



# Data Warehouse or House of Cards? How to Tell If You Need a Data Warehouse. The Answer Might Surprise You.

Taj Carson, CEO  
Adam Sulier, Senior Data Consultant

Data. Driven.

# Presentation Overview

## **WHO WE ARE**

Meet Adam and Taj

## **DATA WAREHOUSES & REPORTING PROBLEMS**

Why a warehouse & what are your options

## **DATA WAREHOUSE DECISION TREE**

A decision-making tool

## **USING THE TOOL...**

You try it!



# Who Are We



**Taj Carson**

**CEO**



**Adam Sulier**

**Senior Consultant & Data Engineer**

# Data Warehouses & Reporting Problems



# People often turn to warehousing because they can't get the reports they need...

- **Inputs**
  - **Siloes (and their policies)**
  - **Best-in-class systems**
  - **Data governance**
- **Data processing**
  - **Data transformations are more than your BI tool can handle**
- **Outputs**
  - **Use across departments**
  - **Frequency of reports**
  - **Have you defined what the outputs are from the data warehouse?**

# Deciding Where Your Data Should Live

**Good reasons to think about what the best home for your data include:**

- Lots of data in lots of places
- Security challenges
  - Access (and IAM management) needs that are complex
- The need to transform data in complex ways
- The need for a single source of truth
- As a place to pull reports or connect a BI tool



**So What Are  
Your Options?**



# What are your options?

## Spreadsheets:

- What makes it a spreadsheet or flat file?
- What are spreadsheets best for?
- Advantages and Disadvantages
- What processes (or level of data maturity) do you need to have in place to take advantage of a spreadsheet?



# What are your options?

## Relational Databases:

- SQL on Prem vs Cloud
- Advantages and disadvantages
- When might an RDS best suit your needs, and when might you need to go to a data warehouse?

# What are your options?

## Data Warehouses:

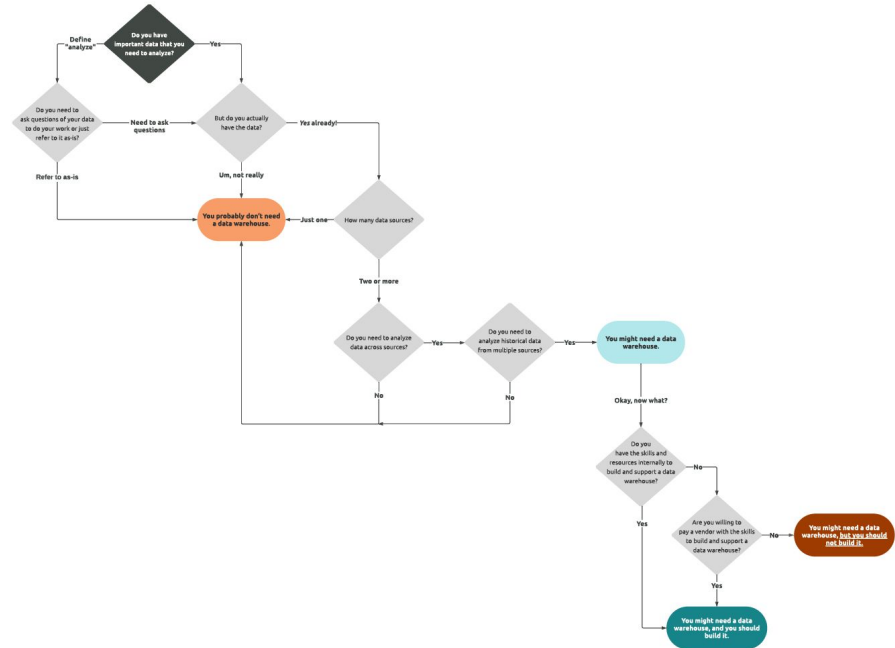
- What is a Data Warehouse?
  - AWS, GCP, Azure
- What processes (or level of data maturity) do you need to have in place to take advantage of a data warehouse?
- Advantages and disadvantages

