Interested to know how companies take massive amounts of data, and translate them into knowledge? For example, how do universities take application data and use them to generate reports and decide who to admit? Interested to know how these data are stored? Analyzed? Do you want to be able to initiate such projects or merely be involved in them in your organization? If you answered yes to some of these questions, then this course is for you.

**COURSE DESCRIPTION:**

This course introduces the principles and procedures related to the design and use of Business Intelligence (BI) systems. It focuses on the Data Warehouse (DW) as a platform for BI applications, such as reporting, dashboards, Online Analytical Processing (OLAP) and data mining.

In this course you will learn a core set of skills for initiating and managing business intelligence projects, as well as designing data storage for analytical purposes, and using stored data for business intelligence.

Upon successful completion of this short course you should be able to initiate business intelligence projects and manage them, understand the technologies used in business intelligence projects, and possess valuable data warehouse analysis skills, as well as good business intelligence comprehension.

**INTEGRATION WITH BUSINESS DISCIPLINES:**

Data Warehousing can cater to all business functions. The examples used in class and homework projects pertain to a wide range of managerial disciplines, including marketing (e.g., analyzing purchase patterns based on user demographics), accounting and finance (e.g., generating reports from a data warehouse using OLAP), and management operations (e.g., analyzing salesmen performance by region and time of the day).

**COURSE OBJECTIVES:**

This course advances the understanding of technical and managerial aspects of business intelligence projects, built around a central data repository intended for analytical purposes, namely the data warehouse. Students will learn:

- Business intelligence drivers, needs, concepts, and technical components
- Data warehouse drivers, concepts, and technical components
- Foundations of DW project management, analysis, design & implementation
- Analytical skills needed to examine situations, recognize problems, and design potential solutions for analytical requirements.

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1 Dr. Ofir Turel (Instructor) has been published in various academic journals. You can contact Dr Turel at oturel@fullerton.edu for more information about the course.