AdventureWorks2017 solutions for the queries

1) What are the sales, product costs, profit, number of orders & quantity ordered for internet sales by product category and ranked by sales?

```
select PC.[Name] as Product_Category,
count(SD.[SalesOrderID]) as No_Of_Orders,
concat('$',sum([LineTotal])) as Sales_amount,
concat('$',sum([StandardCost])) as Total_product_cost,
concat('$',sum([LineTotal]-[StandardCost])) as Total_Profit,
sum([OrderQty]) as Total_Order_Quanity
from [Sales].[SalesOrderDetail] SD
join [Production].[Product] P on P.[ProductID]=SD.[ProductID]
join [Production].[ProductSubcategory] PSC on
PSC.[ProductSubcategoryID]=P.[ProductSubcategoryID]
join [Production].[ProductCategory] PC on PC.[ProductCategoryID]=PSC.[ProductCategoryID]
join [Sales].[SalesOrderHeader] SH on SH.SalesOrderID=SD.SalesOrderID
where SH.OnlineOrderFlag=1
group by PC.[Name]
order by sum([LineTotal]) desc;
```

2) What are the sales, product costs, profit, number of orders & quantity ordered for reseller sales by product category and ranked by sales?

```
select PC.[Name] as Product_Category,
count(SD.[SalesOrderID]) as No_Of_Orders,
concat('$',sum([LineTotal])) as Sales_amount,
concat('$',sum([StandardCost])) as Total_product_cost,
concat('$',sum([LineTotal]-[StandardCost])) as Total_Profit,
```

```
sum([OrderQty]) as Total_Order_Quanity
from [Sales].[SalesOrderDetail] SD
join [Production].[Product] P on P.[ProductID]=SD.[ProductID]
join [Production].[ProductSubcategory] PSC on
PSC.[ProductSubcategoryID]=P.[ProductSubcategoryID]
join [Production].[ProductCategory] PC on PC.[ProductCategoryID]=PSC.[ProductCategoryID]
join [Sales].[SalesOrderHeader] SH on SH.SalesOrderID=SD.SalesOrderID
where SH.OnlineOrderFlag=0
group by PC.[Name]
order by sum([LineTotal]) desc;
3) What are the sales, product costs, profit, number of orders & quantity ordered for both internet
& reseller sales by product category and ranked by sales?
select PC.[Name] as Product_Category,
count(SD.[SalesOrderID]) as No_Of_Orders,
concat('$',sum([LineTotal])) as Sales amount,
concat('$',sum([StandardCost])) as Total_product_cost,
concat('$',sum([LineTotal]-[StandardCost])) as Total_Profit,
sum([OrderQty]) as Total_Order_Quanity
from [Sales].[SalesOrderDetail] SD
join [Production].[Product] P on P.[ProductID]=SD.[ProductID]
join [Production].[ProductSubcategory] PSC on
PSC.[ProductSubcategoryID]=P.[ProductSubcategoryID]
join [Production].[ProductCategory] PC on PC.[ProductCategoryID]=PSC.[ProductCategoryID]
join [Sales].[SalesOrderHeader] SH on SH.SalesOrderID=SD.SalesOrderID
group by PC.[Name]
order by sum([LineTotal]) desc;
```

4) What are the sales, product costs, profit, number of orders & quantity ordered for product category Accessories broken-down by Product Hierarchy (Category, Subcategory, Model & Product) for both internet & reseller sales?

```
select PC.[Name] as Product_Category,
count(so.[SalesOrderID]) as No_Of_Orders,
concat('$',sum([LineTotal])) as Sales_amount,
concat('$',sum([StandardCost])) as Total_product_cost,
concat('$',sum([LineTotal]-[StandardCost])) as Total_Profit,
sum([OrderQty]) as Total_Order_Quanity
from [Sales].[SalesOrderHeader] as so
join [Sales].[SalesOrderDetail] od on od.SalesOrderID = so.SalesOrderID
join [Production].[Product] p on p.ProductID = od.ProductID
join [Production].[ProductSubcategory] ps on ps.ProductSubcategoryID =
p.ProductSubcategoryID
join [Production].[ProductCategory] pc on pc.ProductCategoryID = pc.ProductCategoryID
join [Production].[ProductModel] pm on pm.ProductModelID = p.ProductModelID
where pc.Name = 'Accessories'
group by pc.Name
order by sum(LineTotal) desc;
```

