KHOA CÔNG NGHỆ THÔNG TIN-ĐHKHTN MÔN HỌC

Chapter 4
ETL PROCESS

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KHOA CÔNG NGHỆ THÔNG TIN TRƯỜNG ĐẠI HỌC KHOA HỌC TỰ NHIÊN



Goals

- After complete this chapter, student will:
 - Define the ETL approach and architecture
 - Able to extract, transform and load data into a datawarehouse



Reference

Vincent Rainardi - Building a Data Warehouse: With Examples in SQL Server



Main topic

- Introduction to ETL
- ETL approach and architecture
- Extracting data
- Populating the DW



Introduction to ETL

- ETL is the process of retrieving and transforming data from the source system and putting it into the data warehouse.
- □ The most underestimated and time-consuming process in DW development □
 - Often, 80% of development time is spent on ETL
- □ The ETL system is the foundation of the DW/BI project → its success makes or breaks the data warehouse.



Introduction to ETL

- ETL stands for Extract, Transform, and Load
 - Extract
 - Extract relevant data from source system
 - Transform
 - Transform data to DW format; deduce new data values, validate data checks
 - Data cleansing
 - ____
 - Load
 - loads the data into the DW



ETL - Fundamental principles

- Not to slow the source system down too much
- Be careful not to disturb the source system too much
- The extraction to be as fast as possible:
 - ☐ **Time**: such as five minutes if we can, not three hours
 - Size: as small as possible, such as 10MB per day, not 1GB per day.
 - □ Frequency: once a day if we can, not every five minutes



ETL - Fundamental principles

- The change in the source systems to be as minimal as possible
 - Should not creating triggers for capturing data changes in every single table.
- Should not have any leakage
- Can recover without data loss or damage



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- □ Traditionall approach:
 - To stage on disks or do transformation in memory
- Alternative approaches based on:
 - 1. where to perform the transformations
 - 2. who moves the data out of the source system
 - 3. Where to put ETL processes



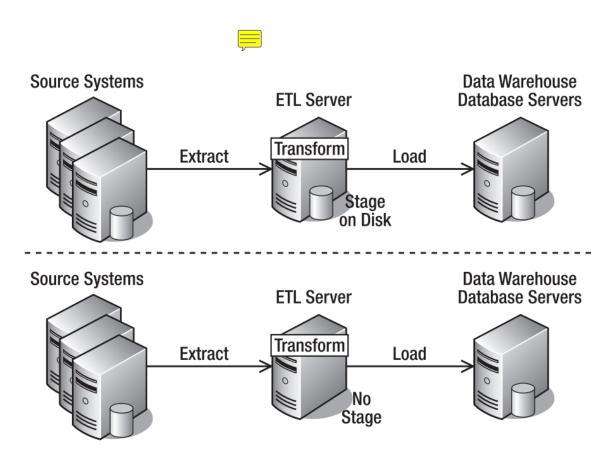


- □ Traditional approach:
 - □ Source system → ETL server (stage) → DW
 - □ Source system → ETL server (no staging, in memory) → DW
- The staging area is a physical database or files.
- Putting the data into the staging area means inserting it into the database or writing it in files.



Traditional approach:

- Transforming the data in memory is faster than putting it on disk first.
 - Small data?
 - Big data?



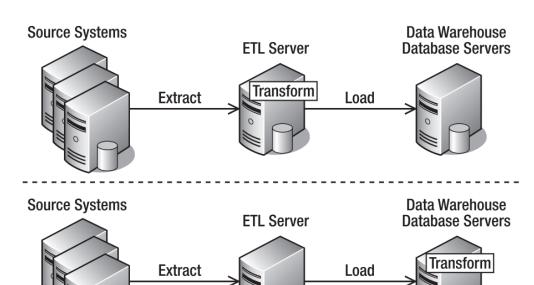


- Traditionall approach:
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- E-L-T: (Extract Load Transform): copy the source system (OLTP) data into the data warehouse and transform it there:
 - Pull data from source system
 - Load it into DW
 - Apply the transformation by updating data in DW





Strong ETL server Strong software

strong DW database system - Usually Massively parallel processing (MPP)



