

agile data warehouse design book

agile data warehouse design book is a critical resource for professionals aiming to implement flexible, iterative methodologies in data warehousing projects. This book provides comprehensive insights into combining agile principles with traditional data warehouse design techniques to improve responsiveness, reduce development cycles, and enhance collaboration among stakeholders. It covers essential topics such as dimensional modeling, iterative development, and integration of agile frameworks specifically tailored for data warehouse environments. Readers gain practical knowledge on how to adapt to changing business requirements while maintaining data quality and system performance. This article explores the key concepts and benefits presented in the agile data warehouse design book, outlines its core methodologies, and discusses its impact on modern data architecture practices. The following sections delve into the book's structure, essential principles, practical applications, and advantages for organizations seeking efficient data warehousing solutions.

- Understanding Agile Data Warehouse Design
- Core Principles of the Agile Data Warehouse Design Book
- Methodologies and Techniques Explained
- Benefits of Agile Data Warehouse Design
- Implementing Agile Data Warehouse Design in Organizations

Understanding Agile Data Warehouse Design

The agile data warehouse design book introduces a paradigm shift from traditional waterfall approaches to agile methodologies tailored specifically for data warehousing projects. Agile data warehouse design emphasizes iterative development, early delivery, and continuous improvement, which contrasts with the rigid, sequential phases typical of legacy data warehouse systems.

This approach allows teams to respond quickly to evolving business needs and incorporate user feedback throughout the project lifecycle. The book details how agile frameworks can be adapted for complex data environments, ensuring that data warehousing solutions remain scalable, maintainable, and aligned with strategic goals.

Definition and Scope

Agile data warehouse design combines the principles of agile software development with specialized data modeling and integration techniques. It focuses on creating data warehouses that evolve incrementally, allowing for frequent releases and continuous validation of business requirements. The scope includes dimensional modeling, data extraction, transformation, and loading (ETL) processes, as well as data quality management within an agile delivery framework.

Challenges Addressed by Agile Design

Traditional data warehouse projects often face challenges such as long development cycles, changing requirements, and difficulty in accommodating user feedback. The agile data warehouse design book addresses these issues by promoting flexibility, collaboration, and adaptability. It helps teams mitigate risks associated with scope creep, data inconsistencies, and delayed deployments.

Core Principles of the Agile Data Warehouse Design Book

The agile data warehouse design book outlines foundational principles that guide the development and deployment of agile data warehousing solutions. These principles are designed to ensure that projects remain customer-focused, iterative, and capable of delivering high-quality data assets efficiently.

Iterative Development and Incremental Delivery

One of the key principles is the adoption of short development cycles, or iterations, that deliver usable components of the data warehouse at regular intervals. This iterative process allows teams to incorporate feedback early and adjust designs to meet emerging business needs.

Collaboration Between Business and IT

The book stresses the importance of continuous collaboration between business stakeholders and technical teams. This collaboration ensures that data models and reports are relevant, accurate, and aligned with business objectives, reducing the risk of miscommunication and rework.

Emphasis on Dimensional Modeling

Dimensional modeling is emphasized as a core technique for designing flexible and understandable data structures. The book advocates using star schemas and data marts to facilitate fast querying and easy maintenance while supporting agile principles.

Continuous Integration and Testing

Maintaining data quality and system reliability is crucial, so the book highlights the need for automated testing and continuous integration practices. These techniques help detect issues early and maintain the integrity of the data warehouse throughout development.

Methodologies and Techniques Explained

The agile data warehouse design book provides detailed methodologies and practical techniques for

implementing agile principles in data warehousing projects. These methods address the design, development, and deployment phases comprehensively.

Agile Modeling and Prototyping

The book advocates for rapid prototyping and agile modeling to create initial data warehouse designs that can be refined iteratively. Prototypes help clarify requirements and foster stakeholder engagement early on in the project.

Incremental Data Warehouse Development

Instead of building the entire data warehouse upfront, the book recommends delivering smaller, functional components incrementally. Each increment focuses on specific subject areas or business processes, allowing for manageable scope and faster realization of value.