5) What are the sales, product costs, profit, number of orders & quantity ordered for both internet & reseller sales by country and ranked by sales?

```
select concat('$', sum(LineTotal)) as Sales,
concat('$', sum(StandardCost)) as ProductCost,
concat('$', sum((LineTotal) - (StandardCost))) as Profit,
sum(od.OrderQty) as NoOfOrders, st.CountryRegionCode
from [Sales].[SalesOrderHeader] as so
```

```
join [Sales].[SalesOrderDetail] od on od.SalesOrderID = so.SalesOrderID
join [Production].[Product] p on p.ProductID = od.ProductID
join [Sales].[SalesTerritory] st on st.TerritoryID = so.TerritoryID
group by st.CountryRegionCode
order by sum(LineTotal) desc;
```

6) What are the sales, product costs, profit, number of orders & quantity ordered for France by city and ranked by sales for both internet & reseller sales?

```
select concat('$', sum(LineTotal)) as Sales,
concat('$', sum(StandardCost)) as ProductCost,
concat('$', sum((LineTotal) - (StandardCost))) as Profit,
sum(od.OrderQty) as NoOfOrders, st.CountryRegionCode
from [Sales].[SalesOrderHeader] as so
join [Sales].[SalesOrderDetail] od on od.SalesOrderID = so.SalesOrderID
join [Production].[Product] p on p.ProductID = od.ProductID
join [Sales].[SalesTerritory] st on st.TerritoryID = so.TerritoryID
where st.CountryRegionCode = 'FR'
group by st.CountryRegionCode
order by sum(LineTotal) desc;
```

7) What are the top ten resellers by reseller hierarchy (business type, reseller name) ranked by sales?

```
SELECT top 10 ST.Name,[BusinessEntityID], SUM(SOD.LineTotal) as Total_Sales FROM [Sales].[SalesOrderHeader] SOH join [Sales].[SalesOrderDetail] SOD on SOD.[SalesOrderID]=SOH.[SalesOrderID] join Sales.Store ST on SOH.SalesPersonID = ST.SalesPersonID GROUP BY st.Name,[BusinessEntityID], sod.LineTotal
```

```
ORDER BY Total_Sales desc;
8) What are the top ten (internet) customers ranked by sales?
Select top 10 FirstName, Lastname,
CONCAT('$', SUM(LineTotal)) as Sales
from [Person].[Person]
join [Sales].[Customer] on [Person].[Person].BusinessEntityID = [Sales].[Customer].PersonID
join [Sales].[SalesOrderHeader] on [Sales].[Customer].CustomerID =
[Sales].[SalesOrderHeader].CustomerID
join Sales.SalesOrderDetail on Sales.SalesOrderHeader.SalesOrderID =
Sales.SalesOrderDetail.SalesOrderID
where OnlineOrderFlag = 1
group by FirstName, Lastname
order by SUM(LineTotal) desc;
9) What are the sales, product costs, profit, number of orders & quantity ordered by Customer
Occupation?
select occ.Occupation, concat('\$',sum([LineTotal])) as Sales amount,
concat('$',sum([StandardCost])) as Total_product_cost,
concat('$',sum([LineTotal]-[StandardCost])) as Total_Profit ,
count(sod.[SalesOrderID]) as No_Of_Orders,
sum([OrderQty]) as Total_Order_Quanity
from Sales.SalesOrderDetail sod, Production.Product prod,
Sales.SalesOrderHeader soh, Production. ProductSubcategory psc,
Production.ProductCategory pc, Person.Person per,
```

Sales. Customer cust, Sales. vPersonDemographics occ

where sod.SalesOrderID=soh.SalesOrderID and

```
prod.ProductSubcategoryID=psc.ProductSubcategoryID
and psc.ProductCategoryID=pc.ProductCategoryID and
sod.ProductID=prod.ProductID and
soh.CustomerID = cust.CustomerID and
cust.CustomerID = per.BusinessEntityID and
per.BusinessEntityID = occ.BusinessEntityID and
soh.OnlineOrderFlag in (0,1)
group by occ.Occupation;
```