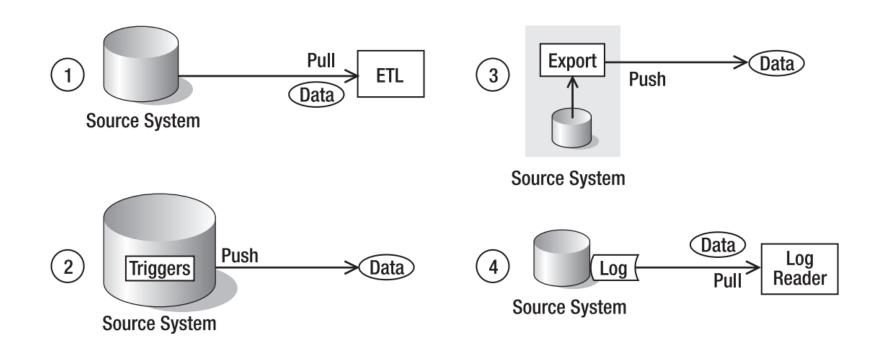
- Traditionall approach:
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- 1. Pulls the data out by *querying* the source system database regularly
- 2. Implement a *trigger* in the source system database to push the data changes out
- 3. Install a **schedule** process within the source system to extract data periodically.
- 4. Implement a procedure to read the database logfiles of the DB source to discover every data change of the DB



4 method to execute the ETL process based on who moves the data out of the source system





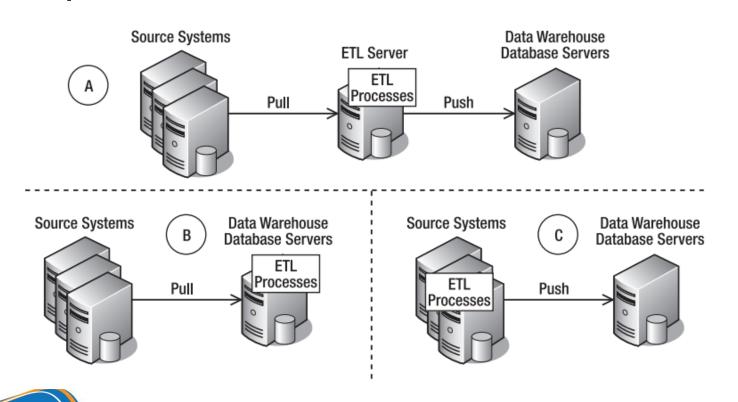
- □ Traditionall approach:
 - To stage on disks or do transformation in memory
- Alternative approaches based on:
 - 1. where to perform the transformations
 - 2. who moves the data out of the source system
 - 3. Where to put ETL processes



- Three approaches based on where to put ETL processes
 - Execute the ETL processes in a separate ETL server that sits between the source system and the data warehouse server
 - Execute the ETL processes in the data warehouse server
 - Execute the ETL processes in the server that hosts the source system



Three approaches based on where to put ETL processes:





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Extracting database

- 1. Flat file
- 2. Relational database
- 3. Others



Extraction from Flat files

Example of flat file:

001|Nguyễn Ngọc Thảo|Accounting 002|Trần Thanh Toàn|Admin 003|Lê Thanh Nhi|Technical support

- Use bulk-insert in SQL command to load data from flat file
- Quick I/O, provide the best performance
 - Bulk insert table1 from 'file1' with (field terminator = '|')



Extraction from Flat files

- Some remarks:
 - Must know the flat file structure:
 - Field name
 - Delimiter
 - Type and length are not fixed
 - File name
 - □ Have access to the agreed-upon location (permission to delete/read files)
 -



Extracting database

- 1. Flat file
- 2. Relational database
- 3. Others



Extracting relational database

- Three methods:
 - 1. Incremental extract
 - 2. Fixed range
 - 3. Whole table every time



- Download only the changed rows from the source system, not the whole table
 - New row
 - Newly deleted row
 - Newly updated row
 - Based on: timestamp columns, identity columns, transaction dates, triggers, or a combination of them

