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Sommario/riassunto	Market Basket Analysis (MBA) provides the ability to continually monitor the affinities of a business and can help an organization achieve a key competitive advantage. Time Variant data enables data warehouses to directly associate events in the past with the participants in each individual event. In the past however, the use of these powerful tools in

tandem led to performance degradation and resulted in unactionable and even damaging information. Data Warehouse Designs: Achieving ROI with Market Basket Analysis and Time Variance presents an innovative, soup-to-nuts

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