

: What are the advantages of building and using a data warehouse?

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Major advantages include:

1. Developing a data warehouse (DW) forces an organization to better understand the data that it is currently collecting and opportunities to collect additional data.
2. A data warehouse provides a centralized view of data collected in an enterprise.
3. A data warehouse provides a single version of the "truth". A DW provides consistent, reliable data about company facts, such as revenue or the number of employees.
4. With a data warehouse, snapshots of data can be taken over time. A DW can create a historical record of data, which allows for an historical and trend analysis.
5. A data warehouse with business intelligence software provides tools to combine, display and aggregate data. Tools like dashboards provide information and summarize analyses.

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