Armazéns de Dados

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1

Bibliography

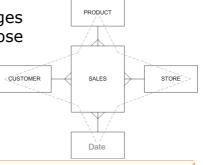
- Mastering the Data Warehouse Design Relational and Dimensional Techniques Claudia Imhoff, Nicholas Galemno, Jonathan G. Geiger Wiley, 2003, First Edition Chapters 2, 3, 4, 5 (pages 29-144)
- "From Enterprise Models to Dimensional Models: A Methodology for Data Warehouse and Data Mart Design"
 Daniel L. Moody, Mark A. R. Kortink
- The Data Warehouse Toolkit: The Complete Guide to Dimensional Modeling Ralph Kimball, Margy Ross Wiley, 2002, Second Edition Chapters 1,...,6

Brief Introduction to Dimensional Data Modeling

3

Dimensional Modeling

- Data modeling for DW is also known as star schema creation
- Based on fact tables and dimension tables
- Dimensional model is very asymmetric
 - one large dominant table in the center of the schema: fact table, with multiple joins connecting to dimension tables
- Dimensional model packages the data in a format whose design goals are:
 - User understandability
 - Query performance
 - Flexibility to change



Dimensional Modeling

- Model simplicity achieved by the reduced number of tables
 - Business users benefit because data is easier to understand and navigate
- Has also performance benefits
- Dimensional models are gracefully extensible to accommodate change
 - -Can accommodate **new dimensions** as long as a single value of that dimension is defined for each existing fact row
 - -Can accommodate **new facts** to the fact table, when the level of detail is consistent with the existing fact table
 - Can supplement preexisting dimension tables with new attributes

5

5

Fact Table

- Primary table in a dimensional model
- Holds
 - -Primary key made up by the foreign keys (composite primary key) that connects to dimension tables
 - Numerical measurements of the business (the facts), which may be analyzed using statistical functions
 - units_sold, value_sold, order_cost, units_ordered, ...

Dimension Tables

- Provide the basis for analyzing data in the fact table
- •Used to answer "WHO", "WHAT", "WHEN", "WHERE" and "WHY" questions about the business events stored in the fact table
- Each dimension table has a non-composite primary key that usually corresponds to one of the components of the composite key in the fact table

7

Fact and Dimension Tables

- There is a 1:N relationship between each dimension table and the fact table
- Fact tables typically have large volumes of rows, while dimension tables have a smaller number
 - -Key advantage: JOIN performance is improved when one large table can be joined with some small tables
 - In many cases the dimension tables are small enough to be fully cached in memory

Schema Types

Star schema

 Fact table in the middle connected to a set of dimension tables

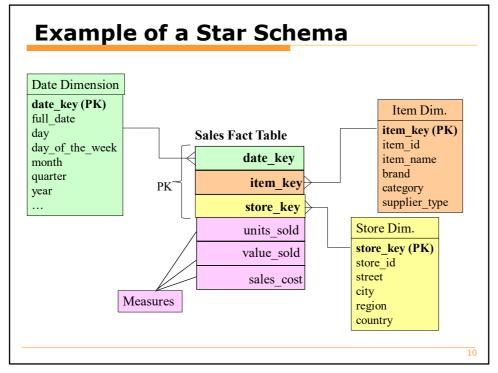
Snowflake schema

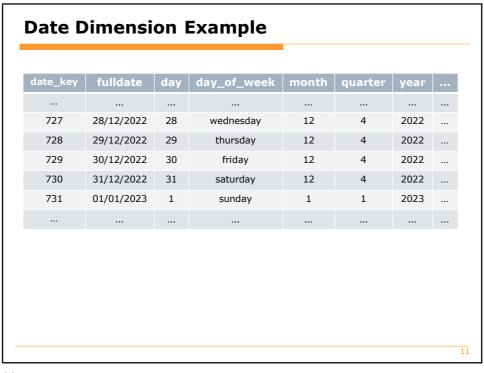
 Refinement of star schema where some dimensional table is normalized into a set of smaller dimension tables, forming a snowflake