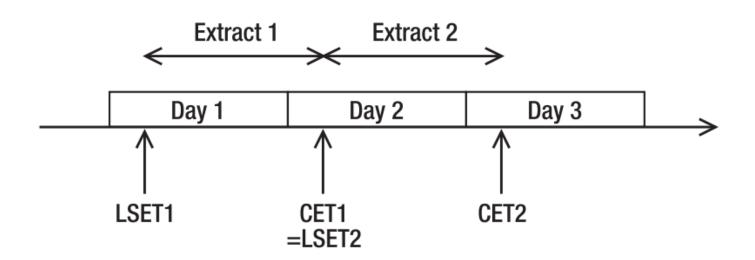


- Using a "created"/last timestamp column, updated/order date/incremental orderID
 - check whether the timestamp columns are reliable
 - contain dummy values such as 1900-01-01, Blank, null, Last updated < created date....
- Every time the row in the table changes (insert/update), the timestamp is updated

Order ID	Order Date	Some Columns	Order Status	Created	Last Updated
45433	10/10/2007	Some Data	Dispatched	10/11/2007 10:05:44	10/12/2007 11:23:41
45434	10/15/2007	Some Data	Open	10/16/2007 14:10:00	10/17/2007 15:29:02
45435	10/16/2007	Some Data	Canceled	10/16/2007 11:23:55	10/17/2007 16:19:03



- Incremental extraction logic using LSET and CET
 - LSET: the time when data was last extracted.
 - □ CET is the time the **ETL package** started, **not** when the current **task started**







Procedure to extract

- 1. Retrieve the LSET from the metadata database
- Get the CET, which is passed in by the top-level ETL package
- 3. Extract the data
 - 1. select * from order_header where (created >= LSET and created < CET) or (last_updated >= LSET and last_update < CET)</p>
- Update meta data: writing CET as the new LSET value.



- Business rule:
 - the order happened last week but just entered into the system today (pastdated orders).
 - ☐ If we apply the previous logic to the order_datecolumn, we will miss past-dated orders.
 - □ if you try to put the order date as 29 days ago → generate an error message.
 - select * from order_header where order_date >=
 (LSET 28 days) and created < CET</pre>







Another way of doing incremental extract is to use the order ID:

- □ Retrieve the <u>Last Successfully Extracted ID (LSEI)</u> from the metadata database.
- Select max(order_id) from order_header
- Set CEI = max
- Select * from order_header where order_id >= LSEI and order_id < CEI.</p>
- □ Update meta data: LSEI = CEI.



Remarks

- Incremental Extract logic is fault tolerant
- if ETL doesn't run or it failed to run, the return result will:
 - no risk of missing the data
 - Not loading data that we loaded earlier
- How about deletion?
 - How do we know which orders have been deleted?



Discussion

- How about deletion?
 - soft delete, don't physically delete the record in the table
 - physically deleted
 - comparing the PK between the source table and the warehouse table
 - Using deletion trigger
 - A trigger is the most reliable approach in ETL
 - Can create separate triggers for delete, update, and insert
 - Drawback:



Fixed range

- Periodically extract a certain number of records or a certain period of time based on business constraint.
 - no reliable incremental identity column
 - no timestamp columns
 - timestamp columns are not reliable
- EX: by the end of each month, extract the data of that month



Whole table

When:

- Deals with tables of small size
- No timestamp or identity column
- Neither incremental attribute
- No business constraint



Extracting database

- 1. Flat file
- 2. Relational database
- 3. Others



Extracting Other Source Types

- ☐ XML
- spreadsheet files (Excel)
- Web logs
- Binary file
- Webservice
- Emails
-



Main topic

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- ETL approach and architecture
- Extracting data
- Populating the DW



GROUP DISCUSSION

- Design NDS + DDS database for Atremendous Entertainment Case study.
- ☐ Time: 30 minutes (from 12:55pm to 13:25PM)



Populating the DW

- Loading the stage
- Creating the data firewall
- Populating a normalized data store (NDS)
- Populating dimension data store (DDS)
 - Populating dimension tables
 - Populating fact tables



Stage loading (source → stage → NDS → DDS)



- Load the source system data into the stage
- Extract the data as soon as possible without doing too much transformation
 - the structure of the stage tables is similar to the source system tables
- It is better not to put any indexes or constraints in the stage database
 - to capture and report the "bad data" in the data quality process



