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Lately, it has been observed that almost all the organizations have begun to focus on canned business intelligence reports. However, these organizations often end up losing some vital data as they do not have a reliable database for storing the data that needs to be accessed for these reports. This is when the columnar database comes into picture. As a matter of fact, it has been there for ages but the businesses are yet to unleash its potential. Perhaps they are yet to come to terms with the pros and cons of this database. In such a scenario, the following facts would certainly provide a deeper insight:

â€¢ It is a known fact that computation forms an integral part of almost every organization. At times, an organization might need to compute an aggregate. A columnar database can do wonders for any such computation, especially if a smaller subset of data is involved. It is obvious that reading a smaller subset would take much less time than reading the entire data in one go.

â€¢ This database has been found to be highly efficient. As a matter, its efficiency is clearly visible when new values of a column are supplied for each and every row, and it is all done at once.

â€¢ This database can do wonders for business analytics. Perhaps this explains why it has caused a stir among those organizations that need to perform some analytical tasks including fraud detection, data mining, and simple reporting. As a matter of fact, it has been found to be quite useful for time series analysis. Furthermore, many organizations have begun to use it for relatively simple computations. At times, they even use it to analyze the total sales per year.

â€¢ There are times when an organization has no option but to resort to deeper analytics. In such a scenario, the columnar approach might not come across as the most feasible solution. In fact, most of the companies prefer to go the conventional way, and use rows under such circumstances.

â€¢ It is not known to many businesses that with the advent of technology it is very much possible to integrate the columnar storage with the existing query processing services. The same thing can be done for system services as well. Perhaps this explains why the columnar approach has sparked a flurry of interest among those who are engaged in business analytics in some way or the other.

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Andy Robert - About Author:
Andy Robert provides valuable information and resources for those looking for high quality a business analytics. Their mission is to provide accurate and reliable information so you can make an informed decision about your a Columnar database.

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