Designing Queries to Extract and Transform Data

Lab Time: 40 minutes

Lab Folder: C:\Student\Modules\02_Queries\Lab\

Lab Overview: In this lab you will begin by creating a new Power BI Desktop project and saving it as a PBIX file. Next, you will learn to work with the Power Query features of Power BI Desktop to extract data from a SQL Azure database and to transform the data as it is loaded into the data model. This is the first lab in a sequence of labs that continue with the same PBIX file. In other words, the labs that follow will build upon the work you do in this lab.

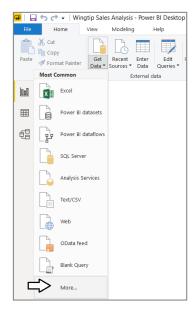
Exercise 1: Importing Data from a SQL Azure Database

In this exercise you will create and save a new Power BI Desktop project. After that, you will connect to a SQL Azure database and import data into Power BI Desktop using its Power Query features.

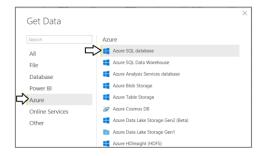
- Launch Power BI Desktop to start a new project.
- 2. Save the new project as Wingtip Sales Analysis.pbix using the following path.

C:\Student\Projects\Wingtip Sales Analysis.pbix

3. Drop down the Get Data menu button on the ribbon and click More....

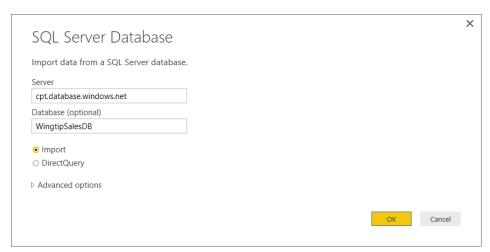


4. On the **Get Data** dialog, select **Azure** in the list on the left. Next, select **Microsoft SQL Azure Database** on the right and then click the **Connect** button.

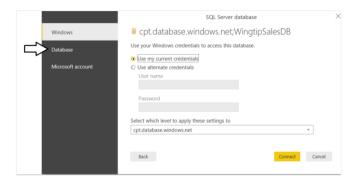


- When you are prompted with the SQL Server Database dialog, complete the following tasks.
 - a) Enter a Server value of cpt.database.windows.net
 - b) Enter a Database value of WingtipSalesDB

- c) Leave the option button with the default setting of **Import** and not **DirectQuery**.
- d) Click the OK button to continue.

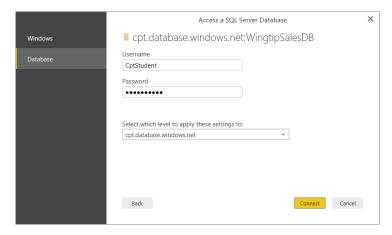


6. At this point, you will be prompted by the **Access a SQL Server Database** dialog. Click on **Database** on the left side of the dialog so that you can enter the credentials for a standard SQL account instead of using Windows authentication.



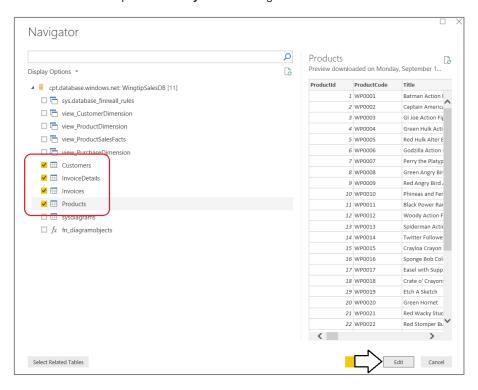
If you don't switch the selection in the dialog above from Windows to Database, things will not work correctly.

- 7. Enter the following credentials for a SQL user account that has been configured with read access to the database.
 - a) Username: CptStudent
 - b) Password: pass@word1
- 8. Once you have entered the credentials the Access a SQL Server Database dialog, click the Connect button to continue.

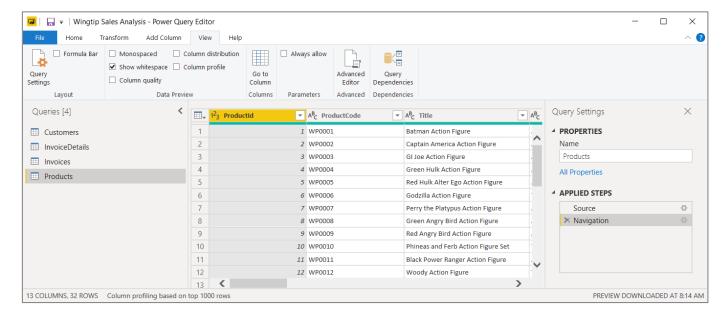


At this point, Power BI Desktop should be able to establish a connection to the database and then prompt you with the **Navigator** dialog. The **Navigator** dialog allows you to select the tables you would like to import into your PBIX project.