Integration with Agile Project Management

Agile frameworks such as Scrum or Kanban are adapted within the book to suit data warehousing teams. This includes defining user stories for data requirements, prioritizing backlogs, and conducting regular sprint reviews and retrospectives.

Data Quality and Metadata Management

The book includes techniques for embedding data quality checks within the agile workflow and utilizing metadata to improve transparency and traceability of data transformations. These practices support consistent, reliable data delivery.

Benefits of Agile Data Warehouse Design

Implementing the agile data warehouse design principles described in the book offers numerous advantages for organizations seeking efficient, adaptive data solutions.

Faster Time to Value

By delivering data warehouse components incrementally, organizations can realize business value earlier compared to traditional methods. This accelerated delivery enhances decision-making capabilities and responsiveness to market changes.

Improved Flexibility and Adaptability

The agile approach supports continuous requirement refinement and evolving business needs, reducing the risk of project failure due to outdated or incomplete specifications.

Enhanced Collaboration and Communication

Regular stakeholder engagement ensures that the data warehouse aligns closely with business goals and user expectations, fostering a collaborative environment that minimizes misunderstandings.

Higher Data Quality and Reliability

Integrating automated testing and continuous integration helps maintain data accuracy and system stability, which are critical for trustworthy business intelligence and analytics.

Reduced Risk and Improved Project Control

Iterative development enables early detection of issues, allowing teams to adjust plans proactively and avoid costly rework or project overruns.

Implementing Agile Data Warehouse Design in Organizations

The agile data warehouse design book also provides guidance on how organizations can adopt and integrate agile methodologies into their existing data warehousing processes.

Organizational Readiness and Cultural Shift

Successful implementation requires a cultural shift toward collaboration, transparency, and continuous improvement. The book discusses strategies for fostering an agile mindset among data professionals and business users alike.

Training and Skill Development

Developing expertise in both agile practices and data warehousing techniques is essential. The book recommends targeted training programs and hands-on workshops to prepare teams for agile data warehouse projects.

Tooling and Infrastructure Support

Adopting appropriate tools for version control, automated testing, and continuous integration is emphasized to support agile workflows effectively. The book advises selecting technologies compatible with iterative development cycles and rapid deployment.

Measuring Success and Continuous Improvement

Key performance indicators (KPIs) for agile data warehouse projects are outlined to help organizations track progress, measure quality, and identify areas for improvement. Regular retrospectives and feedback loops ensure ongoing refinement of processes.

- Faster delivery of data warehouse components
- Improved alignment with business needs
- Enhanced data quality assurance
- Greater team collaboration and communication
- Adaptability to changing requirements

Frequently Asked Questions

What is the main focus of the book 'Agile Data Warehouse Design'?

The book 'Agile Data Warehouse Design' focuses on applying agile methodologies to the design and development of data warehouses, emphasizing iterative development, collaboration, and adaptability to changing requirements.

Who is the author of 'Agile Data Warehouse Design'?

The author of 'Agile Data Warehouse Design' is Lawrence Corr, who is known for his expertise in agile data warehousing and business intelligence.

How does 'Agile Data Warehouse Design' differ from traditional data warehouse design approaches?

Unlike traditional data warehouse design that often relies on extensive upfront planning and rigid schemas, 'Agile Data Warehouse Design' promotes incremental development, continuous feedback, and flexibility to accommodate evolving business needs.

Is 'Agile Data Warehouse Design' suitable for beginners in data warehousing?

Yes, the book is suitable for beginners as it explains key concepts of data warehousing along with agile principles, making it accessible to those new to the field while also providing advanced strategies for experienced practitioners.

What agile practices are recommended in 'Agile Data Warehouse Design'?

The book recommends practices such as iterative development, user story mapping, continuous integration, frequent stakeholder collaboration, and adaptive planning specifically tailored for data warehouse projects.

