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**Lab-3 Analyze the following aspects related to data warehouse**

For a case study identify

Dimension

Facts

Business Subjects

Data granularity

Analyze benefits of star schema

**Case Study: Reliance Jio**

**Dimension**

In this case study, the **dimensions** include:

* **Customer Segments**: Different demographics targeted by Reliance Jio, such as urban youth, families, and businesses.
* **Geographic Locations**: Various regions across India where services were launched.
* **Time Periods**: Key phases of the rollout and subsequent marketing campaigns.

**Facts**

The **facts** associated with Reliance Jio's case study include:

* **Subscriber Growth**: Over 100 million subscribers within the first few months of launch.
* **Market Share**: Achieved a significant market share in the telecom industry, surpassing competitors.
* **Revenue Metrics**: Rapid increase in revenue attributed to data services and customer acquisition.

**Business Subjects**

The **business subjects** involved in this case study encompass:

* **Telecommunications Industry**: The competitive landscape of telecom services in India.
* **Digital Transformation**: How Jio leveraged technology to disrupt traditional telecom models.
* **Marketing Strategies**: Innovative approaches to customer engagement and service delivery.

**Data Granularity**

The **data granularity** in this case study can be described as follows:

* **High Granularity**: Individual subscriber data, including usage patterns, service preferences, and feedback.
* **Low Granularity**: Aggregate data reflecting overall market trends and performance metrics.

**Benefits of Star Schema**

Utilizing a star schema for analyzing Reliance Jio's data can provide several advantages:

* **Simplified Data Access**: Users can easily query data related to subscriber growth and marketing effectiveness without complex joins, enhancing accessibility for business analysts.
* **Faster Query Performance**: With denormalized tables, queries run faster, allowing for real-time insights into customer behavior and service usage.
* **Enhanced Reporting Capabilities**: The star schema supports intuitive reporting tools that can visualize trends in subscriber acquisition and retention effectively.
* **Scalability**: As new services or customer segments are introduced, the star schema can be expanded easily without disrupting existing data structures.
* **Improved Decision-Making**: By providing clear insights into key metrics, the star schema aids management in making informed strategic decisions regarding marketing and service offerings.

In summary, the application of a star schema to Reliance Jio's case study facilitates efficient data analysis, driving better business outcomes through informed decision-making.