

# MODELLING ASSIGNMENT 3

❖ The **Contoso Sales** data model in your PBIX file follows a **Star Schema**.

## ❖ Why It's a Star Schema:-

- All dimension tables are directly connected to the fact table.
- Dimensions are denormalized (e.g., DimProduct includes category, subcategory, and product).
- It simplifies querying and is optimized for reporting tools like Power BI.

Feature	Observed in Contoso Sales
Central Fact Table	Yes — Sales or FactSales
Multiple Dimension Tables	Yes — DimProduct, DimCustomer, DimDate, etc.
Direct relationships to fact table	Yes
No normalization in dimensions	Yes — flat, descriptive tables like products or customers are not broken into subtables

Contoso+Sales+Sample

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Manage relationships

+ New relationship Autodetect

From: table (column) ↑ Relationship To: table (column) Status

<input type="checkbox"/> Product (ProductSubcategoryKey)		ProductSubcategory (ProductS...)	Active
<input type="checkbox"/> ProductSubcategory (ProductSubcategoryKey)		ProductCategory (ProductCate...)	Active
<input type="checkbox"/> Sales (channelKey)		Channel (Channel)	Active
<input type="checkbox"/> Sales (DateKey)		Calendar (DateKey)	Active
<input type="checkbox"/> Sales (ProductKey)		Product (ProductKey)	Active
<input type="checkbox"/> Sales (PromotionKey)		Promotion (PromotionKey)	Active
<input type="checkbox"/> Sales (StoreKey)		Stores (StoreKey)	Active
<input type="checkbox"/> Stores (GeographyKey)		Geography (GeographyKey)	Active

Sensitivity Share

Model

Category Subcategory

Geography

Close

All tables +

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9:50 PM  
10-May-25

The screenshot shows the 'Manage relationships' dialog in the Microsoft Power BI Data Model Editor. It lists eight relationships defined between various tables: Product, ProductSubcategory, ProductCategory, Sales, Channel, Calendar, Product, Promotion, Stores, and Geography. Each relationship is represented by a diagram showing cardinalities (e.g., \* to 1) and a status column indicating they are all active. The interface includes a toolbar with 'New relationship' and 'Autodetect' buttons, and a ribbon with 'File', 'Home', and 'Help' tabs. On the left, there are navigation panes for 'Model', 'Category', 'Subcategory', and 'Geography'. The bottom of the screen shows the Windows taskbar with various pinned icons.

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Transform Refresh data Manage relationships New measure column New table New Calculation group

Relationships

Manage roles View as Q&A Language setup Sensitivity schema

Measure table group

Calculation group

Security

Q&A Sensitivity Share

ProductCategory

ProductCategoryKey ProductCategory

ProductSubcategory

ProductSubcategoryKey

Product

BrandName

CategoryName

Manufacturer

ProductDescription

ProductKey

ProductName

ProductSubcategoryKey

UnitCost

UnitSales

ProductSubcategory

Stores

CloseReason

EmployeeCount

GeographyKey

SellingAreaKey

Status

StoreKey

StoreName

StoreType

Geography

ContinentName

GeographyKey

GeographyType

RegionCountryName

Calendar

DayName

DayOffMonth

DayOffName

MonthName

MonthYear

QuarterYear

Year

Sales

ChannelKey

DetailKey

DiscountAmount

DiscountQuantity

ProductKey

PromotionKey

ReturnAmount

ReturnQuantity

SalesAmount

Channel

Channel

ChannelName

Promotion

DiscountPercent

EndDate

PromotionKey

PromotionLabel

PromotionName

StartDate

ProductCategory

ProductSubcategory

Product

Stores

Geography

Product

Promotion

Sales

Channel

Calendar

Geography

ProductCategory

ProductSubcategory

Promotion

Sales

Stores

All tables +

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9:52 PM 10-May-25

The screenshot shows the Microsoft Power BI Data Model view. The main area displays a data model diagram with various tables: ProductCategory, ProductSubcategory, Product, Stores, Sales, Channel, Calendar, and Geography. The Sales table is currently selected, as indicated by the highlighted border. The Properties panel on the right shows the table's properties, including BrandName, CategoryName, Manufacturer, ProductDescription, ProductKey, ProductName, ProductSubcategoryKey, UnitCost, and UnitSales. The ribbon at the top has tabs for File, Home, Help, and various data management tools. The status bar at the bottom shows the current time and date.