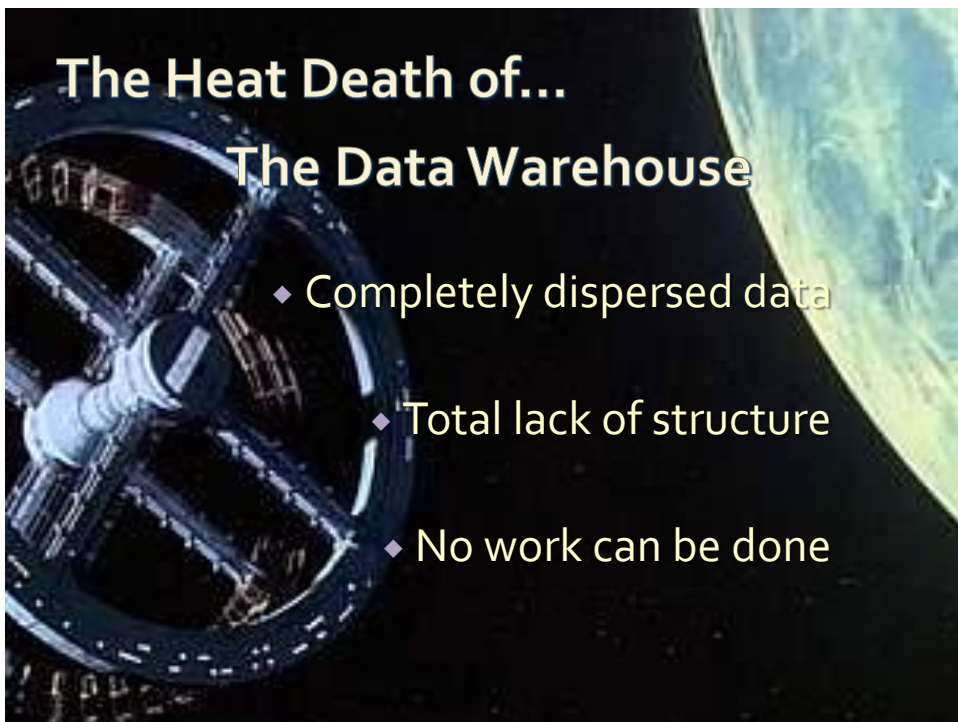
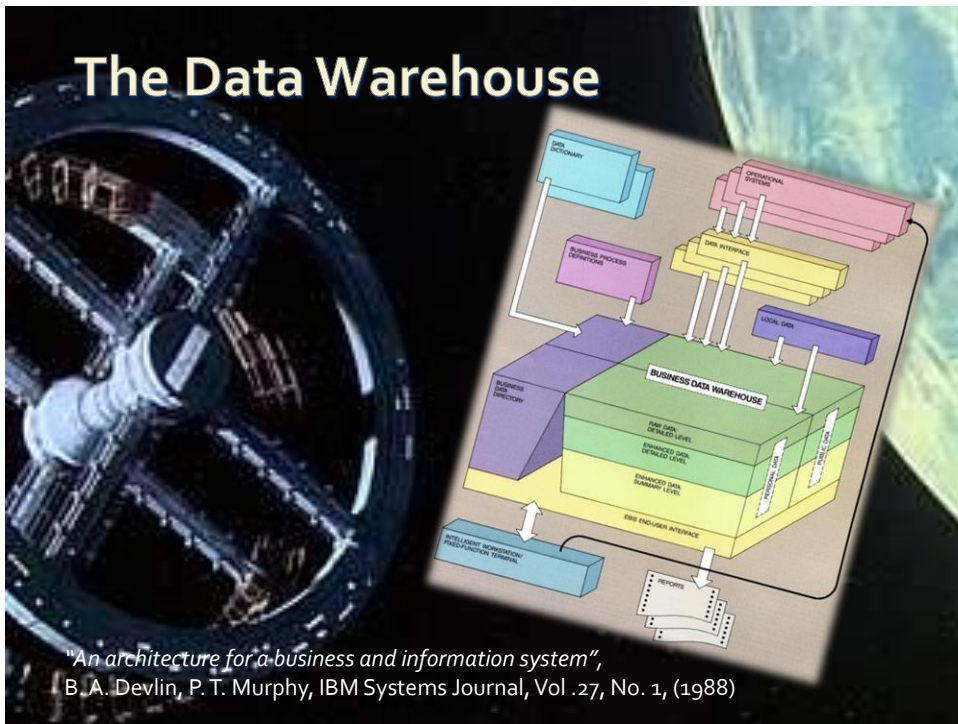


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THE HEAT DEATH OF THE DATA WAREHOUSE

The Heat Death... (of the Universe)

- ◆ Second Law of Thermodynamics
- ◆ Maximum entropy, disorder, unpredictability
- ◆ No work can be done



Data disorder and unpredictability

- ◆ Data marts
- ◆ Spreadsheets
- ◆ Mobile devices
- ◆ Text, image, video files
- ◆ The Cloud
- ◆ Big data

Is this the Heat Death of the Data Warehouse?



HAL:
"I'm sorry, Dave.
I'm afraid I can't do that"