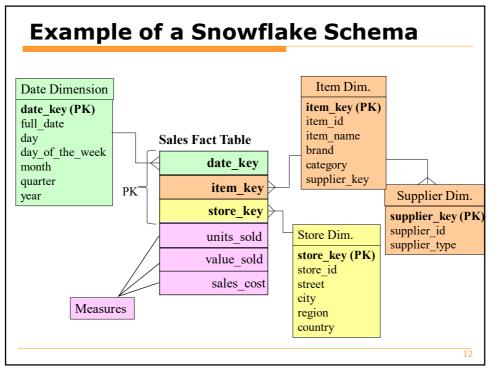
Galaxy schema/Fact constellation

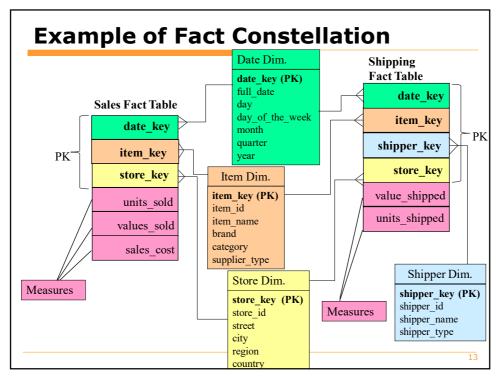
Multiple fact tables share dimension tables,
 viewed as a collection of star schemas

9

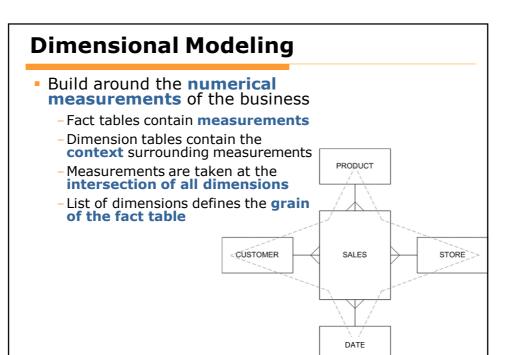








Dimensional Data Modeling



Fact Table

- Is the primary table in a dimensional model
- Holds the measurements of the business
- Composed by a set of foreign keys that connect to the dimension tables
- Its primary key is made up by the set or a subset of the foreign keys
- Role of a normalized n-ary associative entity
- All measurements in a fact table must be at the same grain

Importance of the Granularity Level

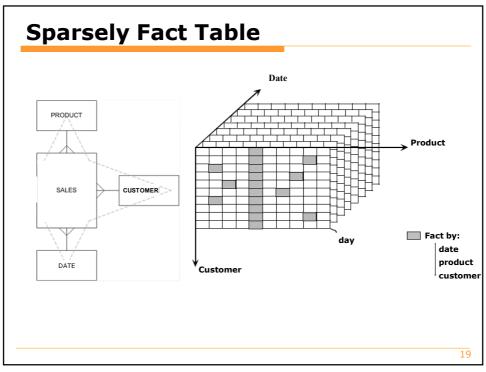
- Business perspective it dictates the potential capability and flexibility of the DW
 - It is impossible to answer questions that require details below the adopted level
- Technical perspective is one of the major determinants of the DW size
 - Has a significant impact on its operating costs and performance
- Project perspective affects the amount of work that the project team will need to perform to create the DW
 - As the granularity level gets into greater levels of detail, the project team needs to deal with more attributes and their relationships

17

17

Fact Table doesn't store "non-events"

- Very important not to try to fill the fact table with zeros representing "nothing happened"
 - If there is no sales activity on a given day, in a given store, for a given product, the record must be left out of the fact table
- By only including true activity, fact tables tend to be quite sparse
- Despite their sparsity, fact tables usually make up
 90% or more of the total space consumed by a dimensional database



Kind of Facts

Additive facts

Best and most useful facts because DW applications bring thousands, or even millions of fact rows at a time, and the most useful thing to do is to add them