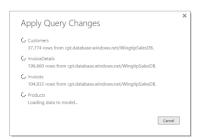
9. In the **Navigator** dialog, select the **Customers** table, the **InvoiceDetails** table, the **Invoices** table and the **Products** table as shown in the following screenshot. Once you have selected these four tables, click the **Edit** button to create a query for each of these tables and to open the **Query Editor** dialog.



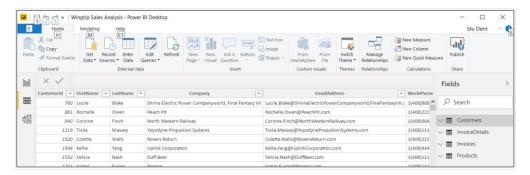
10. When you inspect the **Power Query Editor** window, you should be able to observe that Power BI Desktop has created a new query for each of the 4 tables that selected in the **Navigator** dialog. You will not begin to edit these queries until the next exercise. However, now you should take a moment to inspect each query by clicking on the query name in the **Queries** list on the left. You should be able to observe that each query is initially created to return all of the columns that are defined in the underlying tables.



11. Click the Close and Apply button in the Query Editor window to begin the process of extracting the data from the SQL Azure database. The Apply Query Changes dialog will be displayed with spinning icons as Power BI Desktop imports the data.



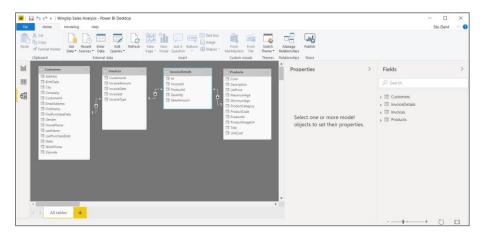
12. Once the data from all four queries has been imported into the current project, examine the **Fields** list on the right-hand side of the Power BI Desktop window. You should be able to see that four tables have been created from the four queries.



- 13. Examine the data model for your new project in Model view.
 - a) Click on the Model view button in the left navigation to move into Model view.



- b) You should be able to see each of the four tables.
- c) You should also be able to see that Power BI Desktop has automatically created relationships between the tables as they were imported into the data model.
- d) Use your mouse to move and resize the tables in relationship view so you can see all the fields in each table.

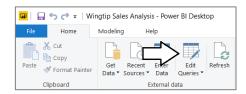


14. Save your work in the current project by clicking the **Save** button in the upper left corner of the Power BI Desktop window.

Exercise 2: Design Queries to Transform and Reshape Customer Sales Data

In the following exercise, you will use the **Query Editor** window to modify the **Customers** query to perform transforms on customer data as it is being loaded into the data model.

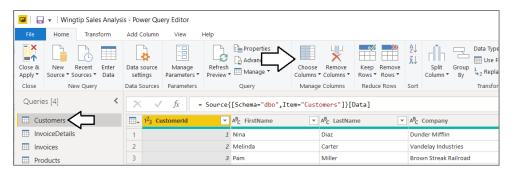
- Make sure you have the Wingtip Sales Analysis.pbix project open that you started in the previous exercise.
- 2. Click on the Edit Queries button in the ribbon to display the Query Editor window.



- 3. Make sure the guery formula bar is visible in the Query Editor window.
 - a) In the Query Editor window, navigate to the View tab and check the Formula Bar checkbox.
 - b) You should now see the query formula bar with the M code for the current step displayed just above the query results.

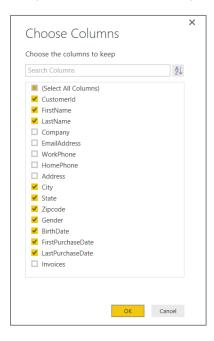


- 4. Select the desired set of columns from the Customers table.
 - a) Make sure the Customers query is selected in the Queries list on the left-hand side of the Query Editor window.
 - b) Navigate to the **Home** tab and click the **Choose Columns** button in the ribbon to display the **Choose Columns** dialog.

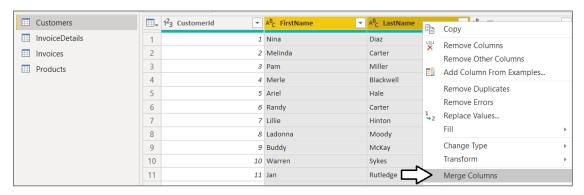


- c) In the Choose Columns dialog, begin by clicking on the (Select all Columns) checkbox at the top to unselect all column. Next, select the checkboxes for the following columns.
 - i) CustomerId
 - ii) FirstName
 - iii) LastName
 - iv) City
 - v) State
 - vi) Zipcode
 - vii) Gender
 - viii) BirthDate
 - ix) FirstPurchaseDate
 - x) LastPurchaseDate

d) Once you have the columns selected as shown in the following screenshot, click the **OK** button to close the **Choose Columns** dialog and to modify the underlying query.