10. What are the ranked sales of the sales people (employees)?

SELECT SalesPersonID, concat('\$',SUM([LineTotal])) as Total_Sales,

DENSE_RANK() over(order by SUM([LineTotal]) desc) as rnk

FROM Sales.SalesOrderHeader soh

join [Sales].[SalesOrderDetail] SOD on SOD.SalesOrderID=soh.SalesOrderID

WHERE SalesPersonID is not null

GROUP BY SalesPersonID

ORDER BY Total_Sales desc;

11) What are the sales, discount amounts (promotion discounts), profit and promotion % of sales for Reseller Sales by Promotion Hierarchy (Category, Type & Name) – sorted descending by sales.?

select concat('\$',sum([LineTotal])) as Sales_amount, Sales.SalesOrderDetail.unitpricediscount as Discount,

concat('\$',sum([LineTotal]-[StandardCost])) as Total_Profit,

Sales.SpecialOffer.DiscountPct as Promotional_Sales_Percent,

Sales.SpecialOffer.Category as Sales_Offer_Category, Sales.SpecialOffer.Type as Offer_Type,

Sales.SpecialOffer.Description as Offer_Desc

from sales.SalesOrderHeader

inner join Sales.SalesOrderDetail on Sales.SalesOrderHeader.SalesOrderID = Sales.SalesOrderDetail.SalesOrderID

inner join Production.Product on Sales.SalesOrderDetail.ProductID = Production.Product.ProductID

inner join Sales.SpecialOffer on Sales.SalesOrderDetail.SpecialOfferID = Sales.SpecialOffer.SpecialOfferID

where Sales. Sales Order Header. Online Order Flag = 0

group by Sales.SpecialOffer.Category, Sales.SpecialOffer.Type, Sales.SpecialOffer.Description,

Sales.SpecialOffer.DiscountPct,Sales.SalesOrderDetail.unitpricediscount

order by sum([LineTotal]) desc;

12) What are the sales, product costs, profit, number of orders & quantity ordered by Sales Territory Hierarchy (Group, Country, region) and ranked by sales for both internet & reseller sales?

Select [Sales].[SalesTerritory].Name as TerritoryName,

[Sales].[SalesTerritory].[Group] as TerritoryGroup,

[Person].[CountryRegion].Name as CountryRegion,

CONCAT('\$',SUM(LineTotal)) as Sales,

CONCAT('\$',SUM([StandardCost])) as TotalProductCost,

CONCAT('\$',SUM(LineTotal - StandardCost)) as TotalProfit,

COUNT(Sales.SalesOrderDetail.SalesOrderID) as NoOfOrders,

SUM(OrderQty) as OrderedQuantity

from [Sales].[SalesOrderDetail]

join Sales.SalesOrderHeader on Sales.SalesOrderHeader.SalesOrderID = Sales.SalesOrderDetail.SalesOrderID

join [Production].[Product] on [Production].[Product].[ProductID] = [Sales].[SalesOrderDetail].ProductID

join [Sales].[SalesTerritory]on [Sales].[SalesOrderHeader].TerritoryID = [Sales].[SalesTerritory].TerritoryID

```
join [Person].[CountryRegion] on [Sales].[SalesTerritory].CountryRegionCode =
[Person].[CountryRegion].CountryRegionCode
group by [Sales].[SalesTerritory].Name,
[Sales].[SalesTerritory].[Group],
[Person].[CountryRegion].Name
order by SUM(LineTotal)desc;
13) What are the sales by year by sales channels (internet, reseller & total)?
select OnlineOrderFlag, year(OrderDate) as year, sum(TotalDue) as Total_Sales
from Sales.SalesOrderHeader
group by rollup (year(OrderDate), OnlineOrderFlag);
14) What are the total sales by month (& year)?
select datename(month, sales. Sales Order Header. Order Date) as Month,
year(sales.SalesOrderHeader.OrderDate) as Year,sum(TotalDue) as Total_Sales
from Sales.SalesOrderHeader
inner join Sales.SalesOrderDetail on
Sales.SalesOrderHeader.SalesOrderID=sales.SalesOrderDetail.SalesOrderID
group by
year(sales.SalesOrderHeader.OrderDate),datename(month,sales.SalesOrderHeader.OrderDate)
order by year(sales.SalesOrderHeader.OrderDate),
datename(month, sales. Sales Order Header. Order Date);
```

