Abstract

A Data Warehouse is an integral part of those enterprises which want to have a clear business insights from customer and operational data. It includes collection of technologies aimed at enabling the knowledge worker (executive, manager, analyst) to make better and faster decisions. It is expected to present the right information in the right place at the right time with the right cost in order to support the right decision. Over the years, the practice of Data warehousing proved that the traditional online Transaction Processing (OLTP) systems are not fully appropriate for decision support. From the survey and evaluation of the literature related to Data Warehouse and with consultation and feedback of the data warehouse practitioners working in renowned IT giants, it has been observed that the fundamental problems arise in populating a warehouse with quality data. This paper mainly focuses on the study of the issues that hinder the data quality and performance of the Data warehouse and some of the means that may be opted to realize a better performance with respect to accuracy and quality to meet the challenging and dynamic needs of the corporate world.

Refer
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**Index Terms**

Computer Science  
Data Processing

**Keywords**

Data Warehouse (DW)  
Data Profiling  
OLTP  
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ETL