

Research and application of data warehouse and OLAP techniques in business analysis of Hung Phat Trading and Advertising Joint Stock Company

Ha Thi Lan

Abstract: The research context raises the issue of optimizing the business analysis process at Hung Phat Trading and Advertising Joint Stock Company. The objective of the study is to develop a business analysis system based on a large data warehouse and using OLAP techniques to enhance management efficiency and strategic business decision-making. The research method combines theory with experimentation to solve the problem through the implementation of an application at the company. The expected result is to provide managers with a powerful analytical tool to support data-driven decision-making, thereby contributing to enhancing the company's competitiveness.

Keywords: Big data warehouse, OLAP, business analytics, business management, information system