Can 'Agile Data Warehouse Design' be applied in large enterprise environments?

Yes, the principles and techniques in 'Agile Data Warehouse Design' are scalable and can be adapted to both small teams and large enterprise environments, helping organizations deliver data warehouse solutions more efficiently.

Does the book include real-world case studies or examples?

Yes, 'Agile Data Warehouse Design' includes practical examples and case studies that illustrate how agile techniques have been successfully applied in real-world data warehousing projects to improve delivery and quality.

Additional Resources

1. *Agile Data Warehouse Design: Collaborative Dimensional Modeling, from Whiteboard to Star Schema*

This book by Lawrence Corr and Jim Stagnitto focuses on integrating agile methodologies with data warehouse design. It emphasizes collaborative modeling techniques that involve stakeholders in the design process, ensuring the warehouse meets business needs. The book offers practical guidance on creating dimensional models efficiently while adapting to changing requirements.

2. *Data Warehouse Design Solutions*

This comprehensive guide by Christopher Adamson covers various data warehouse design techniques, including dimensional modeling and agile practices. It provides case studies and real-world examples to help readers design scalable and flexible data warehouses. The book balances theoretical concepts with practical applications, making it a valuable resource for architects and developers.

3. *The Data Warehouse Toolkit: The Definitive Guide to Dimensional Modeling*

Written by Ralph Kimball and Margy Ross, this classic book is foundational for understanding dimensional modeling in data warehouses. While not exclusively agile-focused, it lays the groundwork for designing star schemas that can be adapted to agile development processes. The book includes methodologies, patterns, and best practices for building effective data warehouses.

4. *Agile Data Science 2.0: Building Full-Stack Data Analytics Applications with Spark*

By Russell Jurney, this book explores agile principles applied to data science projects, including data warehousing components. It guides readers through building data pipelines and analytics applications using Spark, emphasizing iterative development and collaboration. The content bridges the gap between agile development and big data technologies.

5. *Agile Analytics: A Value-Driven Approach to Business Intelligence and Data Warehousing*

Ken Collier's book introduces agile methods tailored for BI and data warehouse projects. It advocates a value-driven approach that prioritizes delivering business value through incremental and iterative releases. The book provides strategies for managing scope, requirements, and stakeholder engagement in agile analytics projects.

6. *Building a Scalable Data Warehouse with Data Vault 2.0*

This book by Dan Linstedt and Michael Olschimke presents the Data Vault 2.0 methodology, which supports agile and scalable data warehouse design. It focuses on creating adaptable architectures that accommodate change and support big data integration. The book is ideal for teams looking to implement agile practices within a robust warehouse framework.

7. *Lean Analytics: Use Data to Build a Better Startup Faster*

By Alistair Croll and Benjamin Yoskovitz, this book, while startup-focused, offers valuable insights into using analytics and data-driven decision-making in an agile context. It stresses identifying key metrics and iterating quickly based on data feedback. The principles can be applied to agile data warehouse projects to enhance responsiveness and effectiveness.

8. *Agile Data Warehouse Design: A Practical Guide to Building Dimensional Models*

This practical guide provides step-by-step instructions for implementing agile dimensional modeling techniques. It emphasizes teamwork, rapid prototyping, and continuous feedback to ensure the data warehouse evolves with business needs. The book is filled with templates, examples, and exercises to help practitioners adopt agile design practices.

9. *Continuous Data Integration: Enabling Agile Data Warehousing*

This book focuses on integrating continuous integration and delivery principles into data warehousing. It discusses automation, testing, and deployment strategies that support agile workflows. Readers will learn how to maintain data quality and accelerate delivery cycles in dynamic data warehouse environments.