- e) You should be able to see that the Query Editor window now only shows the columns that you selected.
- 5. In this step you will merge the FirstName column and the LastName column together into a single column named Customer.
 - a) Select the **FirstName** column by clicking on its column header.
 - b) Next, hold down the SHIFT key and select the LastName column by clicking on its column header.
 - c) Right-click on the selected columns and click the Merge Columns menu command.



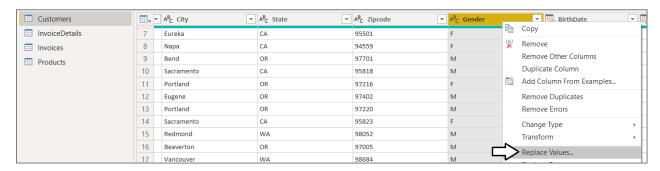
d) In the **Merge Column** dialog, drop down the **Separator** control and select a value of **Space**. Add a **New column name** value of **Customer** and click the **OK** button to modify the underlying query with your changes.



e) You should now be able to see that the **FirstName** column and the **LastName** column have been replaced with a single merged column named **Customer**.



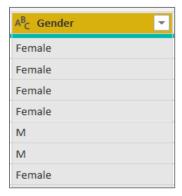
- 6. Modify the query so that the Gender column returns values of Male and Female instead of M and F.
 - a) Locate the Gender column in the Customers table.
 - b) Right-click the header for the **Gender** column and select the **Replace Values** command to display the **Replace Values** dialog.



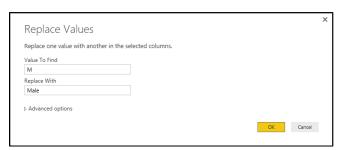
c) In the **Replace Value** dialog, enter a value of **F** in the **Value to Find** textbox and enter a value of **Female** in the **Replace With** textbox. Click to **OK** button add your changes to the underlying query.



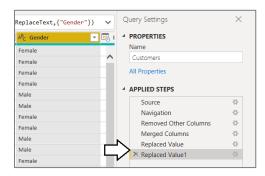
d) You should be able to see that all values of **F** in the **Gender** column have been replaced with a value of **Female**.



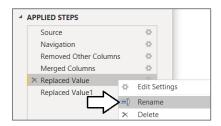
- e) Right-click the header for the **Gender** column and select the **Replace Values** command a second time.
- f) In the Replace Value dialog, enter a value of M in the Value to Find textbox and enter a value of Male in the Replace With textbox. Click to OK button add your changes to the underlying query.



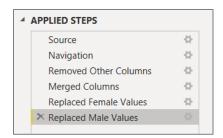
- g) You should be able to confirm that all values in the Gender column have been replaced with a value of either Male or Female.
- h) Inspect the **APPLIED STEPS** list in the **Query Settings** pane. You should be able to see that there are two steps at the end that have been given the generic names of **Replaced Value** and **Replaced Value 1**.



i) In order to promote higher levels of maintainability, it's often a good idea to rename steps with names such as of Replaced Value and Replaced Value 1. Rename the Replaced Values step by right-clicking it and clicking the Rename command to place the step name in edit mode. Modify the name of this step to Replace Female Values.

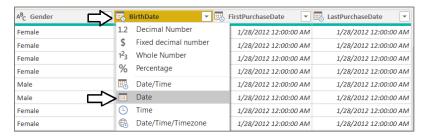


i) Using the same technique, rename the Replaced Value 1 step to Replaced Male Values.

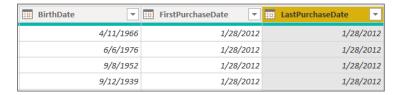


You have now learned how to rename a query step. Note that this lab exercise will not continue to ask you to change the name of every step due to time constraints. However, when you are creating queries in larger, real-world projects that involve multiple team members, it's a good practice to rename query steps to make your query logic easier for others to read, understand and extend.

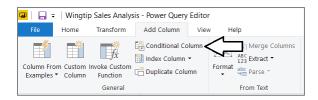
- 7. Change the column type of BirthDate, FirstPurchasedDate and LastPurchasedDate from Date/Time to Date.
 - a) Use the column type drop down on the left-hand side of the BirthDate column to configure the column using the Date type.