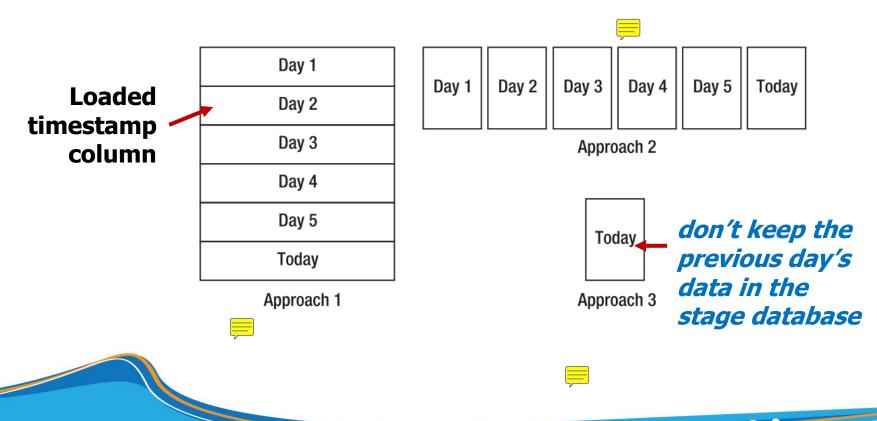
Stage loading

- Three different approaches of how stage tables are structured:
 - 1. Keeps the previous day's data in the same table
 - 2. Keeps each day in a separate table
 - 3. Uses Just one table and truncate the table every time before loading



Stage loading

Three different approaches of how stage tables are structured:





Data firewall

- □ The data firewall is a program that checks the incoming data, similar to the firewall concept in networking → ensures data quality
 - Physically, it is an SSIS package or a stored procedure
 - Place a data firewall between the stage and the
 - reject the data (not load it into the DW),
 - allow the data (load it into the DW)
 - fix the data (correct the data before loading it into the DW)



Populating NDS (source > stage > NDS > DDS)



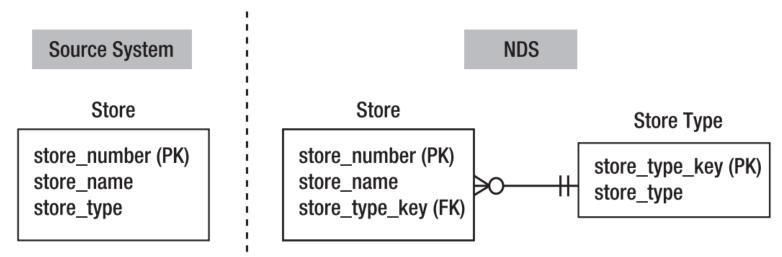
- Extract data then load it into the NDS database:
 - From the stage table
 - From the source system
- Some remarks
 - In the NDS, the tables are normalized
 - External data
 - Data conversion
 - Key management
 - Consider insert/ update issues



Normalization



- Normalization is a process of removing data redundancy by implementing normalization rules (1NF, 2NF, 3 NF, BCF...)
- A normalized data store is usually in third normal form or higher







Store

store_number	store_name	store_type
1805	Perth	Online
3409	Frankfurt	Full Outlet
1014	Strasbourg	Mini Outlet
2236	Leeds	Full Outlet
1808	Los Angeles	Full Outlet
2903	Delhi	Online

Normalized

N_Store

store_number	store_name	store_type_key
1805	Perth	1
3409	Frankfurt	2
1014	Strasbourg	3
2236	Leeds	2
1808	Los Angeles	2
2903	Delhi	1



Store_Type

store_type_key	store_type	
1	Online	
2	Full Outlet	
3	Mini Outlet	

Each store has one store type Each store type relates to zero or many stores





Normalization

Data from source

store_number	store_name	store_type	
2009	Dallas	Online	
2237	London	Full Outlet	not exist
2014	San Francisco	Distribution Center	not exist

Store_NDS

		
store_number	store_name	store_type_key
1805	Perth	1
3409	Frankfurt	2
1014	Strasbourg	3
2009	Dallas	1
2237	London	2
2014	San Francisco	4

Store_NDS

store_number	store_name	store_type_key
1805	Perth	1
3409	Frankfurt	2
1014	Strasbourg	3