Agile Data Warehouse Design Book

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agile data warehouse design book: Agile Data Warehouse Design Lawrence Corr, Jim Stagnitto, 2011-11 Agile Data Warehouse Design is a step-by-step guide for capturing data warehousing/business intelligence (DW/BI) requirements and turning them into high performance dimensional models in the most direct way: by modelstorming (data modeling + brainstorming) with BI stakeholders. This book describes BEAM², an agile approach to dimensional modeling, for improving communication between data warehouse designers, BI stakeholders and the whole DW/BI development team. BEAM² provides tools and techniques that will encourage DW/BI designers and developers to move away from their keyboards and entity relationship based tools and model interactively with their colleagues. The result is everyone thinks dimensionally from the outset! Developers understand how to efficiently implement dimensional modeling solutions. Business

stakeholders feel ownership of the data warehouse they have created, and can already imagine how they will use it to answer their business questions. Within this book, you will learn:

- Agile dimensional modeling using Business Event Analysis & Modeling (BEAM)
- Modelstorming: data modeling that is quicker, more inclusive, more productive, and frankly more fun!
- Telling dimensional data stories using the 7Ws (who, what, when, where, how many, why and how)
- Modeling by example not abstraction; using data story themes, not crow's feet, to describe detail
- Storyboarding the data warehouse to discover conformed dimensions and plan iterative development
- Visual modeling: sketching timelines, charts and grids to model complex process measurement - simply
- Agile design documentation: enhancing star schemas with BEAM dimensional shorthand notation
- Solving difficult DW/BI performance and usability problems with proven dimensional design patterns

Lawrence Corr is a data warehouse designer and educator. As Principal of DecisionOne Consulting, he helps clients to review and simplify their data warehouse designs, and advises vendors on visual data modeling techniques. He regularly teaches agile dimensional modeling courses worldwide and has taught dimensional DW/BI skills to thousands of students. Jim Stagnitto is a data warehouse and master data management architect specializing in the healthcare, financial services, and information service industries. He is the founder of the data warehousing and data mining consulting firm Llumino.

agile data warehouse design book: Modeling the Agile Data Warehouse with Data Vault Hans Hultgren, 2012-11-16 Data Modeling for Agile Data Warehouse using Data Vault Modeling Approach. Includes Enterprise Data Warehouse Architecture. This is a complete guide to the data vault data modeling approach. The book also includes business and program considerations for the agile data warehousing and business intelligence program. There are over 200 diagrams and figures concerning modeling, core business concepts, architecture, business alignment, semantics, and modeling comparisons with 3NF and Dimensional modeling.

agile data warehouse design book: Agile Data Warehouse Design Michael Blaha, 2015 In this Agile Data Warehouse Design training course, expert author Michael Blaha will teach you how to model and design a data warehouse. This course is designed for users that are already familiar with data warehouses. You will start with a data warehouse overview, then jump into learning about data sources, such as customer order, customer account, and vendor procurement. From there, Michael teaches you about staging tables, basic data warehouse modeling, recurrent dimensions, and advanced dimension data warehouse modeling. This video tutorial also covers data warehouse design, data warehouse data, and end user access. Finally, you will learn about metadata management. Once you have completed this computer based training course, you will be fully capable of modeling and designing your own data warehouse.--Resource description page.

agile data warehouse design book: Agile Data Warehousing for the Enterprise Ralph Hughes, 2015-09-19 Building upon his earlier book that detailed agile data warehousing programming techniques for the Scrum master, Ralph's latest work illustrates the agile interpretations of the remaining software engineering disciplines:

- Requirements management benefits from streamlined templates that not only define projects quickly, but ensure nothing essential is overlooked.
- Data engineering receives two new hyper modeling techniques, yielding data warehouses that can be easily adapted when requirements change without having to invest in ruinously expensive data-conversion programs.
- Quality assurance advances with not only a stereoscopic top-down and bottom-up planning method, but also the incorporation of the latest in automated test engines. Use this step-by-step guide to deepen your own application development skills through self-study, show your teammates the world's fastest and most reliable techniques for creating business intelligence systems, or ensure that the IT department working for you is building your next decision support system the right way.
- Learn how to quickly define scope and architecture before programming starts
- Includes techniques of process and data engineering that enable iterative and incremental delivery
- Demonstrates how to plan and execute quality assurance plans and includes a guide to continuous integration and automated regression testing
- Presents program management strategies for coordinating multiple agile data mart projects so that over time

