Good Morning everyone. Today, my team and I are presenting in front of you with our group project - wildlife trading. Here is our team member, Zhe, Evelyn and me Ray.

After surfing and reviewing a lot of dataset in Kaggle, we select wildlife trading dataset as our topic because the hierarchy and the size of dataset quite satisfy our requirement.

After the brainstorming process, we think the potential users of our group are primally belong to two organizations - World Animal Protection and World Wildlife Fund. Their business purpose is trying to use our database to supervise the trend of wildlife transaction and put their effort into rescuing rare wildlife. Based on this business purpose, we build a data warehouse that contains the entity like trading areas, trading purpose, price, and so on.

Our database has three significant benefits.

* + Firstly, it extracts information;
  + Secondly, it is easier to compare the trading situation in different areas
  + Thirdly, it is convenient in obtaining the main trading area

To solve the needs of our potential clients, we set five business questions. My friend Zhe Li will introduce the reason why we choose these business questions and what kinds of insight we could get.

Well, let's move on to the next part, Dimension Model. We can see our dimensional model on the screen. We set five dimension table and one fact table.

The Species and Date dimension are balanced hierarchy dimension in our Data Warehouse.

The SCD Type 2 dimension are marketing dimension and area dimension. Policial system, source and purpose description would change over time inevitably.

In our fact table, we set quantity, unit price, total price as our measure. These are essential indicators to tell us which area plays a pivotal role in wildlife trading activities. Quantity and total price are additive attributes, whereas the total cost is nonadditive attributes because the summation of unit price would lead to a meaningless, nonsensical number.

After we set down all the ETL operation, we obtain the total number of records of dimension and fact table which display here. Let's welcome Evelyn to introduce the next part, ETL operation.