

OLAP Theory-English version
On-Line Analytical processing (Business Intelligence)

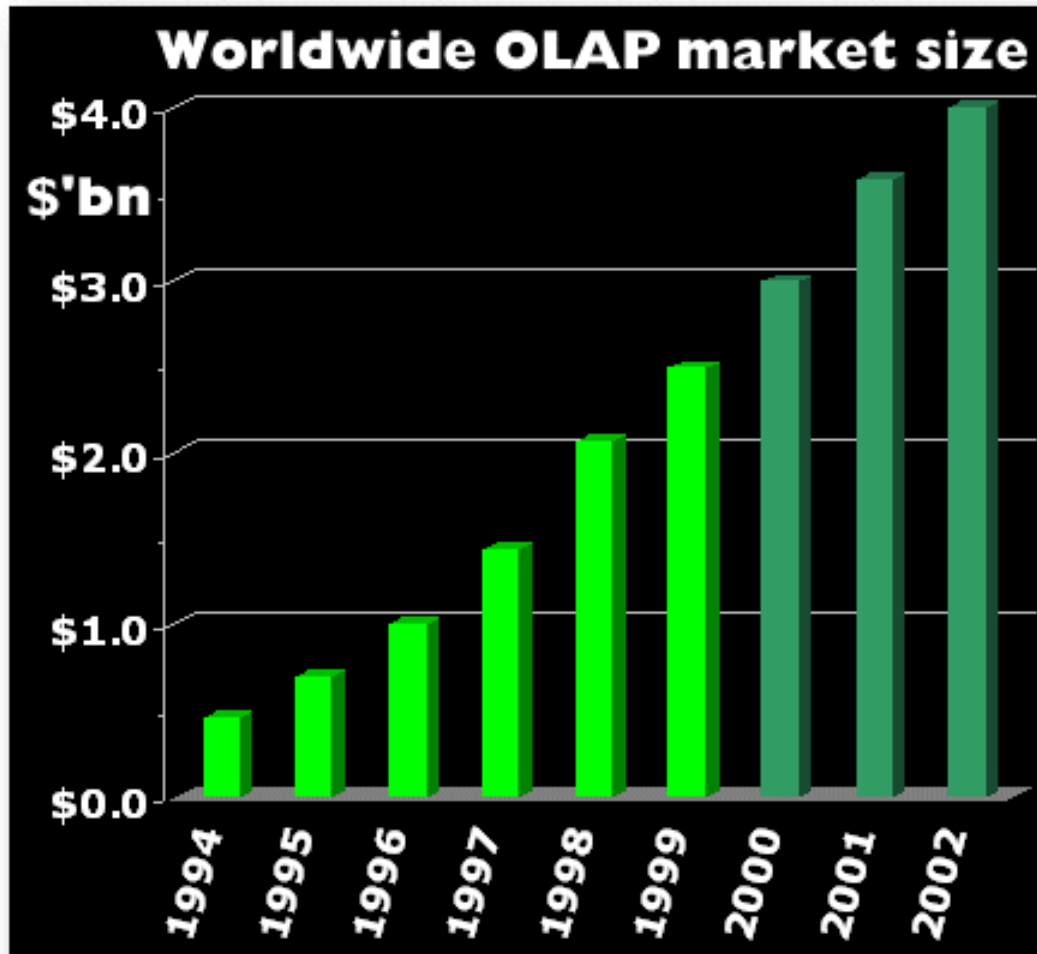
[Ing.J.Skorkovský,CSc.]

Department of corporate economy

Agenda

- The Market
- Why OLAP (On-Line-Analytic-Processing)
- Introduction to OLAP
- OLAP Terms and Concepts
- Summary

OLAP market size



Why OLAP

- **The Right Information In The Right Place
At The Right Time**
- **Why**
 - More self-sufficient Business users
 - Keep the integrity of the data
 - Reduces the query drag(burden) and network traffic
 - Organization can respond more quickly to market demands

Introduction to OLAP

“OLAP enables analysts, managers, and executives to gain insight into data through fast, consistent, interactive access to a wide variety of possible views of information. OLAP transforms raw data so that it reflects the real dimensionality of the enterprise as understood by the user. “

Introduction to OLAP

- Users
 - Analysts, managers (CEO,..) and executive managers (CFO,..)
- Access
 - Fast consistent, interactive
 - Wide variety of possible views
- Transformation of
 - Raw data
 - Real dimensionality of enterprise

Introduction to OLAP

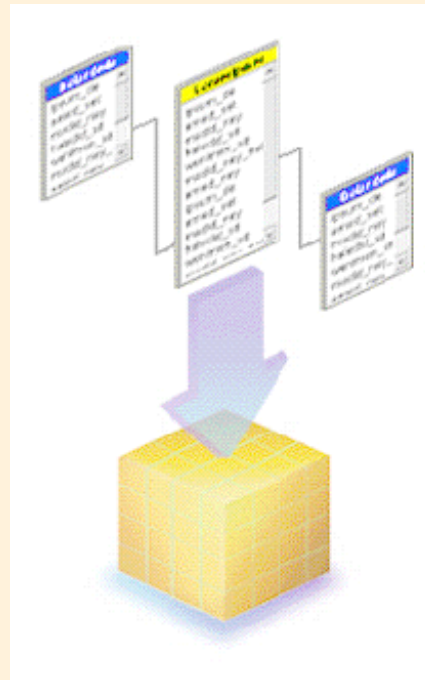
- Organizational functions
 - **Finance**
 - Budgeting
 - Performance analysis
 - **Sales**
 - Sales analysis and forecasting
 - **Marketing**
 - Market research analysis
 - Market/customer segmentation
 - **Purchase**
 - Cost of materials
 - **Production**
 - Cost of conversion (components to final product)
 - **Distribution**
 - Cost of shipping
 - etc

