

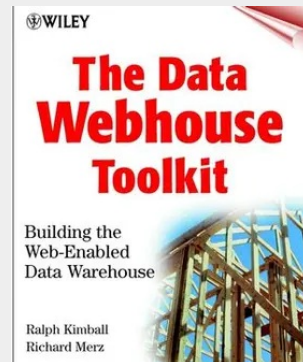
The Data Webhouse Toolkit

Building the Web-enabled Data Warehouse

Die populärsten Webserver verzeichnen täglich über 100 Millionen virtuelle Besucher - dahinter verbirgt sich ein enormes Potential wertvoller Kundendaten, das von vielen Unternehmen bisher noch nicht genutzt wird. Der Autor dieses hochaktuellen Werkes erläutert das Konzept des "Webhouse", einer leistungsfähigen Methode zum Sammeln von Informationen über Besucher von Websites und zeigt, wie man die gewonnenen Daten zum Nutzen von Managern, Entscheidungsträgern und Kunden verwendet. (02/00)

"Ralph's latest book ushers in the second wave of the Internet. Bottom line, this book provides the insight to help companies combine Internet-based business intelligence with the bounty of customer data generated from the internet."--William Schmarzo, Director World Wide Solutions, Sales, and Marketing, IBM NUMA-Q. Receiving over 100 million hits a day, the most popular commercial Websites have an excellent opportunity to collect valuable customer data that can help create better service and improve sales. Companies can use this information to determine buying habits, provide customers with recommendations on new products, and much more. Unfortunately, many companies fail to take full advantage of this deluge of information because they lack the necessary resources to effectively analyze it. In this groundbreaking guide, data warehousing's bestselling author, Ralph Kimball, introduces readers to the Data Webhouse--the marriage of the data warehouse and the Web. If designed and deployed correctly, the Webhouse can become the linchpin of the modern, customer-focused company, providing competitive information essential to managers and strategic decision 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 provides updates on Webhouse technologies and techniques, as well as links to related sites and resources.

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