StoreType_NDS

store_type_key	store_type
1	Online
2	Full Outlet
3	Mini Outlet

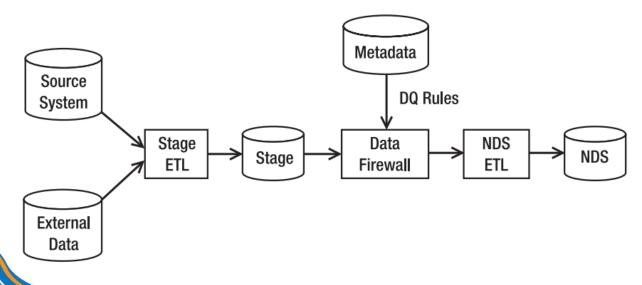
. – ,
Center



External data

- Customer from Source system: Congo (Zaire)
- Customer from external data: Congo
- → should we *create* "Congo (Zaire)" as a new row?

Or replace "Congo (Zaire)" with "Congo"?





External data

- ☐ TIPS: to prevent the ETL from creating duplicate entries in the NDS country table
 - Create a rule in the data quality routine to replace "Congo (Zaire)"
 - Then the NDS ETL looks up "Congo" in the NDS country table



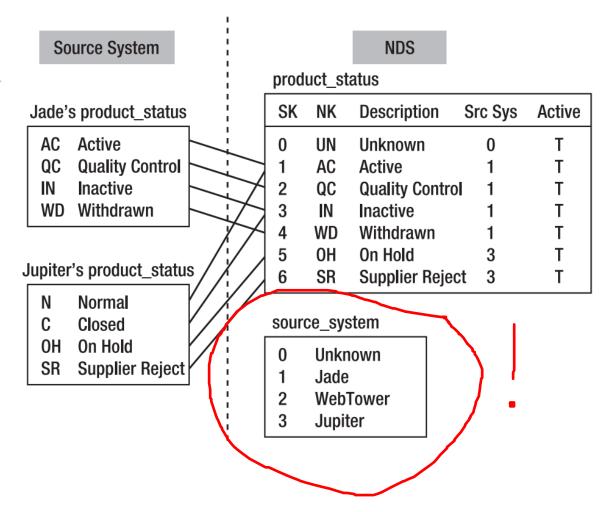
Key management

- To be able to adapt the key changes in the source system(s).
- □ The data warehouse key is known as a surrogate key (SK) → enables the integration of several source systems
- The source system key is known as a natural key (NK)



Key management

The mapping for the product_sta tus table between the source systems and the **NDS**







- DDS tables: fact tables and dimension tables
- The dimension tables in the DDS are denormalized
- Like populating NDS, do an UPSERT operation to update or insert the source row depending on whether it exists in the target
- Several issues need to be considered:
 - Incremental loading,
 - Key management,
 - Denormalization,
 - □ Slowly changing dimension (SCD)



In the NDS everything is timestamped →

load only the NDS rows that changed since

- The dimension tables in the DDS are denormalized
- Like populating NDS, do an UPSERT operation to update or insert the source row depending on whether it exists in the target

the last ETL run

- Several issues need to be considered:
 - Incremental loading.
 - Key management,
 - Denormalization,
 - □ Slowly changing dimension (SCD)



The Surrogate key (SK) are managed in the NDS

- The dimension tables in the DDS are denormalized
- Like populating NDS, do an UPSERT operation to update or insert the source row depending on whether it exists in the target
- Several issues need to be considered:

SK.

- Incremental loading,
- Key management,
- Denormalization,
- □ Slowly changing dimension (SCD)



the store_type table

. To load the store dimension in the DDS, in

the NDS we need to join the storetable with

- The dimension tables in the DDS are denormalized
- Like populating NDS, do an UPSERT operation to update or insert the source row depending on whether it exists in the target
- Several issues need to be considered:
 - Incremental loading,
 - Key management,
 - Denormalization,
 - Slowly changing dimension (SCD)



SCD type 1(overwrite),

_SCD type 3 (column)

SCD type 2 (rows),

- The dimension tables in the DDS are denormalized
- Like populating NDS, do an UPSERT operation to update or insert the source row depending on whether it exists in the target
- Several issues need to be considered:
 - Incremental loading,
 - Key management,
 - Denormalization,
 - □ Slowly changing dimension (SCD)



Populating DDS - Fact Tables

- Fact tables are normally large tables
- Table partitioning can speed up the update operation significantly when correctly applied to a fact table
- □ The dimensional key index is required to find the row that we want to update



Assuring Data Quality

- when building a DW, it is important to think about data quality as early as possible
- The data quality process includes the activities to make sure the data in the DW is correct and complete
 - set up rules that define what "bad data"
 - Reporting
 - Monitoring
 - Cleaning/ Correcting



Assuring Data Quality

- Example: customers can purchase a product, or they can subscribe to a package
 - ☐ first subscription date > last cancellation date → invalid condition
 - Question:
 - The last cancellation date is wrong
 - The first subscription date is wrong
 - or both??