OLAP Terms and Concepts



OLAP Terms and Concepts

- Relational database
- Multidimensional database

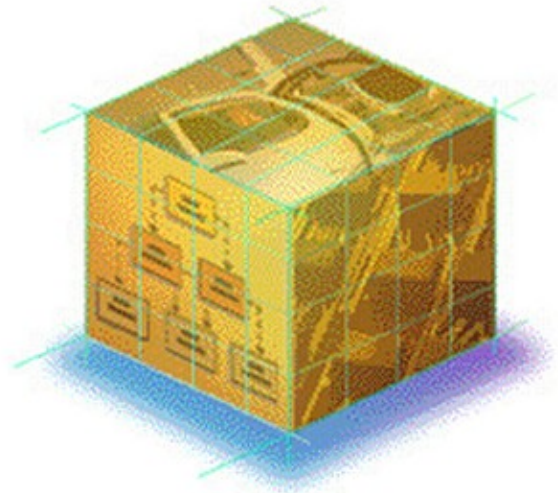


Relational
database

Multidimensional
database

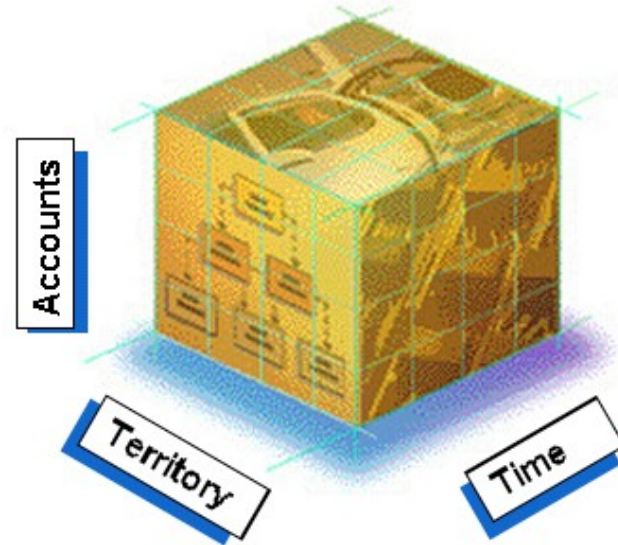
OLAP Terms and Concepts

- Cube
 - Information Is conceptually viewed as cubes.



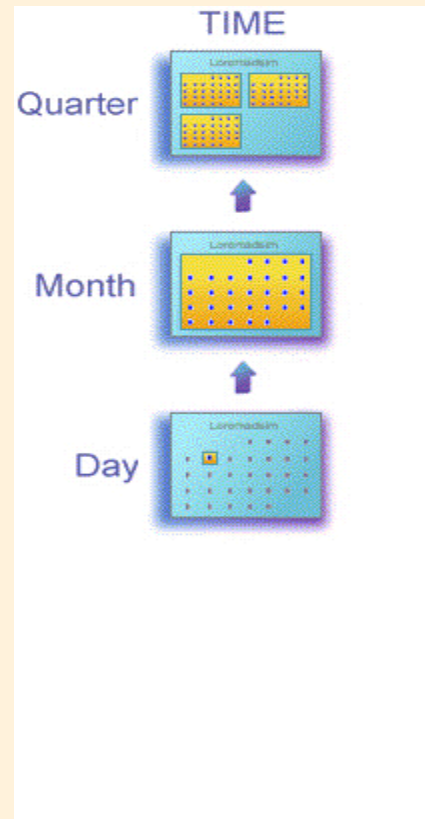
OLAP Terms and Concepts

- Cube
 - Information is conceptually viewed as cubes.
- Dimension
 - Distinct categories for business data.



