ABSTRACT

ANALYSIS AND DESIGN OF DATA WAREHOUSING AND BUSINESS INTELLIGENCE GUIDELINES, PROCESSES, AND ASSESSMENT TECHNIQUES USING DAMA DMBOKv2 AND PROCESS ASSESSMENT MODEL

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Data is an important asset in an organization or company. Data and information can provide knowledge about existing products, customers and services and can help to innovate and achieve the company's strategic goals. If the data is stored separately can cause loss of information, and the information results will result in data loss. They can cause data redundancy, and data quality may deteriorate. Poor business intelligence can also result in poor strategic and tactical decision making. If the decision is terrible, it will affect data governance which can have a bad impact too, because all decision making related to data assets is related to data governance. This problem can be solved by implementing data warehouse management and business intelligence. Data warehouses are at the core of modern systems for decision making. Data warehouses can store integrated information extracted from various data sources, then created in many forms to be analyzed to increase user knowledge about the company's business. Data warehouses can also help add value to data by improving its quality and consistency. At the same time, Business Intelligence provides easy and fast access to information and knowledge, real-time scenarios, data visualizations, dashboards, summary reports, and other analytical tools to obtain actionable information with the help of technology tools and software. This research focuses on the analysis of design guidelines and assessment techniques for data warehouse management and business intelligence that can be implemented in a company or organization. The design of guidelines and assessment techniques for Data Warehousing and Business Intelligence carried out is based on the activities of the Data Management Body of Knowledge (DAMA-DMBOKv2) and Process Assessment Model (PAM) framework activities. The guidelines designed and the assessment techniques offered can assist companies in implementing Data Warehousing and Business Intelligence processes and make it easier to improve decision making and better and more reliable data quality.

Keywords—**Data Warehouse, Business Intelligence, Data Warehousing and Business Intelligence, Data Governance, Guidelines, Techniques, Assessment, DAMA-DMBOKv2**