an enterprise data warehouse emerges - Use the provided 120-day road map to establish a robust, agile data warehousing program

agile data warehouse design book: *Agile Data Warehousing Project Management* Ralph Hughes, 2012-09-28 What is agile data warehousing? -- Iterative development in a nutshell -- Streamlining project management -- Authoring better user stories -- Deriving initial project backlogs -- Developer stories for data integration -- Estimating and segmenting projects -- Adapting agile for data warehousing -- Starting and scaling agile data warehousing.

agile data warehouse design book: *Agile Data Warehousing for the Enterprise* Ralph Hughes, 2015 Building upon his earlier book that detailed agile data warehousing programming techniques for the Scrum master, Ralph's latest work illustrates the agile interpretations of the remaining software engineering disciplines: Requirements management benefits from streamlined templates that not only define projects quickly, but ensure nothing essential is overlooked. Data engineering receives two new hyper modeling techniques, yielding data warehouses that can be easily adapted when requirements change without having to invest in ruinously expensive data-conversion programs. Quality assurance advances with not only a stereoscopic top-down and bottom-up planning method, but also the incorporation of the latest in automated test engines. Use this step-by-step guide to deepen your own application development skills through self-study, show your teammates the world's fastest and most reliable techniques for creating business intelligence systems, or ensure that the IT department working for you is building your next decision support system the right way. Learn how to quickly define scope and architecture before programming starts Includes techniques of process and data engineering that enable iterative and incremental delivery Demonstrates how to plan and execute quality assurance plans and includes a guide to continuous integration and automated regression testing Presents program management strategies for coordinating multiple agile data mart projects so that over time an enterprise data warehouse emerges Use the provided 120-day road map to establish a robust, agile data warehousing program.

agile data warehouse design book: *Agile Data Warehousing* Ralph Hughes, 2008-07-14 Contains a six-stage plan for starting new warehouse projects and guiding programmers step-by-step until they become a world-class, Agile development team. It describes also how to avoid or contain the fierce opposition that radically new methods can encounter from the traditionally-minded IS departments found in many large companies.

agile data warehouse design book: *Analytics Engineering with SQL and Dbt* Rui Pedro Machado, Helder Russa, 2023-12-08 With the shift from data warehouses to data lakes, data now lands in repositories before it's been transformed, enabling engineers to model raw data into clean, well-defined datasets. dbt (data build tool) helps you take data further. This practical book shows data analysts, data engineers, BI developers, and data scientists how to create a true self-service transformation platform through the use of dynamic SQL. Authors Rui Machado from Monstarlab and Hélder Russa from Jumia show you how to quickly deliver new data products by focusing more on value delivery and less on architectural and engineering aspects. If you know your business well and have the technical skills to model raw data into clean, well-defined datasets, you'll learn how to design and deliver data models without any technical influence. With this book, you'll learn: What dbt is and how a dbt project is structured How dbt fits into the data engineering and analytics worlds How to collaborate on building data models The main tools and architectures for building useful, functional data models How to fit dbt into data warehousing and laking architecture How to build tests for data transformations

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data mining and knowledge discovery techniques, data mining and knowledge discovery applications, pattern mining, data stream mining, data warehouse confidentiality and security, and distributed paradigms and algorithms.