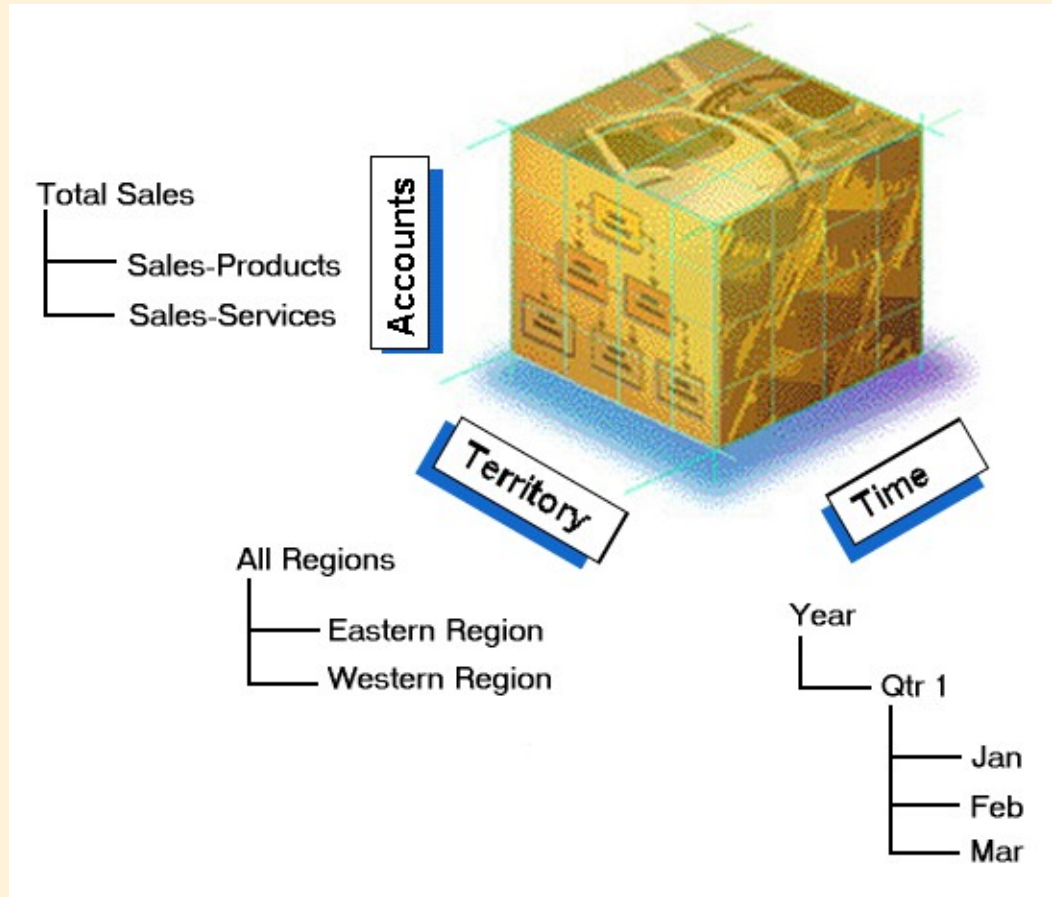
OLAP Terms and Concepts

- Cube
 - Information is conceptually viewed as cubes.
- Dimension
 - Distinct categories for business data.
- Hierarchy
 - Levels of details on the data.



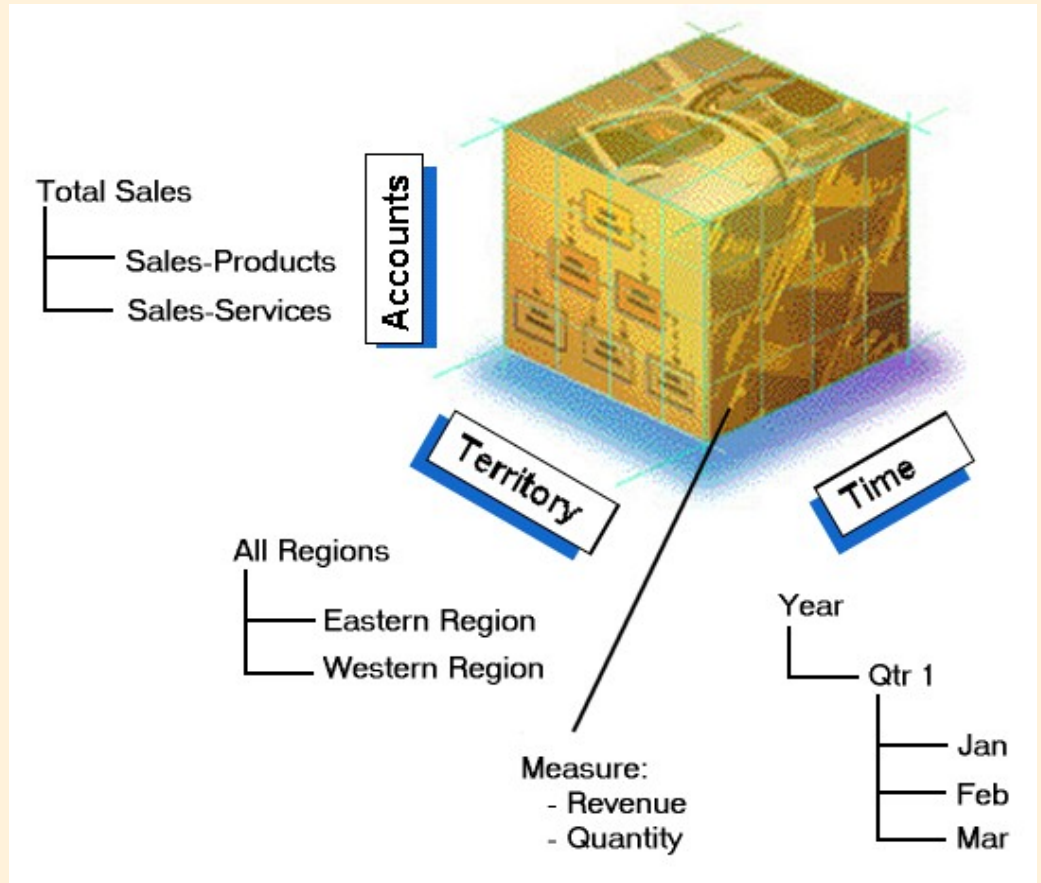
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OLAP Terms and Concepts

- Cube