AdventureWorks2017DW solutions for the queries

1) What are the sales, product costs, profit, number of orders & quantity ordered for internet sales by product category and ranked by sales?

```
select pc.EnglishProductCategoryName as Product_Category,
concat('$',sum(fis.SalesAmount)) as Sales,
concat('$', sum(fis.ProductStandardCost)) as ProductStandardCost,
concat('$', sum((fis.SalesAmount) - (fis.ProductStandardCost))) as Profit,
count(fis.SalesOrderNumber) as No_of_orders,
sum(fis.OrderQuantity) as Total_OrderQuantity
from [dbo].[FactInternetSales] as fis
join [dbo].[DimProduct] p on p.ProductKey = fis.ProductKey
join [dbo].[DimProductSubcategory] ps on ps.ProductSubcategoryKey =
p.ProductSubcategoryKey
join [dbo].[DimProductCategory] pc on pc.ProductCategoryKey = ps.ProductCategoryKey
group by pc.EnglishProductCategoryName
order by sum(fis.SalesAmount) desc;
```

2) What are the sales, product costs, profit, number of orders & quantity ordered for reseller sales by product category and ranked by sales?

```
select pc.EnglishProductCategoryName as Product_Category,
concat('$',sum(frs.SalesAmount)) as Sales,
concat('$', sum(frs.ProductStandardCost)) as ProductStandardCost,
concat('$', sum((frs.SalesAmount) - (frs.ProductStandardCost))) as Profit,
count(frs.SalesOrderNumber) as No_of_orders,
sum(frs.OrderQuantity) as Total_OrderQuantity
```

```
from [dbo].[FactResellerSales] as frs
join [dbo].[DimProduct] p on p.ProductKey = frs.ProductKey
join [dbo].[DimProductSubcategory] ps on ps.ProductSubcategoryKey =
p.ProductSubcategoryKey
join [dbo].[DimProductCategory] pc on pc.ProductCategoryKey = ps.ProductCategoryKey
group by pc.EnglishProductCategoryName
order by sum(frs.SalesAmount) desc;
3) What are the sales, product costs, profit, number of orders & quantity ordered for both internet
& reseller sales by product category and ranked by sales?
select pc.EnglishProductCategoryName as Product_Category,
count(fis.SalesOrderNumber)+count(frs.SalesOrderNumber),
concat('$',sum(fis.SalesAmount)+sum(frs.SalesAmount)) as Sales,
concat('$', sum(fis.ProductStandardCost)+sum(frs.ProductStandardCost)) as
ProductStandardCost.
concat('$', sum((fis.SalesAmount) - (fis.ProductStandardCost))+ sum((frs.SalesAmount) -
(frs.ProductStandardCost))) as Profit,
sum(fis.OrderQuantity)+ sum(frs.OrderQuantity) as OrderQuantity
from [dbo].[DimProduct] as p
left join [dbo].[FactInternetSales] fis on p.ProductKey = fis.ProductKey
left join [dbo].[FactResellerSales] frs on p.ProductKey = frs.ProductKey
join [dbo].[DimProductSubcategory] ps on ps.ProductSubcategoryKey =
p. Product Subcategory Key \\
join [dbo].[DimProductCategory] pc on pc.ProductCategoryKey = ps.ProductCategoryKey
group by pc.EnglishProductCategoryName
order by sum(fis.SalesAmount) + sum(frs.SalesAmount) desc;
```