Semi-additive facts

Can be added only along some of the dimensions

Non-additive facts

Simply cannot be added at all – can be counted or averaged

20

Kind of Facts

Additive facts

Product Sales							
Product	Day 1	Day 2	Product Total				
P1	200€	300 €	500 €				
P2	30€	20 €	50 €				
P3	100€	300 €	400 €				
P4	40€	60 €	100 €				
P5	300€	100 €	400 €				
Day Total	670€	780 €	1 450 €				

Semi-additive facts

Customer Balance								
Customer	Day 1	Day 2	Customer Total					
C1	200 €	300€	500€					
C2	300 €	100€	400€					
C3	100 €	100€	200€					
C4	400 €	200€	600€					
C5	30 €	40 €	70€					
Day Total	1 030 €	740 €						

Non-additive facts

Sales Margin (sales profit / value sold)							
Product	Day 1	Day 2	Product Total				
P1	33%	35%	68%				
P2	27%	27%	54%				
P3	45%	43%	88%				
P4	17%	16%	33%				
P5	8%	12%	20%				
Day Total	130%	133%	263%				

21

21

Dimension Tables

- Define the details of each transaction
- Dimension tables answer the "who", "what", "when", "where" and "why" of a business event
 - -For example, a sales transaction may be defined by a number of components:

Customer: who made the purchase

Product: what was sold
Store: where it was sold
Date: when it was sold

• Promotion: why it was sold

Dimension Tables

- Provide the context for fact tables, that is, the context for all the measures
- Dimension tables have many columns or attributes
 - -Usual for a dimension to have between 50 to 100 attributes
 - Relatively small in terms of the number of rows
 - -Usually much smaller than fact tables
- Best attributes are textual and discrete
- Entry points into the fact table

23

23

Dimension Attributes

- Serve as the primary source of query constraints, groupings, and report labels
- Key to making the DW usable and understandable –
 DW is only as good as the dimension attributes
- Each dimension is defined by its single primary key
 surrogate key, which serves as the basis for referential integrity with the fact table(s) to which it is joined

Surrogate Keys

- Joins between dimensions and fact tables should be based on meaningless integer surrogate keys
 - Other names: integer keys, no natural keys, artificial keys, synthetic keys
- Must be assigned sequentially
- Benefits:
 - Performance advantages
 - Protects the DW from operational changes
 - Allow the integration of data from multiple operational source systems
 - Allow to define artificial keys without meaning in operational systems, like "not applicable", "no effect", ...

25

25

Dimension Tables - Hierarchies

- Dimension tables typically are highly denormalized
- Often contain hierarchical relationships in the business
 - Example: Product dimension table products roll up into subcategories and then into categories
- Hierarchical descriptive information is stored redundantly, to promote ease of use and query performance
- Usually small
 - < 10% of total data storage requirements
 - Since dimension tables are geometrically smaller than fact tables, improving storage efficiency by snow-flaking has virtually no impact on the overall database size

26

The Grocery Store

27

Grocery Store Business - Brief Description

- The business has 500 large grocery stores spread over the country. Each store is divided by departments such as grocery, frozen foods, dairy, meat, bakery, floral, drugs,... Each store has roughly 60000 individual products (called Stock Keeping Units SKUs) on its shelves. About 40000 SKUs come from outside manufactures and have bar codes called Universal Product Codes UPCs.
- The remaining 20000 SKUs come from departments like the meat, bakery, or floral departments and don't have UPC codes.
 Nevertheless, as a grocery store, these products also have SKU numbers assigned to them.
- At the grocery store, management is concerned with the sales of the products as well as maximizing the profit at each store. The most significant management decisions have to do with pricing, promotions and good visibility of promotions.