 - Information is conceptually viewed as cubes.
- Dimension
 - Distinct categories for business data.
- Hierarchy
 - Levels of details on the data.
- Measure
 - Quantitative values.



OLAP Terms and Concepts

Cube

Information is conceptually viewed as cubes.

Dimension

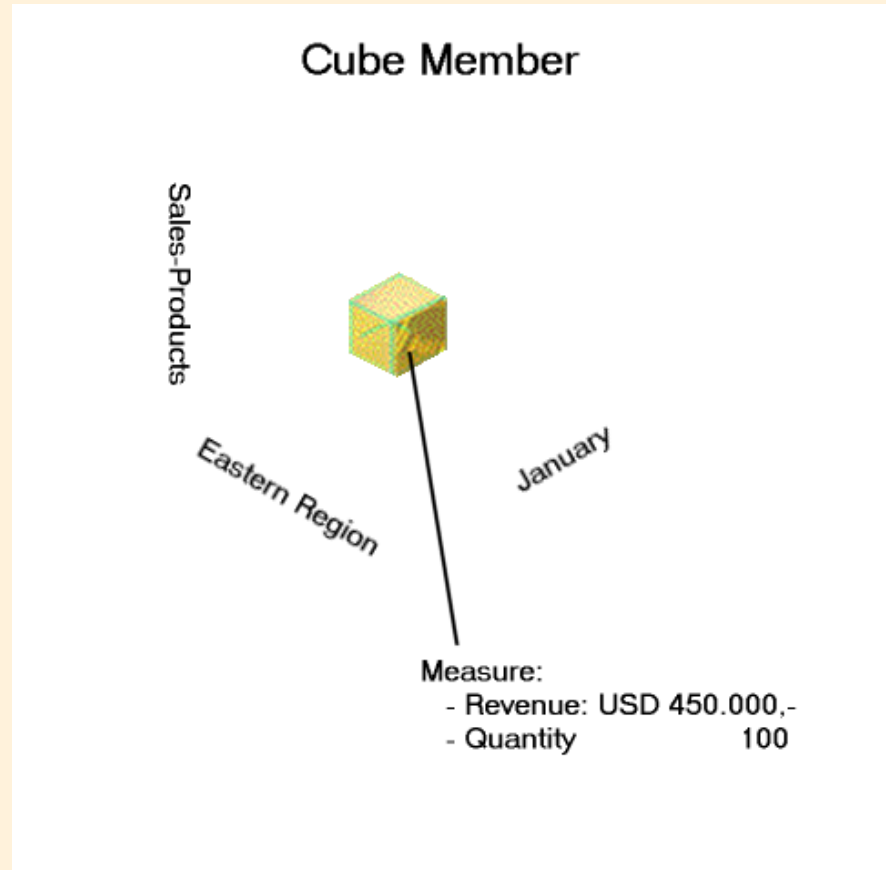
Distinct categories for business data.