- b) Use the column type drop down of the FirstPurchaseDate column to configure the column using the Date type.
- c) Use the column type drop down of the LastPurchaseDate column to configure the column using the Date type.
- d) You should see that the three columns now show values with a date but without a time.

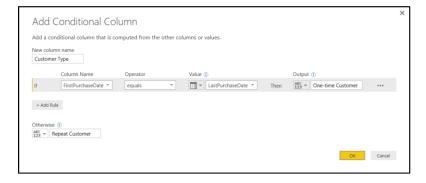


- 8. Add a new conditional column named Customer Type to indicates whether the customer is a repeat customer or not.
 - a) Make sure the **Customers** query is still selected as the active query.
 - b) Activate the Add Column tab in the ribbon.
 - Click the Conditional Column button in the ribbon to display the Add Custom Column dialog.



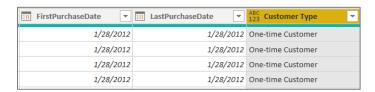
In this particular scenario, you are working under the assumption that the customer is a repeat customer when the **FirstPurchaseDate** column and the **LastPurchaseDate** column are not equal indicating the customer has made two or more purchases.

- d) In the Add Conditional Column dialog, enter a New column name value of Customer Type.
- e) Configure a rule to return a string value of "One-time Customer" if FirstPurchaseDate equals LastPurchaseDate.
- f) For the Otherwise evaluation, return a string value of "Repeat Customer".
- g) When the Add Conditional Column dialog matches the screenshot below, click the OK button to add the new column.

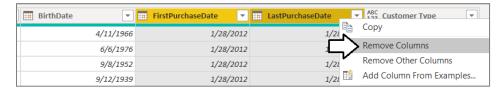


h) You should be able to verify that the new **Customer Type** column has a value of **Repeat Customer** when the current customer has a **FirstPurchaseDate** column value that is not equal to the **LastPurchaseDate** column value. When these column values are equal, the **CustomerType** column has a value of **One-time Customer**.

You might have to scroll down several pages of records in the Customers table before you begin to see repeat customers.



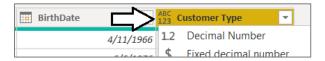
- Now, that you have used the FirstPurchaseDate column and the LastPurchaseDate column to calculate the value of the Customer Type column, you can delete them because they are no longer needed.
 - a) Select the FirstPurchaseDate column by clicking its column header.
 - b) Hold down the SHIFT key and click the column header for LastPurchaseDate so that both columns are selected.
 - c) Right click the one of the selected columns and click the Remove Columns.



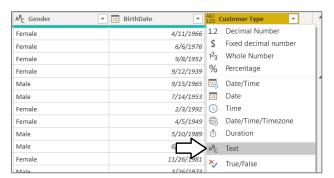
d) You should be able to confirm that the **FirstPurchaseDate** column and the **LastPurchaseDate** columns have been removed from the query results. However, the **Customer Type** column is still there.



e) You might notice that Type menu for the Customer Type column is not set to a specific type. When you see the type as ABC above and 123 below, that the column is being assigned the generic **Any** type.



f) Drop down the Type menu for the Customer Type column and set its value to Text.

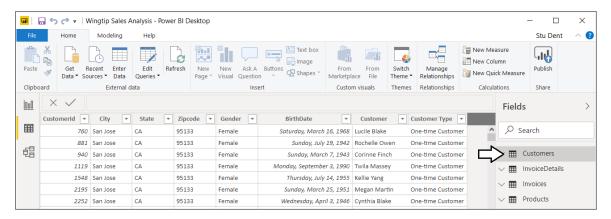


- Execute the Customers query to see the results in the main Power BI Desktop window.
 - a) Click the Close and Apply button on the Home tab of the ribbon to execute the updated Customers guery.



Power BI Desktop will display the **Apply Query Changes** dialog while importing the data from the SQL Azure database and transforming it as it loads the customer data into the data model.

b) After the Customer query changes have been applied, you should be able to see the results in Data view of the main Power BI Desktop window when the Customers table is selected in the Fields list on the right.



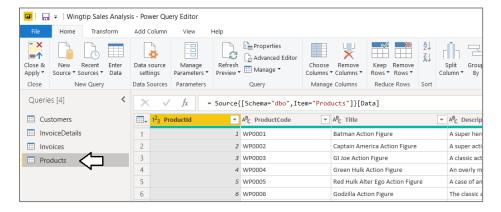
You are now done working with the **Customers** guery.

11. Save your work to Wingtip Sales Analysis.pbix by clicking the Save button in the top left corner of the Power BI Desktop window.