4) What are the sales, product costs, profit, number of orders & quantity ordered for product category Accessories broken-down by Product Hierarchy (Category, Subcategory, Model & Product) for both internet & reseller sales?

```
select pc.EnglishProductCategoryName as Product_Category,
concat('$',sum(fis.SalesAmount)+sum(frs.SalesAmount)) as Sales,
concat('$', sum(fis.ProductStandardCost)+sum(frs.ProductStandardCost)) as
ProductStandardCost,
concat('$', sum((fis.SalesAmount) - (fis.ProductStandardCost))+ sum(frs.SalesAmount) -
sum(frs.ProductStandardCost)) as Profit.
sum(fis.OrderQuantity)+ sum(frs.OrderQuantity) as OrderQuantity,
ps.EnglishProductSubcategoryName,
p.ModelName,p.EnglishProductName
from [dbo].[DimProduct] as p
join [dbo].[FactInternetSales] fis on p.ProductKey = fis.ProductKey
join [dbo].[FactResellerSales] frs on p.ProductKey = frs.ProductKey
join [dbo].[DimProductSubcategory] ps on ps.ProductSubcategoryKey =
p.ProductSubcategoryKey
join [dbo].[DimProductCategory] pc on pc.ProductCategoryKey = ps.ProductCategoryKey
where pc.EnglishProductCategoryName = 'Accessories'
group by pc.EnglishProductCategoryName,ps.EnglishProductSubcategoryName, p.ModelName,
p.EnglishProductName
order by sum(fis.SalesAmount)+sum(frs.SalesAmount);
5) What are the sales, product costs, profit, number of orders & quantity ordered for both internet
& reseller sales by country and ranked by sales?
select st.SalesTerritoryCountry as Sales_territory_country,
count(fis.SalesOrderNumber)+count(frs.SalesOrderNumber),
concat('$',sum(fis.SalesAmount)+sum(frs.SalesAmount)) as Sales,
concat('$', sum(fis.ProductStandardCost)+sum(frs.ProductStandardCost)) as
ProductStandardCost,
concat('$', sum(((fis.SalesAmount) - (fis.ProductStandardCost)))+ sum((frs.SalesAmount) -
(frs.ProductStandardCost))) as Profit,
```

```
sum(fis.OrderQuantity)+ sum(frs.OrderQuantity) as OrderQuantity
from [dbo].[DimSalesTerritory] as st
join [dbo].[FactInternetSales] fis on st.SalesTerritoryKey = fis.SalesTerritoryKey
join [dbo].[FactResellerSales] frs on st.SalesTerritoryKey = frs.SalesTerritoryKey
group by st.SalesTerritoryCountry
order by sum(fis.SalesAmount)+sum(frs.SalesAmount);
6) What are the sales, product costs, profit, number of orders & quantity ordered for France by
city and ranked by sales for both internet & reseller sales?
select st.SalesTerritoryCountry as Sales_territory_country,
concat('$',sum(fis.SalesAmount)+sum(frs.SalesAmount)) as Sales,
concat('$', sum(fis.ProductStandardCost)+sum(frs.ProductStandardCost)) as
ProductStandardCost,
concat('$', sum((fis.SalesAmount) - (fis.ProductStandardCost))+ sum(frs.SalesAmount) -
sum(frs.ProductStandardCost)) as Profit,
sum(fis.OrderQuantity)+ sum(frs.OrderQuantity) as OrderQuantity
from [dbo].[DimSalesTerritory] as st
join [dbo].[FactInternetSales] fis on st.SalesTerritoryKey = fis.SalesTerritoryKey
join [dbo].[FactResellerSales] frs on st.SalesTerritoryKey = frs.SalesTerritoryKey
where st.SalesTerritoryCountry = 'France'
group by st.SalesTerritoryCountry
order by sum(fis.SalesAmount)+sum(frs.SalesAmount);
7) What are the top ten resellers by reseller hierarchy (business type, reseller name) ranked by
sales?
select top 10 [ResellerName], [BusinessType], [SalesAmount]
from [dbo].[DimReseller] R
join [dbo].[FactResellerSales] FRS on FRS.ResellerKey=R.ResellerKey
```

```
order by [SalesAmount] Desc;
```

8) What are the top ten (internet) customers ranked by sales?

```
Select top 10 c.FirstName, c.Lastname,

CONCAT('$', SUM(fis.SalesAmount)) as Sales

from [dbo].[FactInternetSales] as fis

join [dbo].[DimCustomer] c on c.CustomerKey = fis.CustomerKey

group by c.FirstName, c.Lastname

order by SUM(fis.SalesAmount) desc;
```

9) What are the sales, product costs, profit, number of orders & quantity ordered by Customer Occupation?

```
select c.EnglishOccupation as Customer_Occupation, concat('$',sum(fis.SalesAmount)) as Sales, concat('$', sum(fis.ProductStandardCost)) as ProductStandardCost, concat('$', sum((fis.SalesAmount) - (fis.ProductStandardCost))) as Profit, sum(fis.OrderQuantity) as OrderQuantity from [dbo].[DimCustomer] as c, [dbo].[FactInternetSales] as fis where fis.CustomerKey = c.CustomerKey group by c.EnglishOccupation;
```