Hierarchy

Levels of details on the data.

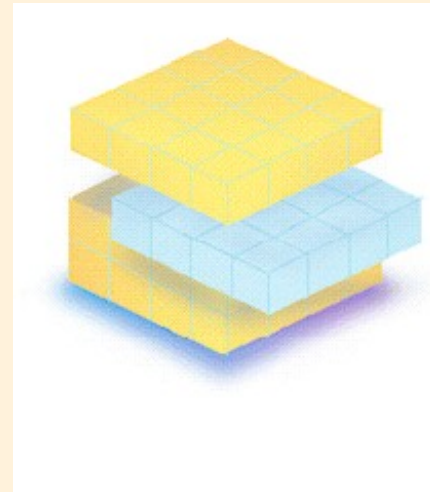
Measure

Quantitative values.

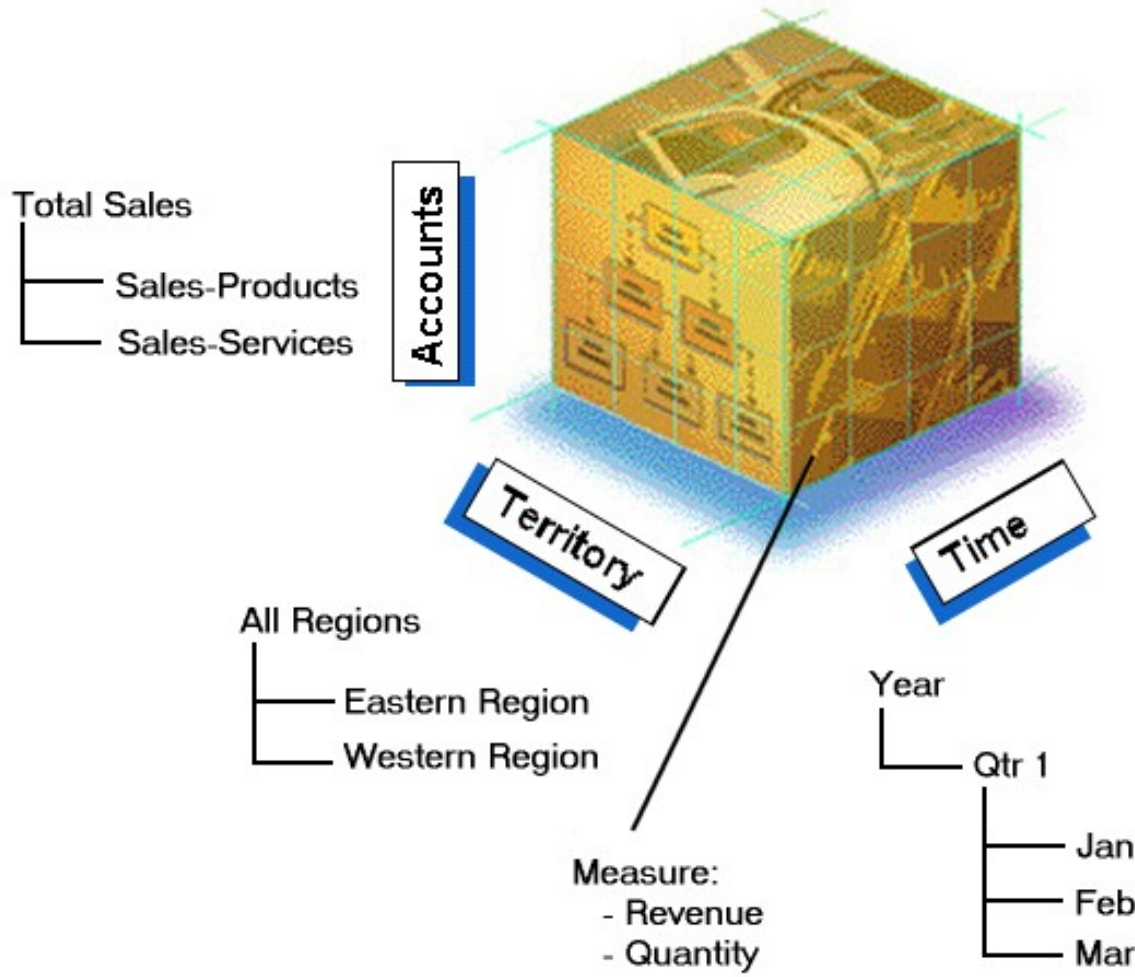


OLAP Terms and Concepts

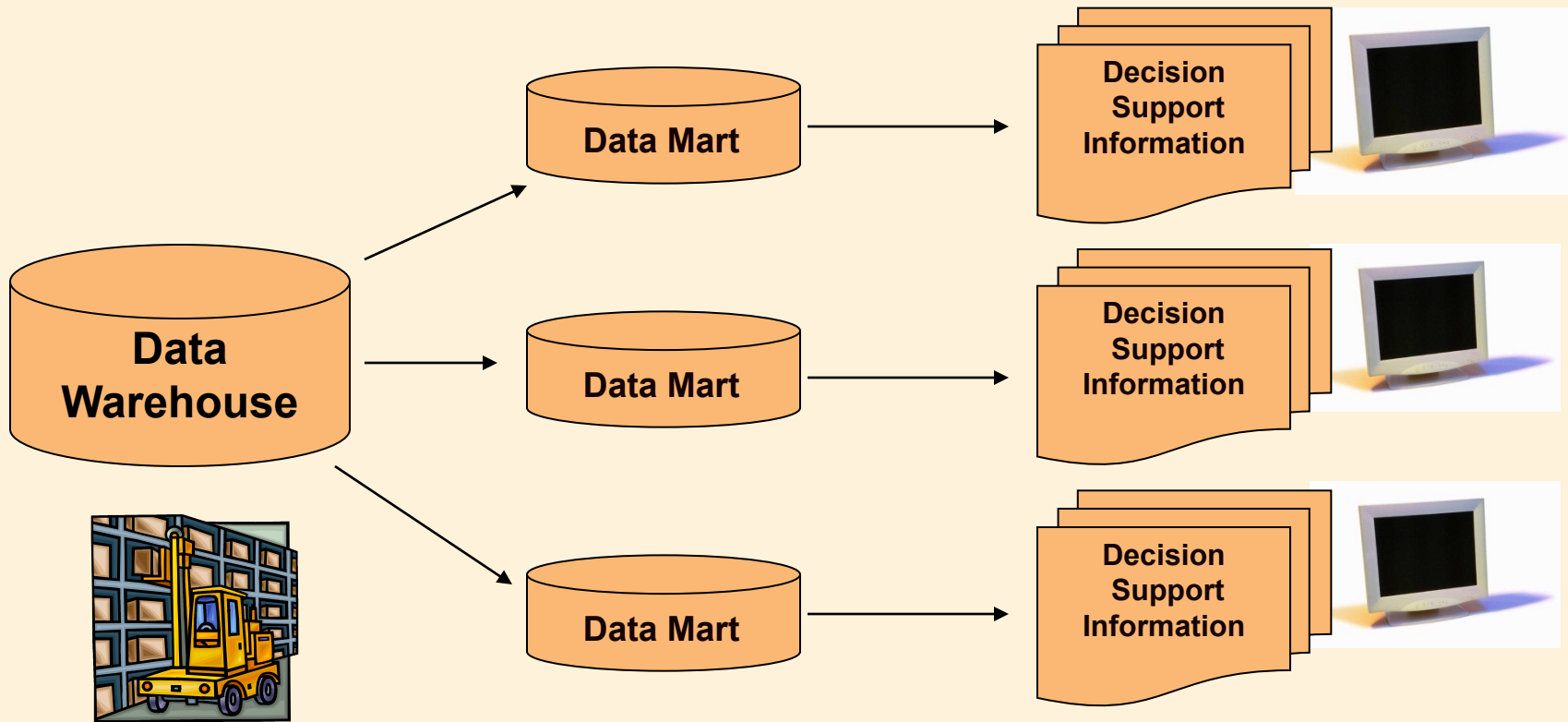
- **Cube**
 - Information is conceptually viewed as cubes.
- **Dimension**
 - Distinct categories for business data.
- **Hierarchy**
 - Levels of details on the data.
- **Measure**
 - Quantitative values.
- **Data slice**
 - A subset of the data in a partition.