agile data warehouse design book: *The Informed Company* Dave Fowler, Matthew C. David, 2021-10-26 Learn how to manage a modern data stack and get the most out of data in your organization! Thanks to the emergence of new technologies and the explosion of data in recent years, we need new practices for managing and getting value out of data. In the modern, data driven competitive landscape the best guess approach—reading blog posts here and there and patching together data practices without any real visibility—is no longer going to hack it. The Informed Company provides definitive direction on how best to leverage the modern data stack, including cloud computing, columnar storage, cloud ETL tools, and cloud BI tools. You'll learn how to work with Agile methods and set up processes that's right for your company to use your data as a key weapon for your success . . . You'll discover best practices for every stage, from querying production databases at a small startup all the way to setting up data marts for different business lines of an enterprise. In their work at Chartio, authors Fowler and David have learned that most businesspeople are almost completely self-taught when it comes to data. If they are using resources, those resources are outdated, so they're missing out on the latest cloud technologies and advances in data analytics. This book will firm up your understanding of data and bring you into the present with knowledge around what works and what doesn't. Discover the data stack strategies that are working for today's successful small, medium, and enterprise companies Learn the different Agile stages of data organization, and the right one for your team Learn how to maintain Data Lakes and Data Warehouses for effective, accessible data storage Gain the knowledge you need to architect Data Warehouses and Data Marts Understand your business's level of data sophistication and the steps you can take to get to level up your data The Informed Company is the definitive data book for anyone who wants to work faster and more nimbly, armed with actionable decision-making data.

agile data warehouse design book: Handbook of Research on Big Data Storage and Visualization Techniques Segall, Richard S., Cook, Jeffrey S., 2018-01-05 The digital age has presented an exponential growth in the amount of data available to individuals looking to draw conclusions based on given or collected information across industries. Challenges associated with the analysis, security, sharing, storage, and visualization of large and complex data sets continue to plague data scientists and analysts alike as traditional data processing applications struggle to adequately manage big data. The Handbook of Research on Big Data Storage and Visualization Techniques is a critical scholarly resource that explores big data analytics and technologies and their role in developing a broad understanding of issues pertaining to the use of big data in multidisciplinary fields. Featuring coverage on a broad range of topics, such as architecture patterns, programing systems, and computational energy, this publication is geared towards professionals, researchers, and students seeking current research and application topics on the subject.

agile data warehouse design book: *Advanced Data Warehouse Design* Elzbieta Malinowski, Esteban Zimányi, 2008-01-22 This exceptional work provides readers with an introduction to the state-of-the-art research on data warehouse design, with many references to more detailed sources. It offers a clear and a concise presentation of the major concepts and results in the subject area. Malinowski and Zimányi explain conventional data warehouse design in detail, and additionally address two innovative domains recently introduced to extend the capabilities of data warehouse systems: namely, the management of spatial and temporal information.

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commercial and custom code. Using working examples, he shows how to manage analytics development teams with widely diverse skill sets and how to support enormous and fast-growing data volumes. Collier's techniques offer optimal value whether your projects involve back-end data management, front-end business analysis, or both. Part I focuses on Agile project management techniques and delivery team coordination, introducing core practices that shape the way your Agile DW/BI project community can collaborate toward success. Part II presents technical methods for enabling continuous delivery of business value at production-quality levels, including evolving superior designs; test-driven DW development; version control; and project automation. Collier brings together proven solutions you can apply right now--whether you're an IT decision-maker, data warehouse professional, database administrator, business intelligence specialist, or database developer. With his help, you can mitigate project risk, improve business alignment, achieve better results--and have fun along the way.

agile data warehouse design book: Building a Scalable Data Warehouse with Data Vault 2.0 Daniel Linstedt, Michael Olschimke, 2015-09-15 The Data Vault was invented by Dan Linstedt at the U.S. Department of Defense, and the standard has been successfully applied to data warehousing projects at organizations of different sizes, from small to large-size corporations. Due to its simplified design, which is adapted from nature, the Data Vault 2.0 standard helps prevent typical data warehousing failures. Building a Scalable Data Warehouse covers everything one needs to know to create a scalable data warehouse end to end, including a presentation of the Data Vault modeling technique, which provides the foundations to create a technical data warehouse layer. The book discusses how to build the data warehouse incrementally using the agile Data Vault 2.0 methodology. In addition, readers will learn how to create the input layer (the stage layer) and the presentation layer (data mart) of the Data Vault 2.0 architecture including implementation best practices. Drawing upon years of practical experience and using numerous examples and an easy to understand framework, Dan Linstedt and Michael Olschimke discuss: - How to load each layer using SQL Server Integration Services (SSIS), including automation of the Data Vault loading processes. - Important data warehouse technologies and practices. - Data Quality Services (DQS) and Master Data Services (MDS) in the context of the Data Vault architecture. - Provides a complete introduction to data warehousing, applications, and the business context so readers can get-up and running fast - Explains theoretical concepts and provides hands-on instruction on how to build and implement a data warehouse - Demystifies data vault modeling with beginning, intermediate, and advanced techniques - Discusses the advantages of the data vault approach over other techniques, also including the latest updates to Data Vault 2.0 and multiple improvements to Data Vault 1.0