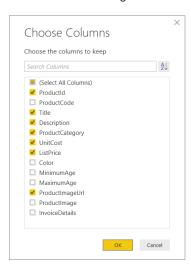
Exercise 3: Using Power Query to Transform and Reshape Product Data

In the following exercise, you will use the **Power Query Editor** window to modify the **Products** query to perform transforms on product data as it is being loaded into the data model.

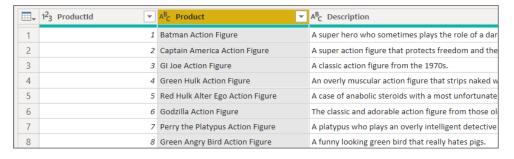
- 1. Open the **Products** query in edit mode.
 - a) Click on the Edit Queries button in the Home tab of the ribbon to display the Power Query Editor window.
 - b) Make sure the **Products** query is selected in the **Queries** list on the left-hand side of the **Query Editor** window.



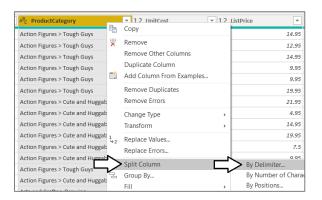
- 2. Remove the columns that are not required in the **Products** query results.
 - a) Click the Choose Columns button in the ribbon to display the Choose Columns dialog.
 - b) In the Choose Columns dialog, begin by clicking on the (Select all Columns) checkbox at the top to unselect all columns.
 - c) Select the checkboxes for ProductId, Title, Description, ProductCategory, UnitCost, ListPrice and ProductImageUrl as shown in the following screenshot.



- d) Click the OK button to close the Choose Columns dialog and to modify the underlying query.
- 3. Rename the Title column to Product.
 - a) Right-click on the Title column and click Rename.
 - b) Update the column name to Product.



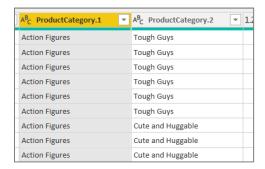
- 4. Split the ProductCategory column up into two separate columns named Category and Subcategory.
 - a) Right-click the ProductCategory column and then click the Split Column > By Delimiter command.



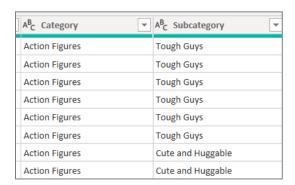
- b) In the Split Column By Column dialog, drop down the Select or enter delimiter combo box and select -- Custom ---.
- c) In the textbox enter a three-character text value which includes a space follow by the > character followed by another space.
- d) When the **Split Column By Column** dialog matches the following screenshot, click the **OK** button.



e) You should be able to confirm that Power BI Desktop has split the **ProductCategory** column into two separate columns named **ProductCategory.1** and **ProductCategory.2**.

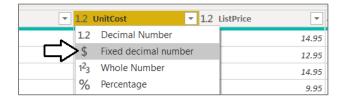


f) Rename the ProductCategory.1 column to Category and rename ProductCategory.2 to Subcategory.



When you have query columns based on numeric currency values, it is best to change their column type to Fixed Decimal Number.

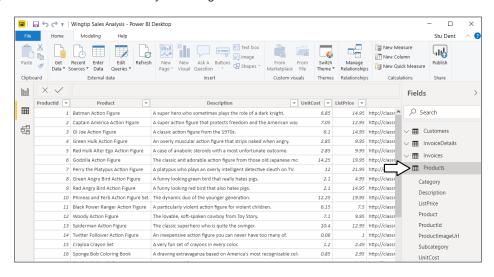
- 5. Modify the column type of the UnitCost column and the ListPrice column to the Fixed Decimal Number type.
 - a) Use the dropdown column type menu to set the type of the UnitCost to Fixed Decimal Number.



b) Use the dropdown column type menu to set the type of the ListPrice to Fixed Decimal Number.



- 6. Apply your changes to the **Products** query.
 - a) Click the Close and Apply button on the Home tab of the ribbon to execute the updated Products guery.
 - b) You should be able to see your changes in the **Products** table in **Data** view in the main Power BI Desktop window.



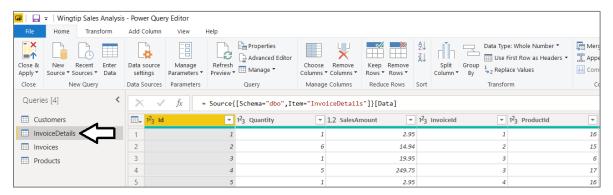
You are now done working with the **Products** query.