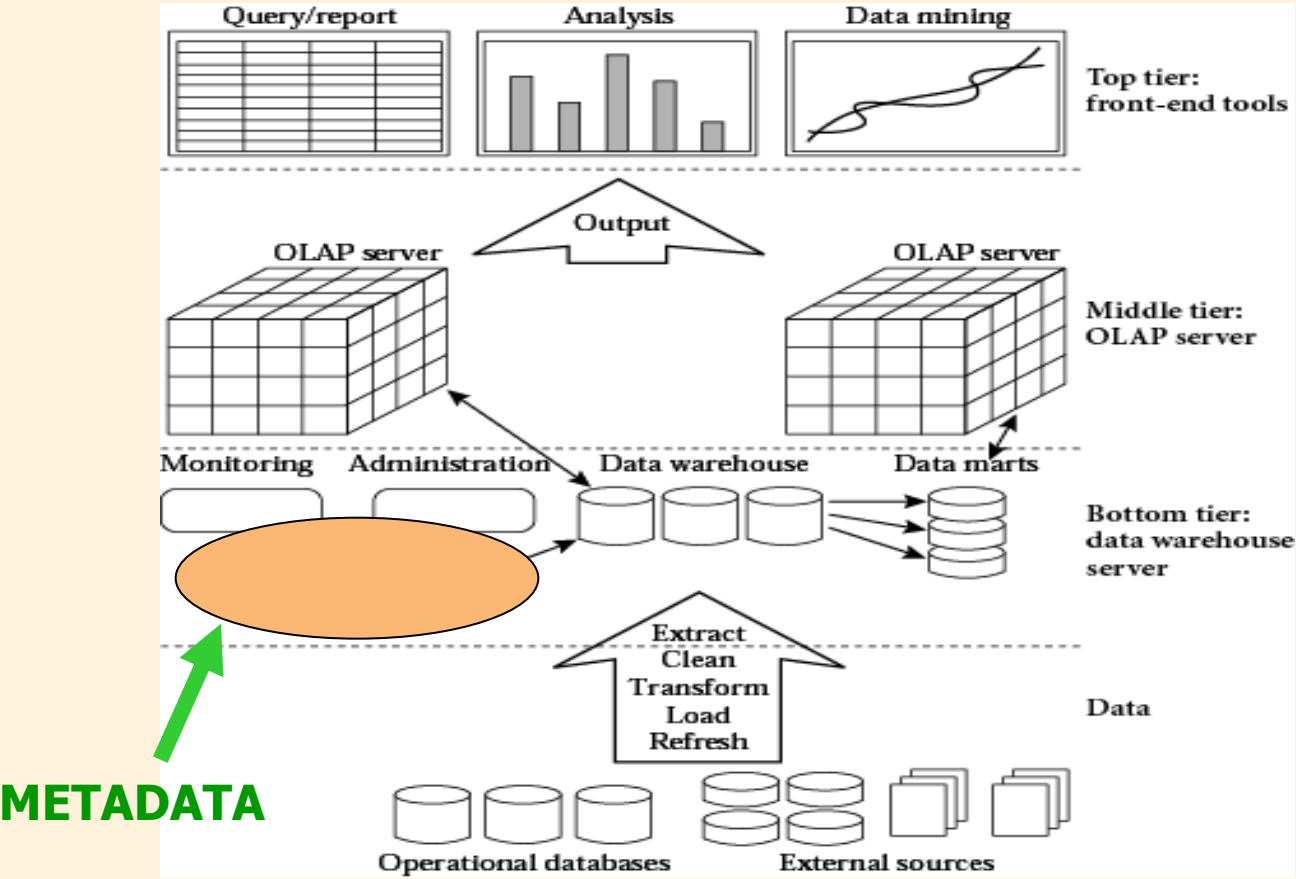
OLAP Cube



Data Warehouse -> Data Marts (Technology)



OLAP architecture OLAP (Technology)



Data pump (Technology)

Prime
transaction oriented
system
(ERP,CRM,..)



**Data
pump**



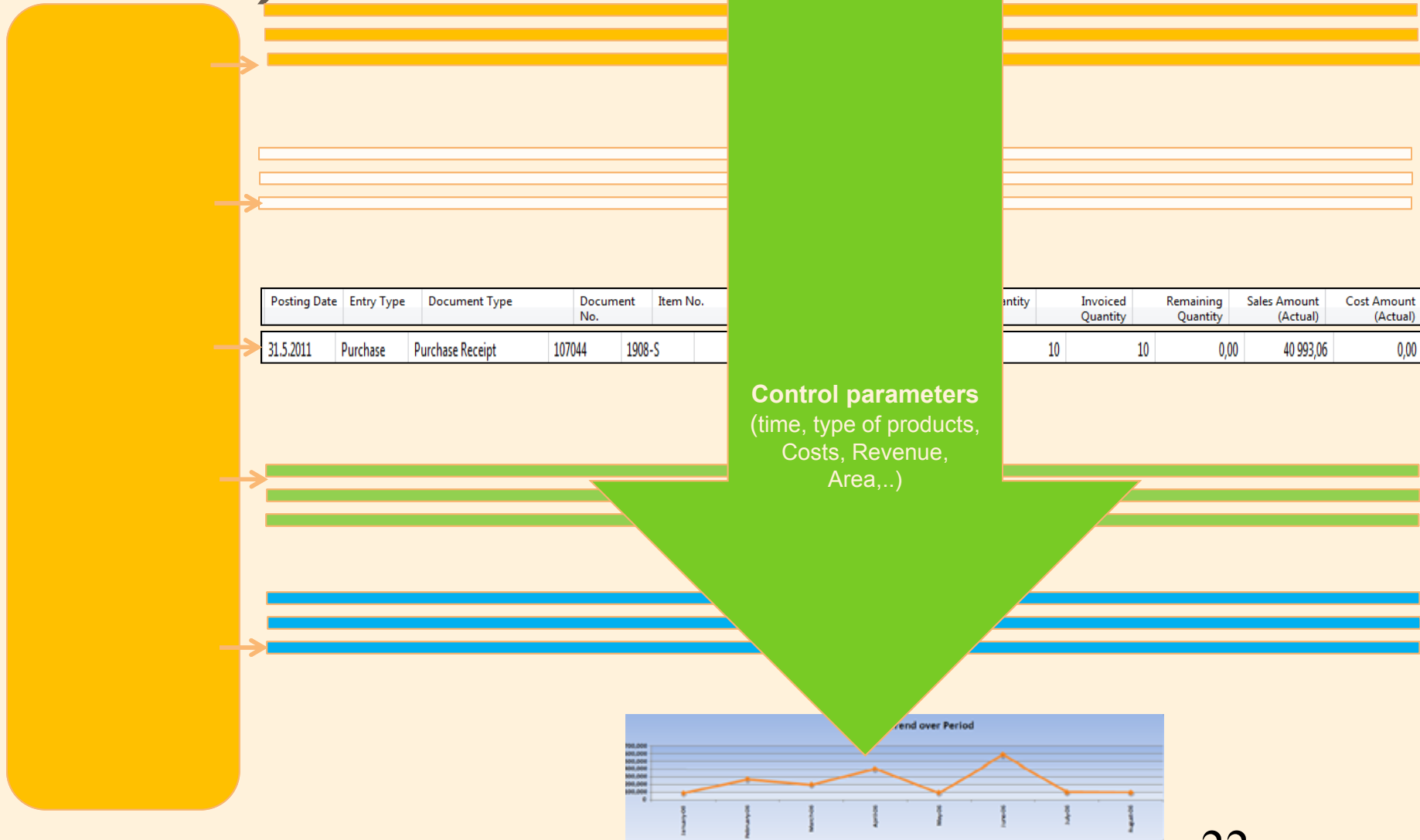
**Data
warehouse**

Reporting (NAV tools or JETs)