Kimball Dimensional Modeling Steps

1. Identify the business process

 Business process is a major operational process supported by some computational system(s) from which data can be collected for the purpose of data warehousing (e.g.: orders)

2. Identify the level of detail (grain)

- Detail level of the data to be represented in the fact table
- Determines the dimensionality of the underlying database and has a profound impact on its size

3. Identify the dimensions

- Choose the dimensions that will apply to each fact table
- For each dimension describe all its attributes

4. Identify the facts

Choose the measures that will populate each fact table record

29

29

Modelling Grocery Store Business

1. Business process

Sales

2. Granularity level (level of detail)

Options:

- Sales of products by store by promotion and by individual customer ticket transaction
 - → In this grocery store chain, there is no effective way of identifying individual customers at the cash register
- Sales of products by store by promotion and by day (or by week or by month)
 - Weekly or monthly storage item movement would miss too many important analysis, such as difference in sales between Mondays and Saturdays

Best grain for this grocery store chain DW is considered to be the **product (or SKU) sales, by store, by promotion** and by day

Modelling Grocery Store Business

3. Dimensions involved

- Date
- Product
- Store
- Promotion

4. Facts/Measures of interest

- Value sold
- Units sold
- Sales cost
- Sales profit
- Sales margin

31

31

Date Dimension

 Date dimension is present in every DW, because every DW is a time series

Date Dimension

date-key

full-date day-week day-number-month day-number-year week-number month-name month-number semester quarter year last-day-month-flag season

Unlike almost all the other dimensions, date dimension can be build in advance – five or ten year of history records can be loaded, as well the next few years

- Surrogate key assigned to the date dimension should be assigned consecutively in the order of date
- It's the only dimension where the surrogate key has a relationship with the underlying semantics of the dimension

Time of Day as a Dimension or Fact

- Time (of day) dimension has one row per discrete time period necessary to the business
 - Example: each second or minute within a 24-hour period
- Time (of day) must be separated from the date dimension to avoid an explosion in the row count
- •Preferred modeling design if we need to support the roll-up of time periods into more summarized groupings for reporting and analysis, such as 15-minute interval, half-hours, hours, ...
- If there is no need to roll up/drill down or filter on time-of-day groups, then time can be treated as a simple numeric fact
 - Time of day can be expressed as the number of minutes or seconds since 00:00

33

33

Separate Date and Time Dimensions

date_key	fulldate	day	day_of_week	month	quarter	year	•••
727	28/12/2022	28	wednesday	12	4	2022	
728	29/12/2022	29	thursday	12	4	2022	
729	30/12/2022	30	friday	12	4	2022	
730	31/12/2022	31	saturday	12	4	2022	

time_key	fulltime	hour	minute	second	period	
1527	11:03:20	11	03	20	Morning	
1528	11:03:21	11	03	21	Morning	
1529	11:03:22	11	03	22	Morning	
1530	11:03:23	11	03	23	Morning	

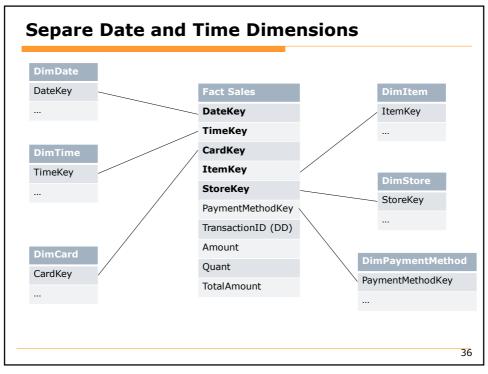
34

Separate Date and Time Dimensions

- Nr. of Records for Date Dimension
 - -Granularity: day
 - -Period: 20 years
 - -365 * 20 + 5 (leap years) = 7 305 records
- Nr. of Records for Time Dimension
 - -Granularity: second
 - -Period: 24 hours
 - -60 * 60 * 24 = 86 400 records

35

35



Single Date and Time Dimension

datetime _key	fulldate	day	day_of_week	fulltime	hour	minute	second
17274	28/12/2022	28	wednesday	11:03:20	11	03	20
17275	28/12/2022	28	wednesday	11:03:21	11	03	21
17276	28/12/2022	28	wednesday	11:03:22	11	03	22
17277	28/12/2022	28	wednesday	11:03:23	11	03	23
17278	28/12/2022	28	wednesday	11:03:24	11	03	24
17279	28/12/2022	28	wednesday	11:03:25	11	03	25
17280	28/12/2022	28	wednesday	11:03:26	11	03	26
17281	28/12/2022	28	wednesday	11:03:27	11	03	27

