

7 An organisation stores large amounts of data, collected by its transaction processing system, in a data warehouse.

How would the data warehouse be most effectively used?

- (A) Storing data for everyday transaction processing
- (B) Providing a storage facility for the organisation's products
- ✓ (C) Mining the data to find trends that identify marketing opportunities
- (D) Preparing summary reports to help managers make marketing decisions

Question 7 : % answers correct by band range