# What are your options?


## Data Lakes:

- What is a Data Lake?
- Advantages and disadvantages

# Data Warehouse Decision Tree




# Organizational Questions



**Do you have  
important  
data that you  
need to  
analyze?**

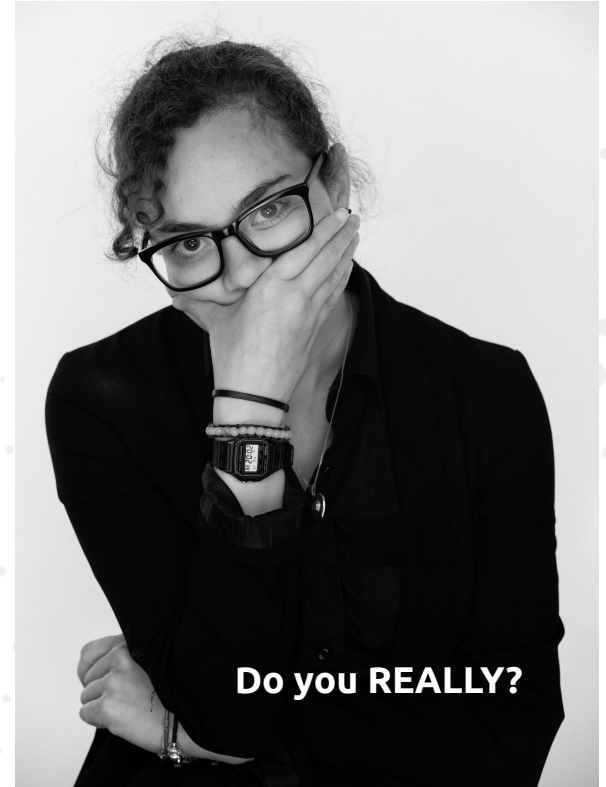
# Organizational Questions



**Do you need to  
ask questions  
of your data to  
do your work or  
just refer to it  
as-is?**

# Organizational Questions

**But do you  
actually  
have the  
data?**



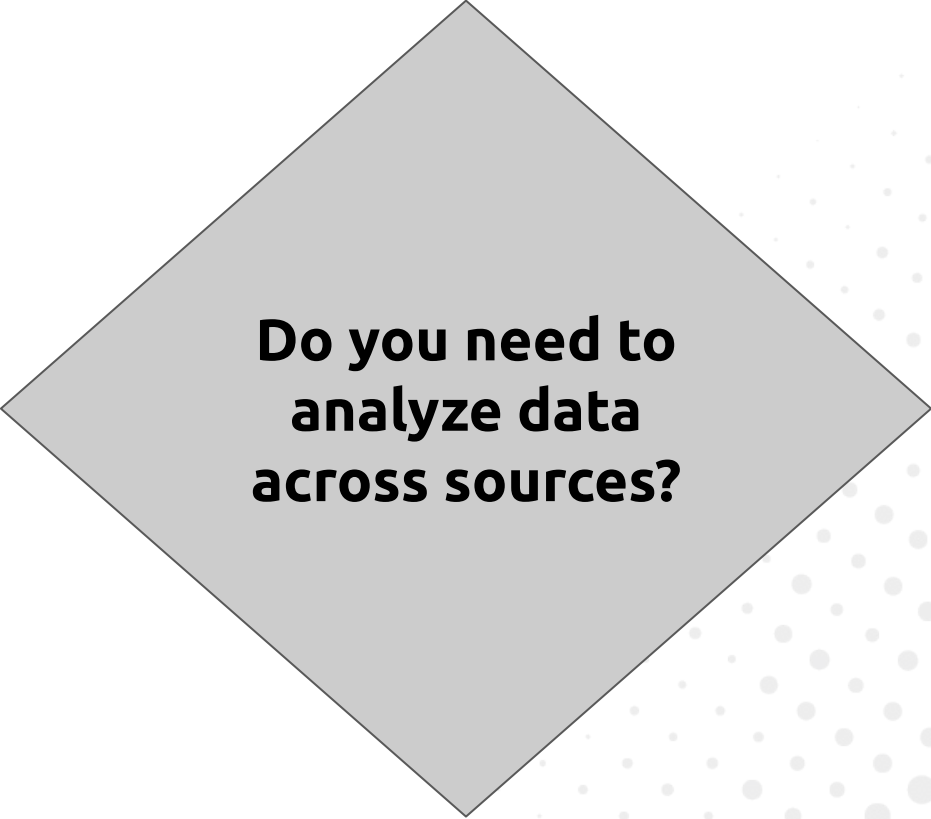


# Data Questions



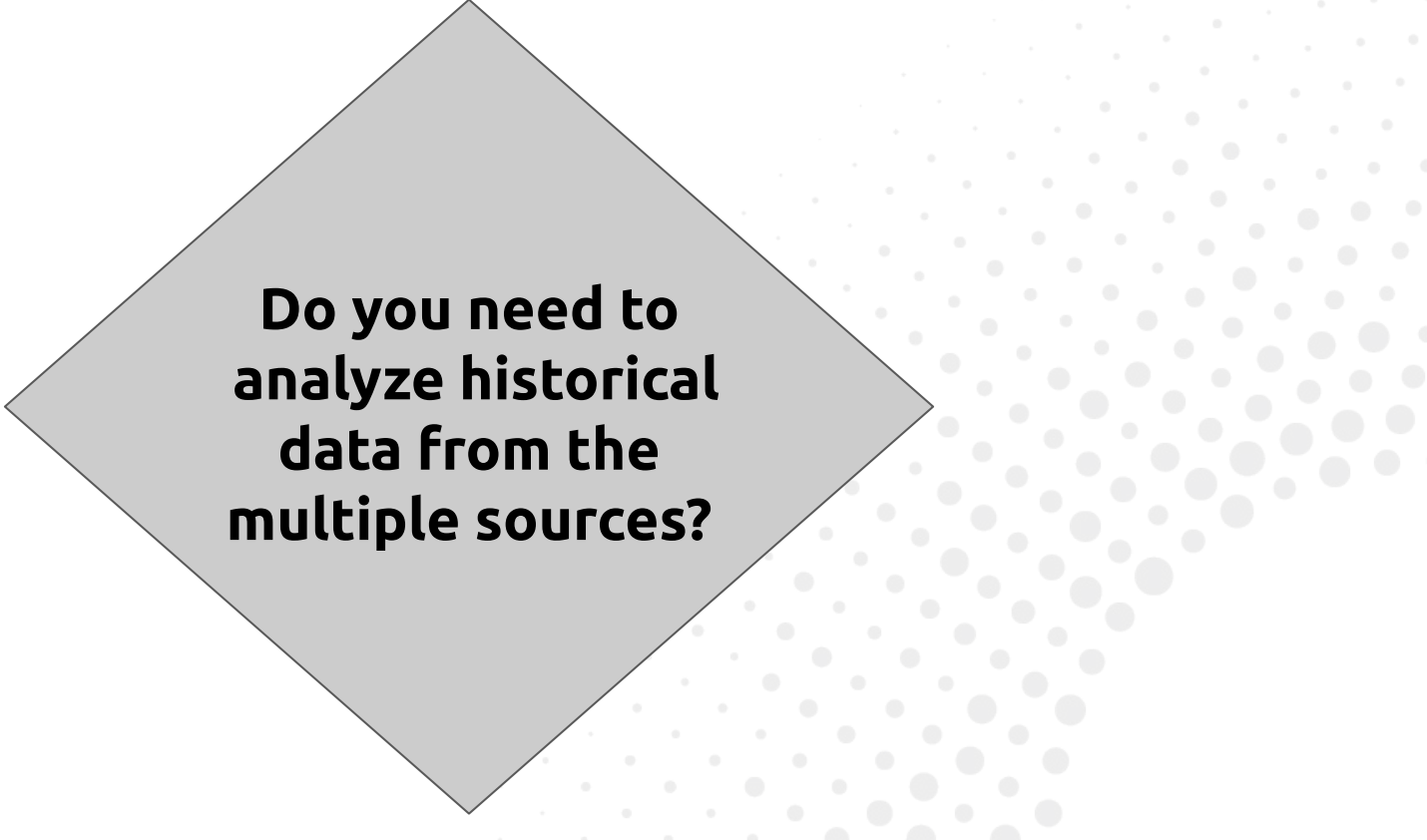
**How many  
data  
sources?**

# Data Questions



**Do you need to  
analyze data  
