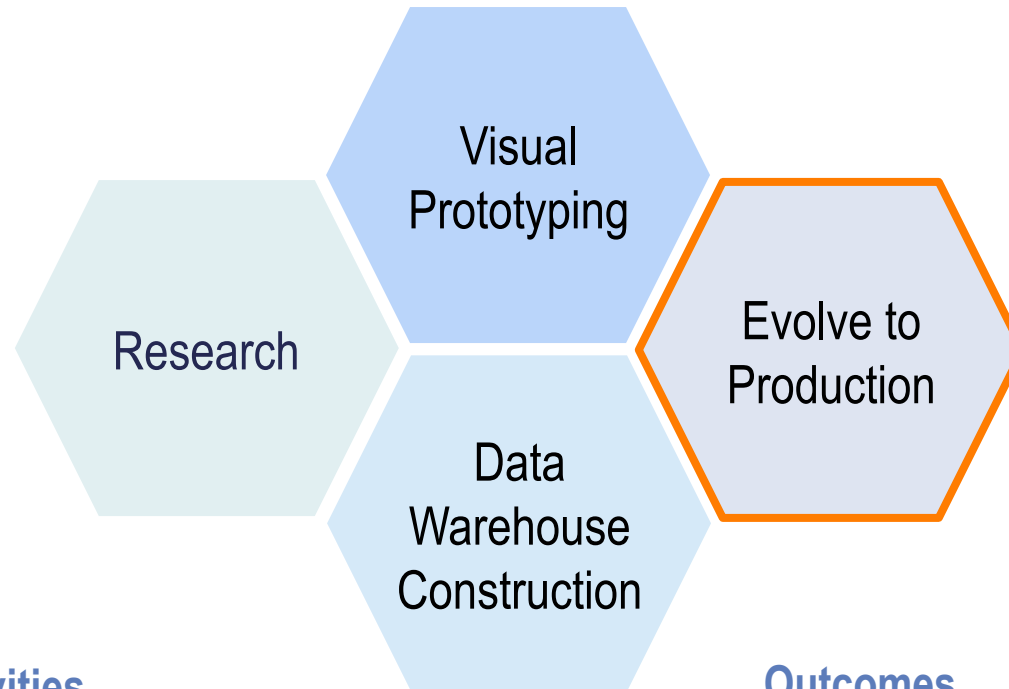
Activities

- Create database schema
- Build ETL routines
- Plan change data capture approach
- Start performance testing

Outcomes

- Building “the right thing”
- Reduced risk
- Technical solution closely tied to business
- Confidence!

Finalize and Go-Live



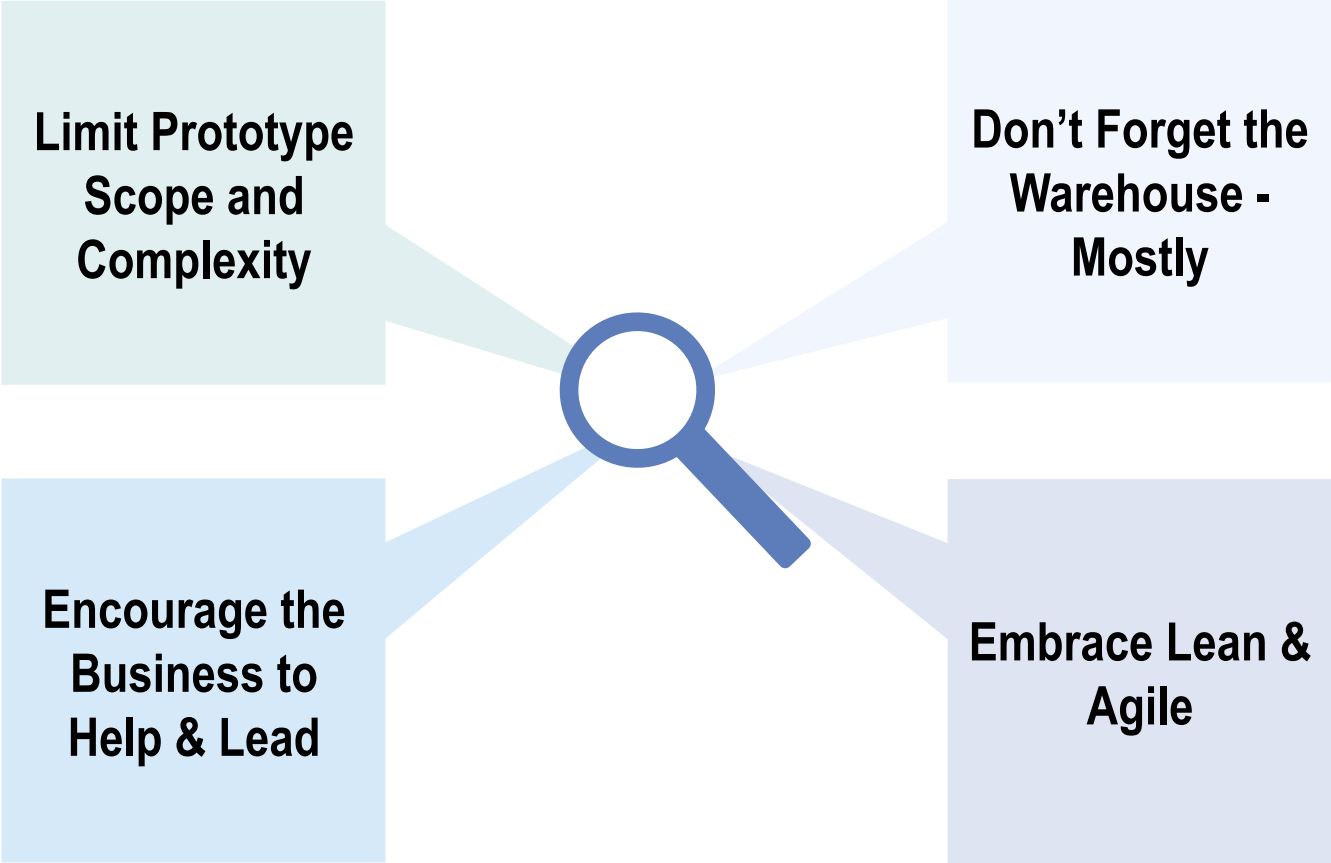
Activities

- Acceptance testing
- User evangelism
- Training
- Change management

Outcomes

- Scalable solution
- Supportive business
- Prepared for the next subject area
- Greater trust

The Fine Print



The Visual Data Warehouse Payoff

Increase Trust With Business

Never Surprised

Always Deliver Value

Never Build the Wrong Thing

Very Large Benefit

**Little or no Extra Cost,
Complexity or Risk**

Thank You

Questions?

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