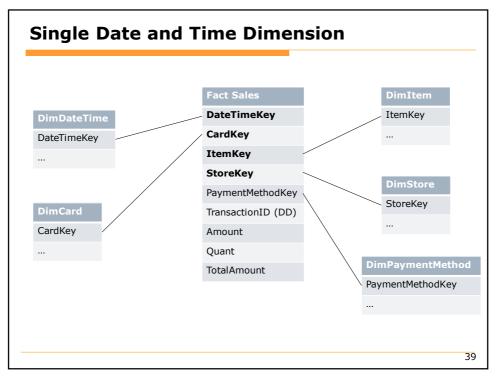
37

Single Date and Time Dimension

- Nr. of Records for Date Dimension
 - Granularity: day second
 - -Period: 24 hours of 20 years
 - -(365 * 20 + 5) * (60 * 60 * 24) =

7305 * 86400 = 631152000 records

38



Product Dimension

Product dimension describes every SKU with as many descriptive attributes as possible, including the **existing hierarchies**

product Dimension product-key SKU-description SKU-number package-size brand subcategory category department package-type diet-type weight weight-unit

It is possible to **browse** among dimension attributes **whether or not they belong to a hierarchy** and it is possible to **roll up** and **drill down** using the attributes that **belong to a hierarchy**

40

Store Dimension

Store dimension describes every store in the grocery chain – **geographic dimension**

Store Dimension

store-key

store-name store-number

store-address

store-zip

store-city store-district

store-region

store-manager open-date

last-remodel-date

store-sqft grocery-sqft

Numeric attributes, however they are clearly a constant attribute of store

41

41

Promotion Dimension

- Promotion dimension describes each promotion condition under which a product is sold in the grocery chain
- Causal dimension describes factors that cause a change in product sales
- Needs a special register "N/A" to join sales in fact table without promotion

Promotion Dimension

promotion-key

promotion-name price-reduction-type ad-type

display-type coupon-type

ad-media-name

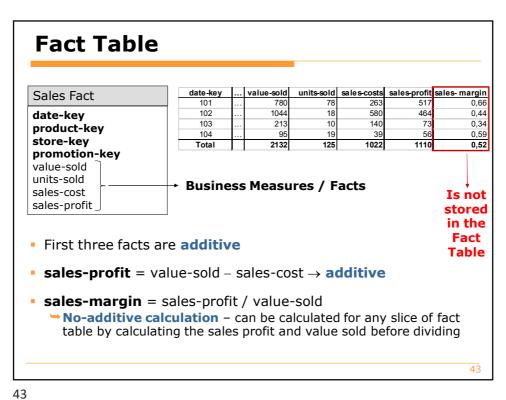
display-provider

promo-cost

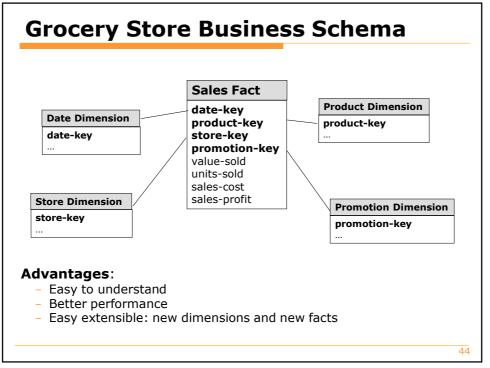
promo-begin-date

promo-end-date

42



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Typical Query on a Star Schema

 Sales for the year of 2019 of the store "Oxford Street" by brand

```
SELECT p.brand, sum(f.value-sold), sum(f.units-sold)

FROM Product p, Date d, Store s, SalesFact f

WHERE f.product-key = p.product-key

AND f.store-key = s.store-key

AND f.date-key = d.date-key

AND d.year = 2019

AND s.store-name = "Oxford Street"

GROUP BY p.brand
```

- First, constraints (slicing) are processed for each dimension
- Each dimension produce a set of candidate keys
- Candidate keys are combined (by Cartesian product) to build the composite keys to be searched in the fact table
- All rows in the fact table are selected, grouped and aggregated according to the query