7. Save your work by clicking the Save button in the upper left corner of the Power BI Desktop window.

Exercise 4: Using Power Query to Transform and Reshape Product Sales Data

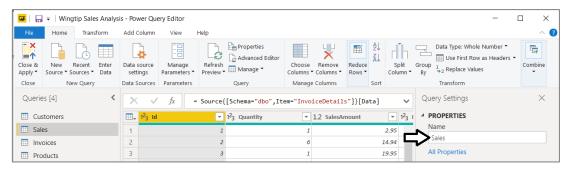
In the following exercise, you will use Power Query to modify the **InvoiceDetails** query to transform product sales data into a table named **Sales** that will play the role of the primary fact table in the data model for **Wingtip Sales Analysis.pbix**.

- 1. Open the **InvoiceDetails** query in edit mode.
 - a) Click on the Edit Queries button in the Home tab of the ribbon to display the Power Query Editor window.
 - b) Make sure the InvoiceDetails query is selected in the Queries list on the left-hand side of the Query Editor window.

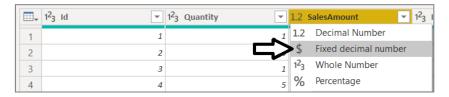


One important point of flexibility in the import process is that you can change the name of a query, and therefore the name of the resulting table in the data model. Try to use query/table names that are more intuitive and easier to understand. In the next step you will rename the **InvoiceDetails** query to **Sales** to indicate that it is a fact table with all the product sales data.

2. Update the name of the InvoiceDetails query to Sales by replacing the text in the Name textbox in the Query Settings pane.

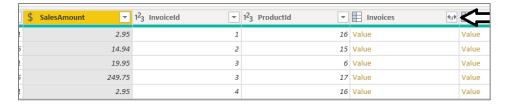


3. Modify the column type of the SalesAmount column to the Fixed Decimal Number type.



In order for the **Sales** table to play the role of a fact table, the **Sales** query must merge in additional columns from the **Invoices** table. You must pull in the **CustomerId** column to that you can create a direct relationship between the **Sales** table and the **Customers** table. You will also pull in the **InvoiceDate** so that you can analyze data in the **Sales** table over time.

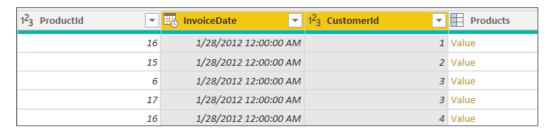
- 4. Expand the Invoices column to add the InvoiceDate column and the CustomerId column to the Sales query.
 - a) Click the Expand button inside the column header of the Invoices column to display the Columns to Expand dialog.



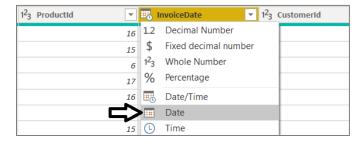
- b) In the Columns to Expand dialog, begin by clicking on the (Select all Columns) checkbox at the top to unselect all columns.
- c) Select the checkboxes for the InvoiceDate column and the CustomerId column.
- d) Make sure to uncheck the checkbox with the caption Use original column name as prefix.
- e) Click the **OK** button to close the dialog and to modify the underlying query.



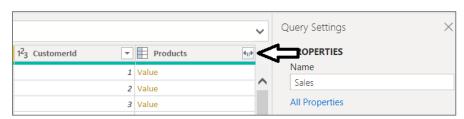
f) You should see that the InvoiceDate column and the CustomerId column have now been added to the Sales query results.



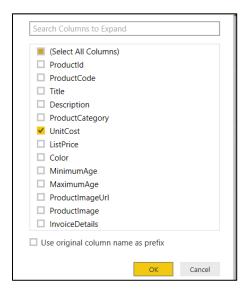
g) Change the column type of the InvoiceDate to the Date type.



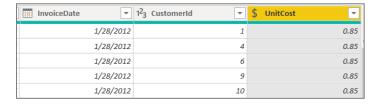
- 5. Expand the Products column to add the UnitCost column to the Sales query.
 - a) Click the Expand button inside the column header of the **Products** column to display the **Columns to Expand** dialog.



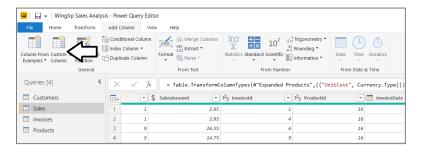
b) In the Columns to Expand dialog, begin by clicking on the (Select all Columns) checkbox at the top to unselect all columns. Next, select the checkbox for the UnitCost column. Also make sure to uncheck the checkbox with the caption Use original column name as prefix. Once the Columns to Expand dialog looks like the one shown in the following screenshot, click the OK button to close the dialog and to modify the underlying query.



- c) You should see that the UnitCost column has now been added to the Sales query results.
- d) Modify the column type of the SalesAmount column to the Fixed Decimal Number type.



