This assignment is worth 10% of your Homework Assignment Component

Answer the following six questions concerning the case of Continental Airlines case described in Anderson-Lehman et al. (2004). For more insight on this case you may read also a case adapted from this article (and other sources) in your Turban text on page 77.

1. Describe “active” data warehousing as it is applied at Continental Airlines. How does this relate to real-time BI? Does Continental apply real-time BI differently than this concept is normally described?

2. Describe the benefits of real-time data warehousing and BI at Continental.

3. What did the data warehousing group do right that has led to the successful deployment of (real-time) data warehousing and BI within Continental?

4. What elements of the data warehousing environment at Continental are necessary to support the extensive end-user BI application development that occurs?

5. What generalizable lessons learned can be gleaned from this case? Are there other lessons for you beyond those listed in the Lessons Learned section?

6. What two questions about the Continental Airlines use of BI would you ask if you met a leader of their BI activities?

To complete this assignment, please develop a 3-4 page (double spaced) document that addresses all six questions in light of the case.