45

45

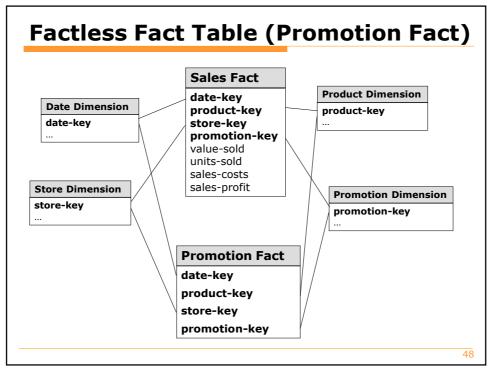
Grocery Store Business Schema Sales Fact Product Dimension date-key **Date Dimension** product-key product-key date-key store-key promotion-key value-sold units-sold sales-cost sales-profit **Store Dimension Promotion Dimension** store-key promotion-key Grocery store star schema cannot answer an important question: - What products were on promotion but didn't sell?

Factless Fact Table

- Sales fact table only records products sold there are no fact table rows with zero facts
- To know which products on promotion that didn't sell is necessary a second fact table promotion
- Promotion coverage fact table
 - Keys: date, product, store, and promotion
 - Grain: one row for each product on promotion in a store each day
 - Measures: no measures
 - This kind of fact table without metrics is called Factless Fact Table

47

47



Degenerate Dimension Sales Fact date-key time-key Fact table customer-key primary key

store-key promotion-key POS-transaction-nr → Degenerate dimension

sales-profit

product-key

quantity unit-price unit-cost Facts / total-value measures total-cost

- Document control numbers such as order numbers, invoicenumbers,... are represented as degenerate dimensions dimension keys with no corresponding dimension tables
- Provide a direct reference to the operational system

49

Dimensional Model for Inventory Periodic Snapshot

Modelling Inventory Periodic Snapshot

1. Business process

- Inventory
 - · Optimized inventory levels can have an impact on profitability
 - Making sure the right product is in the right store at the right time minimizes out-of-stocks and reduces overall inventory carrying costs

2. Granularity

- Daily quantity on stock by product and store

3. Dimensions

- Date
- Product
- Store

4. Facts

- Quantity on stock
- ..

51

51

Inventory Periodic Snapshot Schema Inventory Fact date-key **Date Dimension** product-key **Product Dimension** date-key store-key product-key quantity_stock **Store Dimension** store-key Dimensions are the same as on the grocery store schema Dimension tables must have additional attributes useful for inventory analysis, such as: Product dimension: Minimum reorder quantity Store dimension: Frozen and refrigerated storage square footages

Fact Table Sizing

- Inventory fact tables are very dense by nature every product must be represented in every store, every day
 - 60000 products × 500 stores × 1095 days (3 years) = 32,85 billion records
 - Size of fact record: 8 bytes
 - Fact table size = 32,85 billion records \times 8 bytes = 244,75 GB
- Dense inventory databases require some compromises
 - Keep the last 30 days of inventory at the daily level
 - Revert to weekly inventory the most recent 11 months
 - Revert to monthly inventory snapshots the prior two years
 - Instead of 1095 time snapshots, the number is reduced to:
 - 30 + 48 + 24 = 102 snapshots, which reduces database size more than a factor of 10

53

53

Semi-additive Facts

Store	S1	S2
	2 un. P1	3 un. P1
	3 un. P2	1 un. P2
Day1	1 un. P3	3 un. P3
	4 un. P4	2 un. P4
	3 un. P5	4 un. P5
	1 un. P1	2 un. P2
Day 2	3 un. P2	1 un. P2
	4 un. P3	5 un. P3
	2 un. P4	0 un. P4
	1 un. P5	1 un. P5

- Given a product and a date the **quantity on stock** can be summed-up by stores
- Given a product and a store it is not possible to sum-up by date
- Possible aggregations on store S1 for product P4:
 - -Average = (4+2)/2=3 → average over nr. of periods
 - -Min=2
 - -Max=4