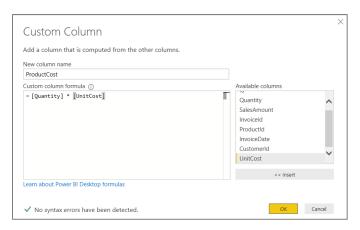
- 6. Add a new custom column named ProductCost to calculate the product of the Quantity field multiplied by the UnitCost field.
 - a) Activate the Add Column tab in the ribbon.
 - b) Click the Add Custom Column button in the ribbon to display the Add Custom Column dialog.



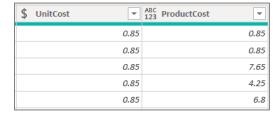
- In the Add Custom Column dialog, add a value of ProductCost in the New column name textbox.
- d) In the Custom column formula textbox, enter the following formula.

[Quantity] * [UnitCost]

e) When the Add Custom Column dialog appears as the following screenshot, click the OK button to add the new column.



f) You should be able to verify that the new **ProductCost** column has a value calculated by multiplying the value of the **Quantity** column together with the value of the **UnitCost** column.

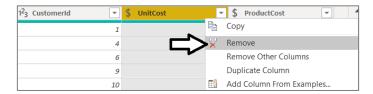


g) Modify the column type of the SalesAmount column to the Fixed Decimal Number type.

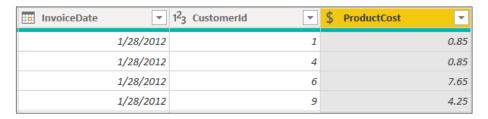


Once the UnitCost column has been used to calculate the ProductCost value, the column is no longer needed and can be removed.

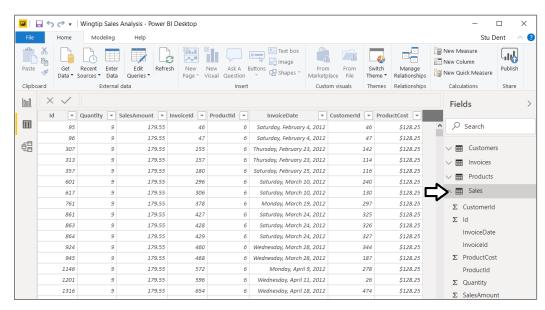
7. Remove the **UnitCost** column by right-clicking its column header and selecting the **Remove** command.



8. Now you should see the ProductCost column in the query output, but not the UnitCost column.



- 9. Apply your changes to the **Sales** query.
 - a) Click the Close and Apply button on the Home tab of the ribbon to execute the updated Sales query.
 - b) You should be able to see your changes in the Sales table in Data view in the main Power BI Desktop window.



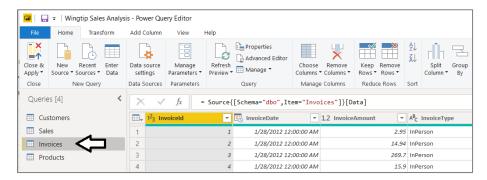
You are now done working with the **Sales** query.

10. Save your work by clicking the Save button in the upper left corner of the Power BI Desktop window.

Exercise 5: Using Power Query to Transform and Reshape Invoice Data

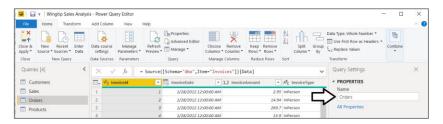
In the following exercise, you will use the **Query Editor** window to modify the **Invoices** query to transform invoice data as it is being loaded into the data model.

- 1. Open the **Invoices** query in edit mode.
 - a) Click on the Edit Queries button in the Home tab of the ribbon to display the Power Query Editor window.
 - b) Make sure the Invoices query is selected in the Queries list on the left-hand side of the Query Editor window.



In the last exercise you changed the name of the **InvoiceDetails** to **Sales** to make the data model easier to understand. In this exercise you will change the name of the **Invoices** query to **Order** for the same reason.

2. Update the name of the Invoices query to Orders by replacing the text in the Name textbox in the Query Settings pane.

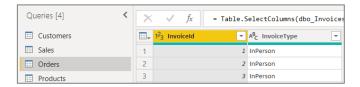


- 3. Remove the unneeded columns from the **Orders** guery.
 - a) Make sure the Orders query is selected in the Queries list
 - b) Click the Choose Columns button in the ribbon to display the Choose Columns dialog.
 - c) In the Choose Columns dialog, begin by clicking on the (Select all Columns) checkbox at the top to unselect all columns.
 - d) Select the checkboxes for **InvoiceId** and **InvoiceType** as shown in the following screenshot.