<http://www.jetreports.com/jet-essentials/reporting-solutions.php>

Main principles (source tables and their entries)



Some chosen analysis asked by not named important customer (prospect) in the Czech Republic

- Working capital – setup of the accounting schedule from NAV

WC Working Capital Analysis - Účetní schéma

Název WC

Číslo řady	Popis	Typ s...	Součet	Typ řady	T... Z...	Tučně	Nová strana
		Účty		Pohyb	Č.. A..		
	Working Capital Analysis	Účty		Pohyb	Č.. A..	✓	
1	Goods all	Součty	139995	Pohyb	Č.. A..		
2	Receivables	Součty	315995	Pohyb	Č.. A..		
3	Cash total	Součty	211995	Pohyb	Č.. A..		
4	Banks all	Součty	221995	Pohyb	Č.. A..		
TR	Receivables	Vzorec	1+2+3+4+5	Pohyb	Č.. A..	✓	
		Účty		Pohyb	Č.. A..		
	5 Short bank credits	Účty	231000	Pohyb	Č.. A..		
	6 Splatné závazky, celkem	Součty	321995	Pohyb	Č.. A..		
	7 Prepayments	Účty	324100	Pohyb	Č.. A..		
	8 Associate liabilities	Součty	368995	Pohyb	Č.. A..		
TP	Payables	Vzorec	5+6+7+8	Pohyb	Č.. A..	✓	
		Účty		Pohyb	Č.. A..		
▶	Working capital	Vzorec	TR TP	Pohyb	Č.. A..	✓	

Účetní sc... Funkce Tisk Nápověda

Some chosen analysis asked by not named important customer (prospect) in the Czech Republic

Working capital – Show of the results from NAV

WC - WC - Náhled účetního schéma

Obecné **Filtry dimenzí** Možnosti

Název účetního schém... WC

Název rozložení sloupce . WC

Filtr data 01.01.08..31.03.08

Filtr rozpočtu

Číslo řady	Popis	Net change (0)	Net change (-3M)	Net change (-6M)	Net change (-9M)
	Working Capital Analysis				
1	Goods all	22 734 286,66	22 868 622,95	35 133 928,96	34 203 102,87
2	Receivables	8 896 962,33	15 620 590,10	13 095 293,10	-2 424 454,90
3	Cash total	-28 167,60	36 920,70		
4	Banks all	7 249 513,07	-161 688,80		-2 694 006,24
TR	Receivables	30 460 492,90	57 101 259,84	34 005 343,10	25 923 710,64
5	Short bank credits	-8 392 101,56	18 736 814,89	-14 223 878,96	-3 160 931,09
6	Splatné závazky, celkem	-12 766 412,03	-9 171 504,29	-3 876 790,60	295 083,40
7	Prepayments				
8	Associate liabilities				
TP	Payables	-21 158 513,59	9 565 310,60	-18 100 669,56	-2 865 847,69
	Working capital	9 301 979,31	66 666 570,44	15 904 673,54	23 057 862,95

1 7 31 3 12

Funkce

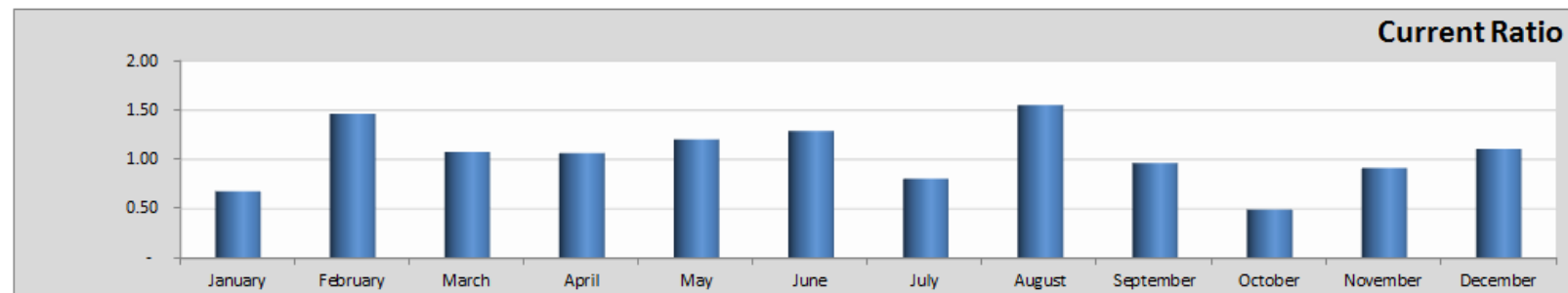
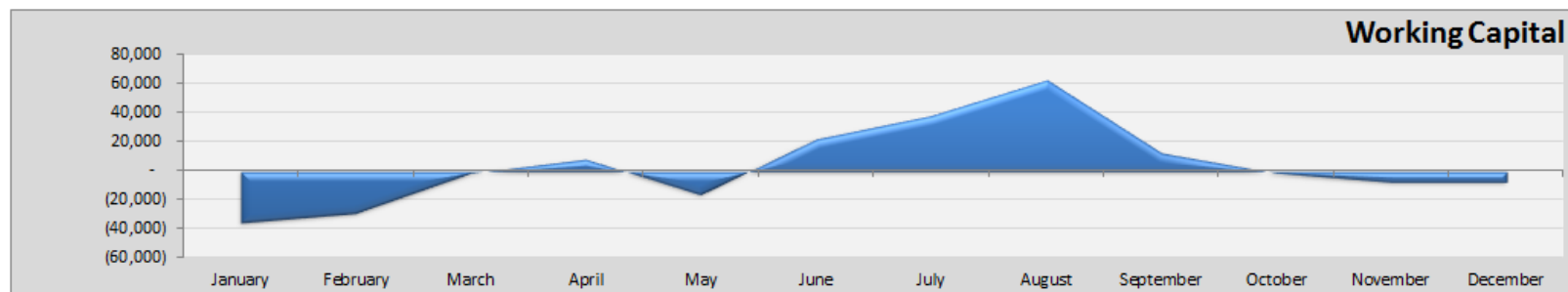
Some chosen analysis asked by not named important customer (prospect) in the Czech Republic

