

products of a company and to predict customers who are likely to quit patronizing the company and move to a competitor company. DW serves as a foundation for data analysis. It basically supports business decision through encouraging users to examine data and make analysis in a better way. Since the data has been gathered in a particular repository, it easily facilitates measurement of the effect of different combination of factors such as demography, supply chain, customers' preference and can help the analyst to work out the customer retention process and trend. Considering the importance of information to super markets the thesis intends to develop a DW for a super market. This research work will also serve as a basis for other researchers in the field of Data mining and Business Intelligence which are emerging fields of studies especially in our institutions

The study did not cover all the areas of Retail business; the focus was on product sales and supplier performance. The study focused only on consolidating data from two structured data sources and two unstructured data sources. Presentation and analysis was carried out in Business Intelligence studio.

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