Clickstream Data Warehousing

By Mark Sweiger, Mark R. Madsen, Jimmy Langston, Howard Lombard

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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 Webhouse 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.

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Editorial Review

From the Back Cover
"Clickstream Data Warehousing is a great read for the serious data warehouse designer grappling with clickstream data. With a clear style, the authors explain the intricacies of this important source of customer behavior data. They combine engineering knowledge of the clickstream with state-of-the-art dimensional data warehouse design techniques to produce a very useful book."
-Ralph Kimball, author of The Data Warehouse Toolkit and The Data Warehouse Lifecycle Toolkit

The Web is an incredibly rich source of business intelligence, and many enterprises are scrambling to build data warehouses that capture the knowledge contained in the clickstream data from their Web sites. By analyzing the user behavior patterns contained in these clickstream data warehouses, savvy businesses can expand their markets, improve customer relationships, reduce costs, streamline operations, strengthen their Web sites, and hone their business strategies. Whether you come from an e-business, Web architecture, or data warehouse background, this book gives you the integrated perspective necessary to create a successful clickstream data warehouse.

The first part of the book explains everything you need to know about the Web technology and IT infrastructure required to build a clickstream data warehouse. The second part of the book walks you through the process of designing and implementing a clickstream data warehouse, including:
* Planning, staffing, and managing the project
* Designing your clickstream data warehouse schema using the innovative meta-schema design template
* Picking the appropriate data warehouse software and storage subsystems to support your click-stream data warehouse
* Building the extract, transformation, and load (ETL) mechanism
* Delivering data to end users for analysis

The companion Web site features additional reference material, an interactive question and answer forum, additional articles and information on data warehousing topics, and links to related Web sites.

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About the Author
MARK SWEIGER is President and Principal of Clickstream Consulting, a boutique consultancy specializing in clickstream data warehouses and data warehouse education. He is a noted author on data warehousing and is a speaker at The Data Warehousing Institute.
MARK R. MADSEN is Vice President and Principal of Clickstream Consulting. He has held various high-level positions within IT organizations and technology vendors and has extensive experience in data warehousing and supply chain management.
JIMMY LANGSTON is a Senior Consultant at Clickstream Consulting, where he advises clients on optimal data warehouse architectures, implementation, multidimensional database design, database configuration, and performance tuning.

HOWARD LOMBARD is Chief Architect at Gazelle Consulting, Inc., a consultancy specializing in the design and implementation of large-scale data warehousing and business intelligence solutions.

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