



Blissful Data: Wisdom and Strategies for Providing Data That's Meaningful, Useful, and Accessible for All Employees

Margaret Y. Chu

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"Analyzing information and acting accordingly is a key strategic goal of every business. But vast quantities of data are of little use if they are not structured and kept in such a way as to be readily accessible and applicable. Only optimally organized information can drive maximum productivity. "Blissful Data" is a reader-friendly book that reveals what it takes to achieve a state of perfect organization within the environment of a successful data warehouse. This timely book will help the reader: understand how data evolves into information that drives better decision making; recognize the pitfalls, caused by people and politics, that lead to short-sighted solutions and long-term problems; manage data warehousing costs, performance, and expectations effectively; and apply project management fundamentals to data warehouse endeavors. "Blissful Data" reveals what it takes to achieve a state of perfect organization within the environment of a successful data warehouse. ."

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