across sources?**

# Data Questions

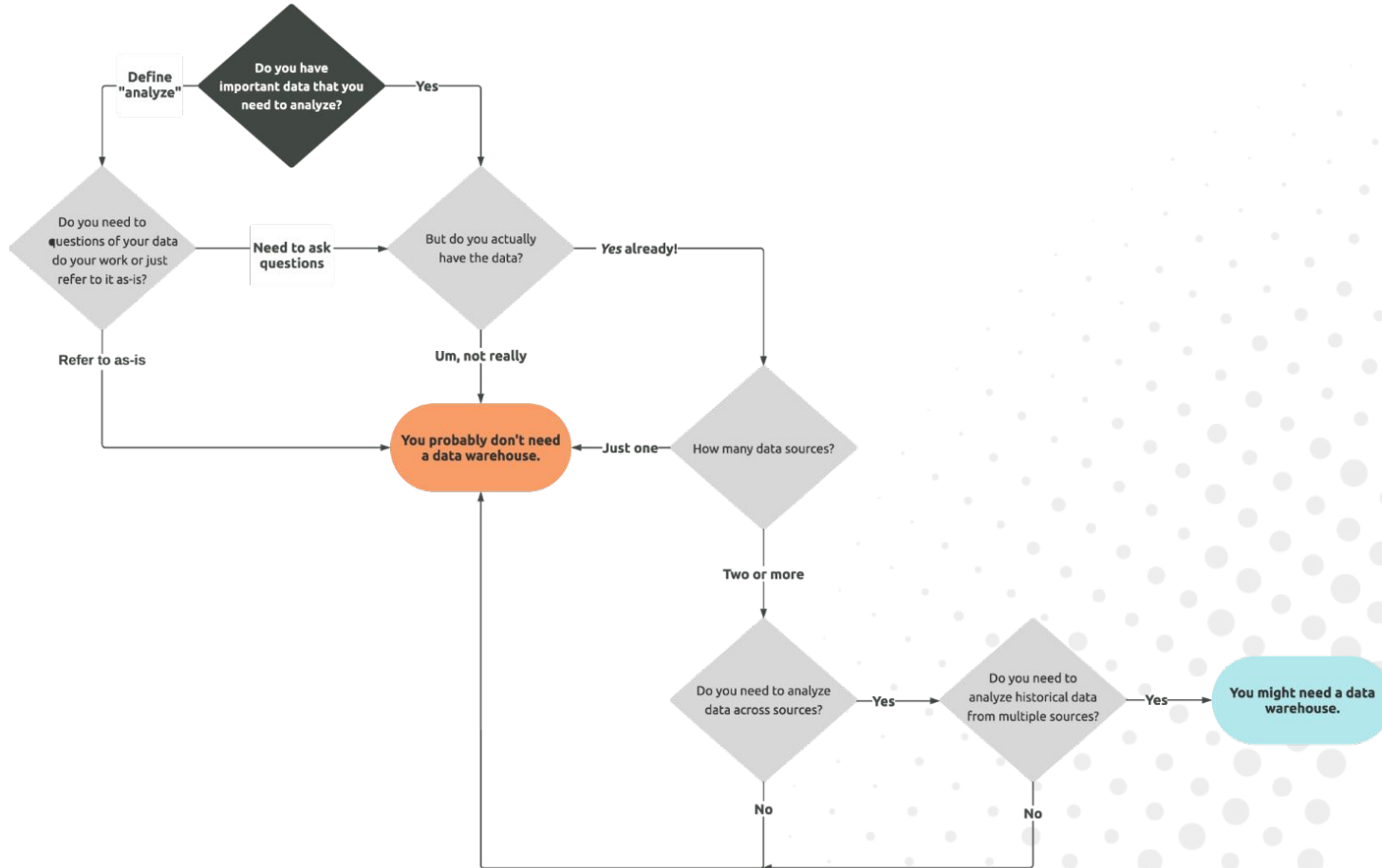


**Do you need to  
analyze historical  
data from the  
multiple sources?**

**You Try It...**  
**Using the Tool**



# The Tool - Part 1



**Discuss....**




**You Might Need a Data Warehouse...**

**BUT... should you build it?**






# Should You Build It?



**Do you have the  
skills internally  
to build and  
support a data  
warehouse?**

# Should You Build It?

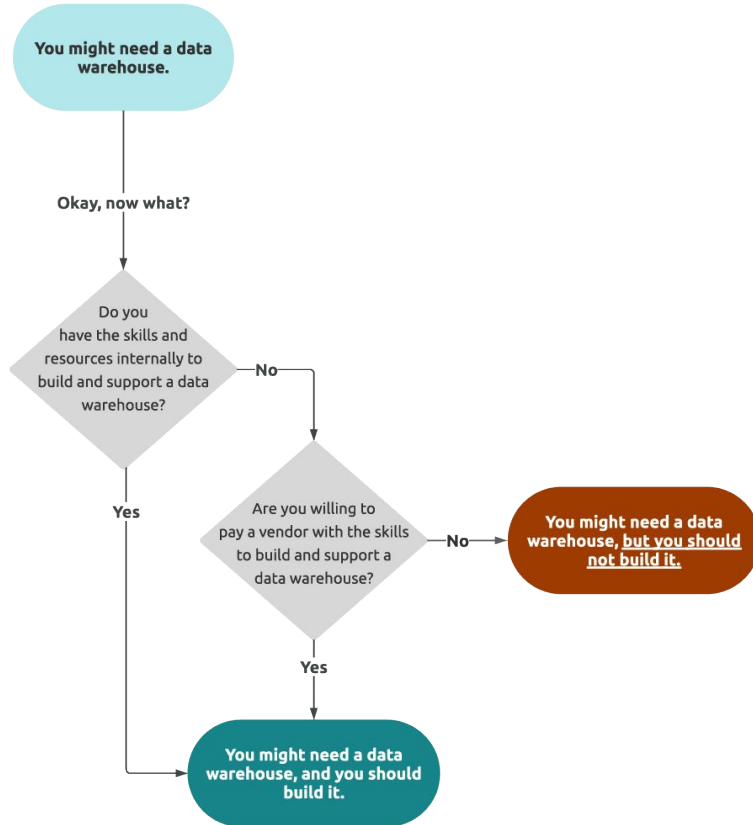


**Are you  
willing to pay a  
vendor with the  
skills to build and  
support a data  
warehouse?**

**You Try It...**  
**Using the Tool**



# The Tool - Part 2



# Exceptions

- I only have one data source...
  - ...but it is a monster.
- I don't need to connect my data sources...
  - ...but my team thinks we're missing something.
- We don't have historical data...
  - ...yet.

A close-up photograph of a German Shepherd puppy. The puppy is looking upwards and to the left with its large, pointed ears perked up. Its fur is a mix of tan and black, with a black face mask. The background is dark and out of focus, showing some furniture. On the right side of the image, there is a decorative pattern of light gray dots of varying sizes.

**Questions?**

# How to Support Your Data Warehouse

- **Pay attention to data quality**
- **Be clear on roles and responsibilities**
- **Manage access on a regular basis**
- **Keep in mind that it will grow and change by design**



# What to think about when choosing your Data Warehouse Tool

- Where is your team the most comfortable?
  - Microsoft - Azure
  - Amazon - AWS
  - Google - GCP

# Get in Touch with Us!

- [Schedule](#) a FREE Consultation
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- [View](#) our Explainer Video



# Thank you!

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**Adam Sulier, Senior Data Consultant**

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