Building the Unstructured Data Warehouse

By W.H. Inmon, Krish Krishnan

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Learn essential techniques from data warehouse legend Bill Inmon on how to build the reporting environment your business needs now!

Answers for many valuable business questions hide in text. How well can your existing reporting environment extract the necessary text from email, spreadsheets, and documents, and put it in a useful format for analytics and reporting? Transforming the traditional data warehouse into an efficient unstructured data warehouse requires additional skills from the analyst, architect, designer, and developer. This book will prepare you to successfully implement an unstructured data warehouse and, through clear explanations, examples, and case studies, you will learn new techniques and tips to successfully obtain and analyze text.

Master these ten objectives:

- Build an unstructured data warehouse using the 11-step approach
- Integrate text and describe it in terms of homogeneity, relevance, medium, volume, and structure
- Overcome challenges including blather, the Tower of Babel, and lack of natural relationships
- Avoid the Data Junkyard and combat the Spider's Web
- Reuse techniques perfected in the traditional data warehouse and Data Warehouse 2.0,including iterative development
- Apply essential techniques for textual Extract, Transform, and Load (ETL) such as phrase recognition, stop word filtering, and synonym replacement
- Design the Document Inventory system and link unstructured text to structured data
- Leverage indexes for efficient text analysis and taxonomies for useful external categorization
- Manage large volumes of data using advanced techniques such as backward pointers
- Evaluate technology choices suitable for unstructured data processing, such as data warehouse appliances

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Editorial Review

About the Author
About Bill
Bill Inmon, the father of data warehousing, has written 52 books translated into 9 languages. Bill has written over 1000 articles and conducted seminars and spoken at conferences on every continent except Antarctica. Bill holds three software patents and his latest company is Forest Rim Technology, a company dedicated to the access and integration of unstructured data into the structured world.

About Krish
Krish Krishnan is a recognized thought leader in Data Warehouse Performance and Architecture. Krish writes and teaches Social Intelligence across the world and is a frequent speaker at industry conferences. He provides consulting advice to CxO's on DW Strategy and is an Independent Analyst covering the Data Warehouse and Business Intelligence Industry.

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