54

Semi-additive Facts

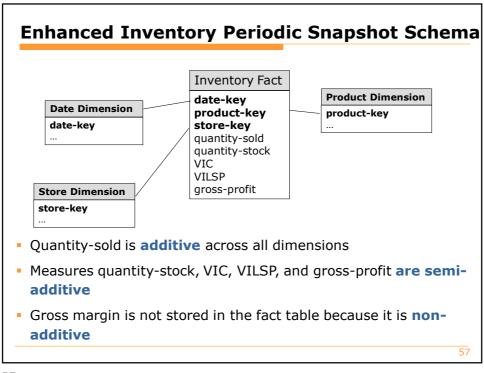
All measures that represent snapshots of a level or balance at one point in time (inventory levels, financial account balances, and measures such as weights) are **inherently non-additive across the date (and time) dimension(s)** – in these cases, the measure may be aggregated usefully across date (and time), for example, by averaging over the number of periods

55

55

Enhanced Inventory Facts

- Quantity on stock needs to be used in conjunction with additional facts to develop other metrics
 - -Quantity sold
 - -Stock financial value
 - Value of the Inventory Cost (VIC)
 - VIC = Stock Quantity * Unit Cost
 - Value of the Inventory at Latest Selling Price (VILSP)
 - VILSP = Stock Quantity * Unit Price
 - With previous measures is possible to calculate:
 - Gross Profit = VILSP VIC
 - Gross Margin = Gross Profit / VILSP



Slowly Changing Dimensions

Dimension Characteristics

- Up to this point we have assumed that dimensions are independent of time
- While dimension table attributes are relatively static in the real world, their values are not fixed forever
- Dimension attributes can change slowly over time
 - Products change size and weight
 - Customers relocate
 - Stores change layouts
 - Sales staff are assigned to different locations
- In a DW it is necessary to know the history of values to match the history of facts with the correct dimensional records at the time the facts happened

59

59

Slowly Changing Dimension Techniques

- For each attribute in dimension tables, it is necessary a strategy to handle change
- When an attribute value changes in the operational system, the five strategies most common to respond to that change are:
 - **-Type 1**: Overwrite the value
 - -Type 2: Add a dimension row
 - -Type 3: Add a dimension column
 - Type 4: New history table
 - Type 6: Hybrid approach
- Each strategy results in a different degree of tracking changes over time

60

Type 1: Overwrite the Value

- Overwrites the old attribute value in the dimension row, replacing it with the current value
 - Attribute always reflects the most recent assignment
 - No changes are needed elsewhere in the dimension record
 - No keys are affected anywhere in the DW
 - Easiest to implement
 - It is impossible to track history
- Appropriate for corrections or when there is no interest in keeping the old value
 - Example: consider an electronic retailer whose marketing person decides that a specific software product must belong to the Strategy department instead of the Education department

Product Key	Product Description	Department	SKU Number (Natural Key)	
12345	IntelliKidz 1.0	Education	ABC922-Z	

61

61

Type 1: Overwrite the Value

Updated row:

	Product Key	Product Description	Department	SKU Number (Natural Key)	
11.	12345	IntelliKidz 1.0	Strategy	ABC922-Z	

- Product key is the dimension key
- SKU is a natural key must remain inviolate
- No dimension or fact table keys were modified when the IntelliKidz's department changed
- Rows in the fact table still reference product key 12345, regardless of IntelliKidz's departmental location
- Any previous aggregations on this attribute will change and should be recalculated
- No history is recorded

Type 2: Add a Dimension Row

- Create an additional dimension record at the time of the change with the new attribute value
 - Segments history very accurately between the old description and the new description
- Predominant technique for supporting slowly changing dimensions
- Represents prior history correctly
- Gracefully tracks as many dimension changes as required
- One downside is to accelerate dimension table growth

63

63

Type 2: Add a Dimension Row

Product Key	Product Description	Department	SKU Number (Natural Key)	Effective Date	Expired Date
12345	IntelliKidz 1.0	Education	ABC922-Z	11/02/2019	19/09/2020
25984	IntelliKidz 1.0	Strategy	ABC922-Z	19/09/2020	