Assuring Data Quality

- Data Cleansing and Matching
- Cross-checking with External Sources
- Data Quality Rules



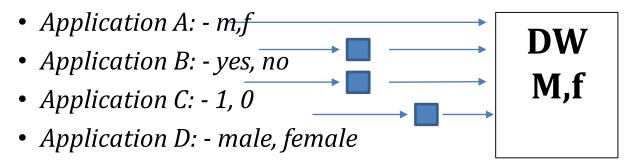
- Data cleansing, or data scrubbing is the process of identifying and correcting dirty data
 - Dirty data means incomplete, wrong, duplicate, or out-of-date data

□ Ex:

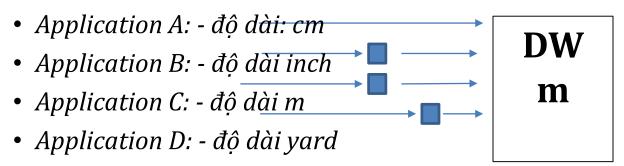
- Checking stores' tables to make sure the store names, store numbers, store types, and store addresses are all correct
- Making sure that there are no duplicate customer records data matching
 - use = for matching numeric data. For example, "if A = B, then..."
 - is 5.029 the same as 5.03?
 - 03/01/2008 the same as 01/03/2008?



Different unit of gender



Different unit of measure



<u>Chuyển đổi khác</u>: đơn vị tiền tệ, các thông tin tính toán, kiểu dữ liệu, độ dài dữ liệu...



- When consolidating data from different source systems, it is possible that a piece of data is available in one system but is not in the other system.
- - address fields of system A (address1, address2, city, county, ZIP, and country)
 - □ address fields of system B (address1, city, county, ZIP)
 - □ → system B does not have the address2 field and the country field
 - □ → solution?



- Sometimes the same data may contain different things:
 - In system A,
 - a column called "Total Order Value" may contain taxes, discounts, credit card charges, and delivery charges
 - term weekly traffic may refer to unique web site visitors
 - In system B
 - Column "Total Order Value" does not contain delivery charges
 - term weekly traffic means nonunique web site visitors
 - Solution?



SQL server matching

- Three types of matching logic:
 - Exact: all characters are the same, for example "Los Angeles" and "Los Angeles."
 - using a Lookup transformation
 - <u>fuzzy</u> (approximate): finds how similar a set of data is to another set of data
 - using the Fuzzy Lookup
 - "You can't hurry love" and "You cannot hurry love" have a similarity score of 0.81666672 and a confidence level of 0.59414238
 - <u>rule based</u>: use certain rules and data to identify a match
 - In product names "movie" is the same as "film". → implemented with Script Component
 - "For product code, omit the spaces when comparing"so that "KL 7923 M" is the same as "KL7923M."



Meta data

- In general, Metadata means data that describes data
- □ In data warehousing, metadata contains:
 - □ The definitions of data (the meaning and source of each column),
 - The definition of the data warehouse itself (the data store structure, the ETL processes, and the data quality),
 - The definition of the related systems (ex: the source systems),
 - □ The audit information (what processes ran and when they ran),
 - And the usage (which reports and cubes are used by whom and when)



Meta data

☐ 7 kinds of metadata

- Data definition and mapping metadata contains the meaning of each fact and dimension column and where the data is coming from.
- Data structure metadata describes the structure of the tables in each data store.
- Source system metadata describes the data structure of source system databases.
- ETL process metadata describes each data flow in the ETL processes.
- Data quality metadata describes data quality rules, their risk levels, and their actions.
- Audit metadata contains a record of processes and activities in the data warehouse.
- Usage metadata contains an event log of application usage.



