SOFIA UNIVERSITY "ST. KLIMENT OCHRIDSKI"

FACULTY OF MATHEMATICS AND INFORMATICS

MASTERS PROGRAMME «eBUSINESS»

RESUME

MASTERS THESIS: **Effective business analysis by utilizing classical Data Warehousing technologies and associative In-Memory OLAP**

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KEY WORDS:

Business Intelligence	Business Analysis
OLAP	Associative databases
Extraction, Transformation and Loading	Data Warehousing

ANNOTATION:

Graduation work focuses on Business Intelligence as a modern concept for access and work with information and successful approach for fact based decision making. Presenting in detail theoretical background and classical architecture of Business Intelligence implementations, developed project proposes integration between Data Warehouse and innovative In-Memory OLAP software, which is utilizing an associative database working in RAM memory of personal computers and allowing ad-hoc analysis by end users.

Practical example shown is a pilot Business Intelligence project for a large Eastern Europe retail chain of stores. As a result of the successful implementation, business analysts of the company have the opportunity to interactively analyse budget and actual sales data and thus improve daily operations of the company significantly.