Working capital – Show of the results from JETs

Working Capital & Current Ratio

Report Date 8/23/2011

2011												
	January	February	March	April	May	June	July	August	September	October	November	December
Current Assets	74,405	(90,939)	(16,110)	136,096	(92,528)	101,144	(155,777)	174,615	(363,170)	1,015	72,525	(72,789)
Current Liabilities	109,902	(62,118)	(14,989)	127,587	(76,890)	78,566	(193,757)	112,467	(376,168)	2,070	79,494	(65,841)
Working Capital	(35,497)	(28,821)	(1,121)	8,508	(15,638)	22,579	37,980	62,148	12,998	(1,055)	(6,969)	(6,948)
Current Ratio	0.68	1.46	1.07	1.07	1.20	1.29	0.80	1.55	0.97	0.49	0.91	1.11



Some chosen analysis asked by not named important customer (prospect) in the Czech Republic

Inventory - Dashboard

Company

- JetCorp, Belgium
- JetCorp, North America

Location

- Amsterdam Warehouse 1
- Amsterdam Warehouse 2

Item Category

- Awards & Recognition
- Bags & Totes

Product Group

- Flashlights
- USB Drives

Year

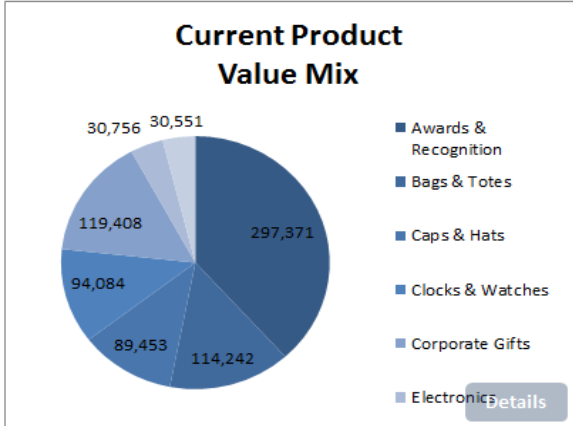
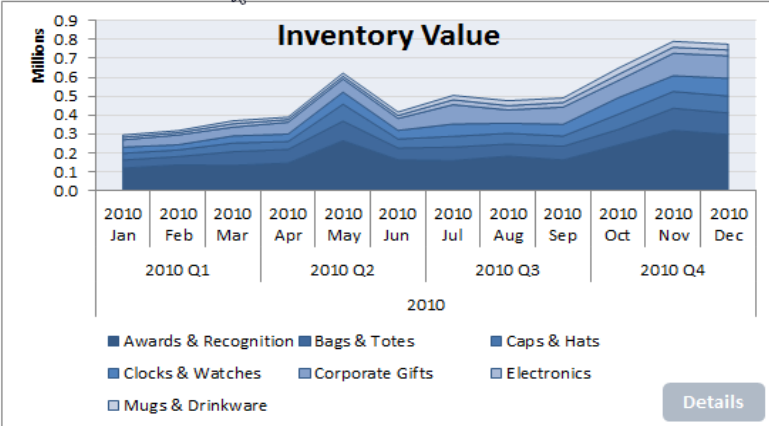
- 2007
- 2008
- 2009
- 2010

Quarter

- 2010 Q1
- 2010 Q2
- 2010 Q3
- 2010 Q4

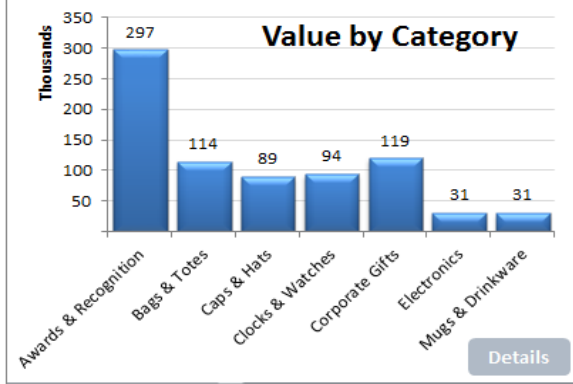
Month

- 2010 May
- 2010 Jun
- 2010 Jul
- 2010 Aug



Average Inventory Value

	Period	Prev. Yr	Variance	%	Grand Total
Awards & Recognition	188,840	200,797	-11,957	-5.95%	188,840
Bags & Totes	72,551	83,459	-10,908	-13.07%	72,551
Caps & Hats	56,765	63,983	-7,218	-11.28%	56,765
Clocks & Watches	57,043	63,353	-6,310	-9.96%	57,043
Corporate Gifts	73,856	81,520	-7,664	-9.40%	73,856
Electronics	19,293	18,451	842	4.56%	19,293
Mugs & Drinkware	19,052	16,732	2,320	13.86%	19,052



Some chosen analysis examples (JETs)

Accounts Receivable Dashboard

Company

- JetCorp, Belgium
- JetCorp, North Am...

Country

- Austria
- Belgium
- Canada
- Denmark
- France
- Germany
- Great Britain
- Iceland

Customer

- Designstudio Gmu...
- Möbel Siegfried
- Michael Feit - Möb...
- Nieuwe Zandpoort...
- Techibase
- Louvain Contractors

Global Dimension 1

- CORPORATE - Co...
- EVENTS - Events ...
- SPORTS - Sports ...

Global Dimension 2

- LARGE - Large Bu...
- MEDIUM - Medium ...
- SMALL - Small Bu...