Data definition and mapping metadata

 Contains the meaning of each fact and dimension column and where the data is coming from.

table_key	column_key	description	sample_value	source_column_key
56	112	The surrogate key of the product dimension. It is unique, is not null, and is the primary key of the product dimension.	3746	88
56	113	Natural key. Product code is the identifier and primary key of the product table in Jupiter. It is in AAA999999 format.	FGA334288	89
56	114	The product name.	The Panama Story DVD	90
56	115	The product description.	The Panama Story movie on DVD format	91
56	116	The song/film/book title.	The Panama Story	92

```
create table data definition
(column_key int not null
,table_key int not null
,column_type_key int not null
,description varchar(200)
,sample_values varchar(50)
,source_column_key int not null
,create_timestamp datetime not null
,update_timestamp datetime not null
,constraint pk_data_definition
primary key clustered (column_key)
) go
create index data_definition_description
ondata_definition(description)
go
```



Data definition and mapping metadata

Column Types table

- Columns in data
 warehouse tables serve
 different purposes.
- A column type indicates these purposes.

Create table data_mapping

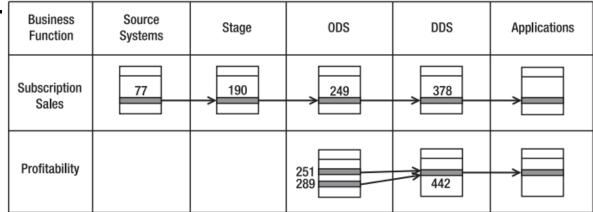
(data_mapping_key int not null identity(1,1)
,column_key int not null
,source_column_key int
,create_timestamp datetime not null
,update_timestamp datetime not null
,constraint pk_data_mapping
primary key clustered
(data_mapping_key)
) go

Column Type	Location	Description
Surrogate key	DDS dimension tables	A single not null column that uniquely identifies a row in a dimension table.
Natural key	DDS dimension tables	Uniquely identifies a dimension row in the source system.
Dimensional attribute	DDS dimension tables	Describes a particular property of a dimension.
Degenerate dimension	DDS fact tables	Identifies a transaction in the source system. A natural key of a dimension without any attributes.
SCD support	DDS dimension tables	Columns that support slowly changing dimension such as is_active, effective_date, and expiry_date.
Measure	DDS fact tables	Columns in the fact table that contain business measurements or transaction values.
Fact key	DDS fact tables	A single not null column that uniquely identifies a row on a fact table.
System	All data stores	Auxiliary columns created by the system for system usage such as create_timestamp and update_timestamp.
Transaction	ODS and NDS tables	Column in normalized tables containing business transaction values, such as order tables.
Master	ODS and NDS tables	Columns in normalized tables that contain master data such as stores, products, and campaigns.
Stage	Stage tables	Columns in stage tables containing business data.



Data definition and mapping metadata

☐ The data flow diagram between data stores in a data warehouse.



Data Mapping Table for the above Data Flow

column_key	source_column_key	create_timestamp	update_timestamp
378	249	2007-10-24 09:23:48	2007-11-18 14:10:08
249	190	2007-10-24 09:28:36	2007-11-19 11:05:16
190	77	2007-10-24 09:31:13	2007-10-24 09:31:13
442	251	2007-11-04 17:01:55	2007-12-18 15:09:42
442	289	2007-11-04 17:03:29	2007-11-04 17:03:29
	378 249 190 442	378 249 249 190 190 77 442 251	378 249 2007-10-24 09:23:48 249 190 2007-10-24 09:28:36 190 77 2007-10-24 09:31:13 442 251 2007-11-04 17:01:55



Data structure metadata

□ Data structure metadata describes the structure of the tables in each data store.

Data Structure Metadata Tables

Table Name	Description
ds_data_store	Lists all data stores in the data warehouse
ds_table	Lists tables in each data store
ds_table_type	Lists table types such as dimension table, fact table, and so on
ds_column	Lists all columns in each table
ds_column_type	Lists column types such as the surrogate key column, measure, and so on

Data Structure Metadata:ds_data_storeTable

key data_store		description	collation	current_ size	growth	
1	Stage	Staging area	SQL_Latin1_General_CP1_CI_AS	70	10	
2	NDS	Normalized data store	SQL_Latin1_General_CP1_CI_AS	125	25	
3	DDS	Dimensional data store	SQL_Latin1_General_CP1_CI_AS	150	25	
4	Meta	Metadata	SQL_Latin1_General_CP1_CI_AS	10	5	



ETL process metadata

Describes each data flow in the ETL processes.