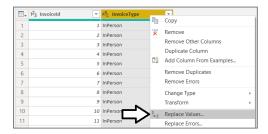


e) Once you have the columns selected, click **OK** to close the **Choose Columns** dialog and to modify the underlying query.

4. You should be able to see that the Orders query now only shows the columns that you selected.



- 5. Modify the query so that the InvoiceType column returns values that are more human-readable.
 - a) Right-click the header for the InvoiceType column and select Replace Values....



- b) In the Replace Values dialog, enter a value of InPerson in the Value to Find textbox.
- c) Enter a value of Store Purchases in the Replace With textbox and click OK to add your changes to the underlying query.



d) Add a second Replace Values step to replace MailOrder with a value of Mail Order Purchases.

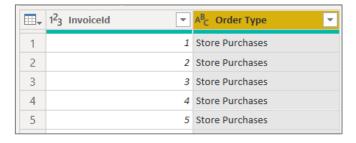


e) Add a third Replace Values step to replace Online with a value of Online Purchases.

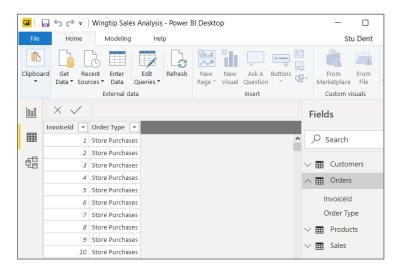


If you scroll down and look at all the rows within the **Orders** query results, you should be able to see that each row has a **InvoiceType** column value of either **Store Purchases**, **Mail Order Purchases** or **Online Purchases**.

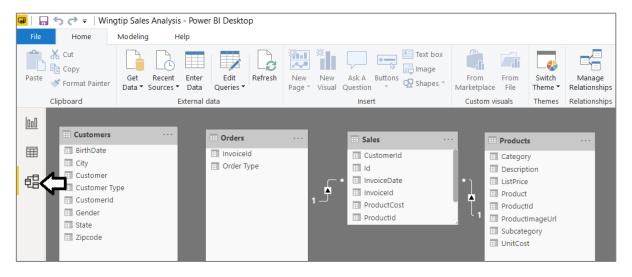
6. Change the name of the InvoiceType column to Order Type.



- 7. Apply your changes to the **Order** query.
 - a) Click the Close and Apply button on the Home tab of the ribbon to execute the updated Orders guery.
 - b) You should be able to see your changes in the Orders table in Data view in the main Power BI Desktop window.

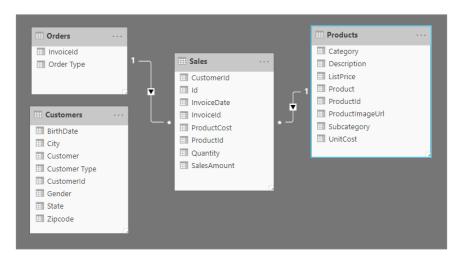


8. Navigate to Model view to see how your updates to the queries in this project have affected the relationships between the tables.

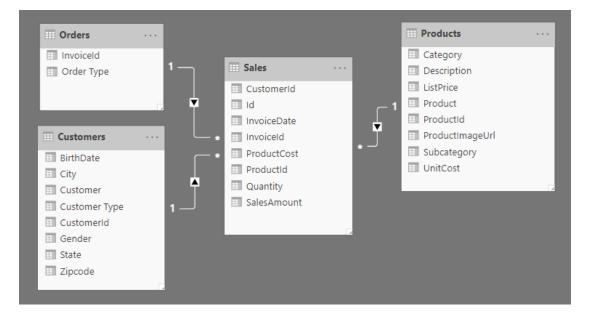


You should be able to see that there is no longer a relationship between the **Customers** table and the **Orders** table. This is due to the fact that you removed the **CustomerId** column from the **Orders** table.

9. Use your mouse to move and resize the four tables in the data model to match the following screenshot.



- 10. Create a relationship between the **Customers** table and the **Sales** table.
 - a) Click on the **CustomerId** column in the **Customers** table and then drag-and-drop it on top of the **CustomerId** column in the **Sales** table to create a new relationship.



- b) You should see a solid line between the **Customers** table and the **Sales** tables indicating a 1-to-many relationship.
- 11. Save your work by clicking the Save button in the upper left corner of the Power BI Desktop window.

You have now completed all the work for this lab. While you haven't yet begun the data modeling phase yet, you have refactored the database tables from **WingtipSalesDB** into a *star schema* which is a best practice in query design for data analysis projects.

NOTE: You will continue to work on this PBIX file named Wingtip Sales Analysis.pbix in the next lab and the ones that follow.