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Furgiuele, Marlon Ribunal, and Joseph Fleming. All of them have been successful in their careers, and share their perspectives on working and succeeding in the field as data and database professionals. What You'll Learn Stand out as an outstanding professional in your area of data work by developing the right set of skills and attitudes that lead to success Avoid common mistakes and pitfalls, and recover from operational failures and bad technology decisions Understand current trends and best practices, and stay out in front as the field evolves Break into working with data through database administration, business intelligence, or any of the other career paths represented in this book Manage stress and develop a healthy work-life balance no matter which career path you decide upon Choose a suitable path for yourself from among the different career paths in working with data Who This Book Is For Database administrators and developers, database and business intelligence architects, consultants, and analytic professionals, as well as those intent on moving into one of those career paths. Aspiring data professionals and those in related technical fields who want to make a move toward managing or analyzing data on a full-time basis will find the book useful. Existing data professionals who want to be outstanding and successful at what they do will also appreciate the book's advice and guidance.

agile data warehouse design book: Data Product Management in the AI Age Jessika Milhomem, 2025-09-10 "An outstanding companion for any data professional seeking to deepen their expertise and grow in the field of Data Product Management." (Eduardo Juremeira, Data Engineering Manager, Adyen) "This book is a valuable resource for data professionals, offering clear concepts and practical tools." (Luis Oliveira, Analytics Engineering Tech Manager, Nubank) A practical guide to mastering data product management—bridging strategy, architecture, and execution for the AI era. We have firmly entered the age of artificial intelligence (AI). Data, the backbone of this technology, is more crucial than ever. If the algorithm is the brain, data is the content that feeds it. This book argues that to succeed in this era, organizations should adopt a holistic approach to data—one that uses product management principles to inform how data is sourced, designed, managed, maintained, optimized, and leveraged. This book is divided into two sections, moving from fundamentals to practical applications. In the first part, you'll learn about the concepts that underlie product theory, the data architecture journey, and the essential knowledge needed to manage data products. The second part focuses on putting everything into practice, with particular attention to designing solutions, ongoing maintenance, and optimization. Additionally, the book introduces the Golden Data Platform and the Data Product Management Canvas, important tools and frameworks coined by author Jessika Milhomem. These resources will help you begin transforming your organization's data strategy, empowering you to stay ahead of the competition and thrive in the AI age. What You Will Learn !--[endif]--Explore the evolution of data architecture and strategies !--[endif]--Understand the fundamentals of data product management !--[endif]--Differentiate between Data Product and Data as a Product !--[endif]--Know what the Golden Data Platform is and how to use it !--[endif]--Utilize the Data Product Management Canvas effectively !--[endif]--Reorient your data strategy with product management principles !--[endif]--Examine the concepts of products and data architecture evolution in relation to leadership !--[endif]--Evaluate how to solve data architecture without bias by technology !--[endif]--Design and implement Data as a Product and Data Products through a project !--[endif]--Maintain and enhance Data Products once launched Who This Book is for Data leaders and managers responsible for designing and delivering data products, as well as product managers who want to collaborate more effectively with data teams. Analytics engineers, data engineers, data scientists, and machine learning engineers will find practical guidance for building impactful data solutions. Developers and data professionals aiming to move into leadership or product roles will also find valuable insights throughout.

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