ETL Processes Metadata:packageTable

ETL Processes Metadata:data_flowTable

key	name	description	source	target	transformation	package	status	LSET	CET	5	Stage daily full reload
											iun reioau
8	stage_product	Extracts Jade and Jupiter product tables incre- mentally based on the last- updated date and puts them in the product	Jade. product, Jade. product_ detail, Jupiter. prod_hd, Jupiter.	stage. product	Adds 9000 on Jupiter product code; dedupe two source systems based on product group and	4	1	11/27/2007 04:06:09	11/27/2007 04:06:09	11 12	NDS product NDS customer
9	nds_product	stage table. Loads product data from the	prod_dt state. product	stage. product	product code. Upsert and key-	11	1	11/27/2007 04:07:11	11/27/2007 04:07:11		
		stage to the NDS.			ing; DQ unit_cost		<u> </u>				
					with rule 29	key	status				
						0	Unknov	wn			
						1 2	Success Failed		tatu	ıs T	Гable
						3	In prog	ress	tatu		abic

key	name	description	schedule
4	Stage daily incremental	This SSIS package extracts the following data from the source system incrementally and loads it onto the stage: customer, permission, product, store, product purchases, package subscription, and communication subscription.	Runs every day including weekends at 3 a.m.
5	Stage daily full reload	This SSIS package extracts the following data from the source system by downloading the whole table: customer type, customer status, interest, household income, occupation, currency, artist, product status, product type, product category, package, and package type.	Runs every day at 3 a.m.
11	NDS product	This loads product-related tables from the stage to the NDS, in other words, the ones with product, product status, product type, product category, package, and package type data.	Runs daily at 3 a.m.
12	NDS customer	This loads customer-related tables from the stage to the NDS, in other words, the ones with customer, customer status, customer type, address, address type, e-mail address, e-mail address type, permission, phone number, phone number type, household income, occupation, and interest data.	Runs daily at 3 a.m.

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Audit Metadata

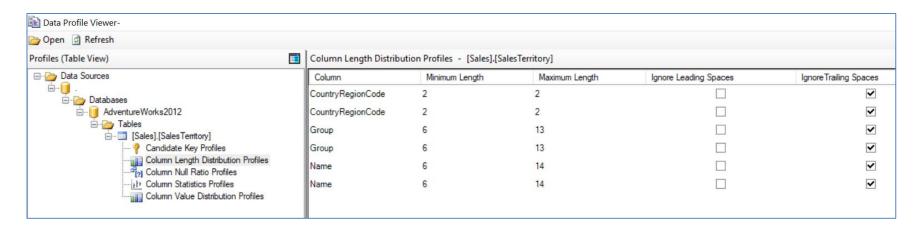
Contains the results of every process and activity in the data warehouse, including data loading process (ETL), creation of specific purpose DDS (mart), manual data modification (for example, updating DQ user table), DQ rule validation,...

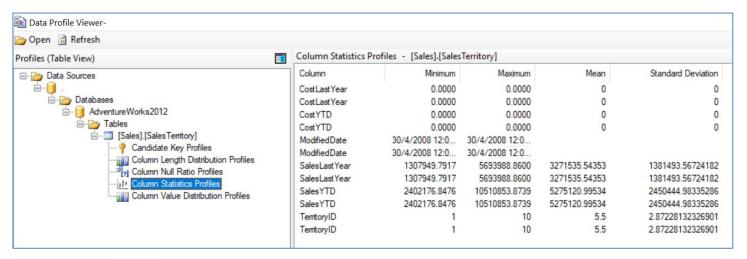
key	event_type	event_ category	timestamp	object	data_flow	rows	note
12418	26	5	2007-11-24 03:04:09	56	12	23102	
12419	27	6	2007-11-24 03:05:19	87	23	23102	
12420	28	7	2007-11-24 03:06:11	112	38	23102	
12581	39	18	2007-11-25 14:36:06	29			Login successful
15013	59	21	2007-11-26 00:09:15	35			Applying patch 19

Audit Metadata:event_logTable



Data profiling







Data profiling