- Each of the separate surrogate keys identifies a unique product attribute profile that was true for a span of time
- In the fact table
 - Fact rows for IntelliKidz prior to the date of change, would reference product key 12345
 - When the product was moved to the Strategy department, fact rows reference product key 25984 to reflect the change
- Constrains
 - On the department attribute, precisely differentiate between the two product profiles
 - On the **product description**, brings the complete product history
 - On the count distinct **SKU number** natural key, brings the correct number of products

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Type 2: Add a Dimension Row

- Includes an effective and expired date stamp on a dimension row with type 2 changes
 - Date stamp refers to the moment when the attribute values in the row become valid (or invalid in case of expiration date)
 - Effective and expiration date attributes are needed to know which surrogate key is valid when loading fact records
- No need to update existing aggregation tables

65

65

Type 3: Add a Dimension Column

- Sometimes it is useful the ability to see fact data as if the change never occurred
- Happens most frequently with sales force reorganizations
 - District boundaries have been redrawn, but some users still want the ability to see today's sales in terms of yesterday's district lines just to see how they would have done under the old organizational structure
 - For a few transitional months, there may be a desire to track history in terms of the new district and conversely to track new data in terms of old district
- Type 2 SCD doesn't support this requirement
- While type 2 strategy partitions history, it does not allow to associate the new attribute value with old fact history, or vice versa

Type 3: Add a Dimension Column

- New dimension row is not created, but rather a new column is added to capture the attribute change
- In the case of IntelliKidz
 - Product dimension table is altered to add a prior department attribute
 - Prior department attribute is populated with the existing department value (Education)
 - Department attribute is updated to reflect the new value (Strategy)

	Product Description	Department	Prior Department	SKU Number (Natural Key)
12345	IntelliKidz 1.0	Strategy	Education	ABC922-Z

67

67

Type 3: Add a Dimension Column

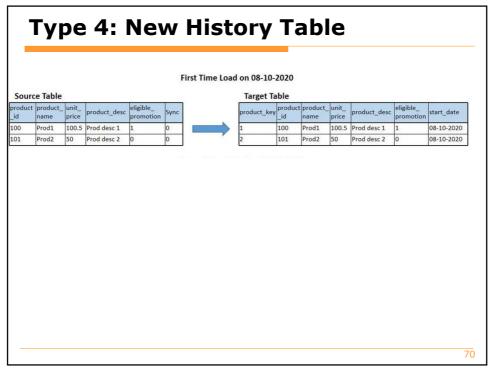
- All existing reports and queries use the new department description immediately
 - Similar effect to Type 1 SCD
 - Any previous aggregations must be recalculated
 - Still possible to analyse/report on the old department value by querying on the prior department attribute
- Allows to see new and historical fact data by either the new or prior attribute value
- Appropriate when there is a strong need to support two views of the world simultaneously
- Although the change has occurred, it is still logically possible to act as
 if it has not
- Inappropriate if it is necessary to track the impact of numerous intermediate attribute values – in this case a type 2 response should be used

Type 4: New History Table

- Idea behind is almost the same as SCD Type 2
- Also maintains the historical data but not in the same table
- Creates a new history table to keep the historical data
- Makes dimensions smaller, reduces complexity and improves performance if the majority of uses only need the current value
- Provides a solution to handle the rapid changes in the dimension tables, that causes performance and maintenance issues when using SCD Type 2

69

69



Type 6: Hybrid Approach

- Hybrid approach that combines the three fundamental SCD techniques
- Characteristics
 - Creates a new row to capture the change (SCD Type 2)
 - Has an attribute to reflect an alternative view of the world (SCD Type 3)
 - Values are overwritten for all earlier dimension rows for a given change (SCD Type 1)
- **Type 6** = Type 2 + Type 3 + Type 1
- Adds current attributes alongside the historical attributes so measures can be grouped by the historical or current dimension attribute values

71

71

Type 6: Hybrid Approach

Original row in Product dimension:

Product Key		AND THE WORLD	Historic Department Name	Current Department Name	Row Effective Date	Row Expiration Date	Current Row Indicator
12345	ABC922-Z	IntelliKidz	Education	Education	2012-01-01		Current