10) What are the ranked sales of the sales people (employees)?

```
Select concat(E.firstname,'',E.lastname) as Name,
sum(frs.salesamount) as Total_Sales ,

DENSE_RANK() over( order by sum(salesamount) desc) as rn
from FactResellerSales as frs
inner join DimEmployee as E on frs.EmployeeKey=E.EmployeeKey
```

```
group by E.FirstName, E.LastName order by Total_Sales desc;
```

11) What are the sales, discount amounts (promotion discounts), profit and promotion % of sales for Reseller Sales by Promotion Hierarchy (Category, Type & Name) – sorted descending by sales.?

select concat('\$',sum(frs.SalesAmount)) as Total_Sales, concat('\$',sum(frs.DiscountAmount)) as Total_discount,

concat('\$', sum((frs.SalesAmount) - (frs.ProductStandardCost))) as Profit,

sum(p.DiscountPct) as Discount_percentage, p.EnglishPromotionName as Promotion_name,

p.EnglishPromotionType as Promotion_type, p.EnglishPromotionCategory as Promotion_category

from [dbo].[FactResellerSales] as frs

join [dbo].[DimPromotion] p on p.PromotionKey = frs.PromotionKey

group by p.EnglishPromotionName, p.EnglishPromotionType, p.EnglishPromotionCategory order by sum(frs.SalesAmount) desc;

12) What are the sales, product costs, profit, number of orders & quantity ordered by Sales Territory Hierarchy (Group, Country, region) and ranked by sales for both internet & reseller sales?

select st.SalesTerritoryGroup, st.SalesTerritoryCountry, st.SalesTerritoryRegion,

concat('\$',sum(fis.SalesAmount)) as Sales, concat('\$', sum(fis.ProductStandardCost)) as ProductStandardCost,

concat('\$', sum((fis.SalesAmount) - (fis.ProductStandardCost))) as Profit,

sum(fis.OrderQuantity) as OrderQuantity,concat('\$',sum(frs.SalesAmount)) as Sales, concat('\$',sum(frs.ProductStandardCost)) as ProductStandardCost,

concat('\$', sum((frs.SalesAmount) - (frs.ProductStandardCost))) as Profit,

sum(frs.OrderQuantity) as OrderQuantity

from [dbo].[DimSalesTerritory] as st

join [dbo].[FactInternetSales] fis on fis.SalesTerritoryKey = st.SalesTerritoryKey join [dbo].[FactResellerSales] frs on frs.SalesTerritoryKey = st.SalesTerritoryKey group by st.SalesTerritoryGroup, st.SalesTerritoryCountry, st.SalesTerritoryRegion order by sum(fis.SalesAmount), sum(frs.SalesAmount);

13) What are the sales by year by sales channels (internet, reseller & total)?

select fsq.calendaryear as 'Year',
sum(fis.salesamount) as Internet_Sales,
sum(frs.salesamount) as Reseller_Sales,
sum(fis.salesamount)+sum(frs.salesamount) as Total_Sales
from FactSalesQuota as fsq
join DimEmployee as de on fsq.EmployeeKey=de.EmployeeKey
join FactResellerSales as frs on de.EmployeeKey=frs.EmployeeKey
join DimProduct as p on frs.ProductKey=p.ProductKey
join FactInternetSales as fis on fis.ProductKey=p.ProductKey
group by fsq.CalendarYear order by Total_Sales desc;

14) What are the total sales by month (& year)?

select year(fsq.Date) as Year,

DATENAME(MONTH, fsq.Date) as Month,

sum(fis.salesamount)+sum(frs.salesamount) as Total_Sales

from FactSalesQuota as fsq

join DimEmployee as de on fsq.EmployeeKey=de.EmployeeKey

join FactResellerSales as frs on de.EmployeeKey=frs.EmployeeKey

join DimProduct as dp on frs.ProductKey=dp.ProductKey

join FactInternetSales as fis on fis.ProductKey=dp.ProductKey

group by fsq.Date order by Total_Sales desc;

15) Please explain (briefly) the differences between SQL queries used to answer the same questions between AdventureWorksDW2017 & AdventureWorks2017.

AdventureWorks2017 and AdventureWorksDW2017 depict the same business processes. AdventureWorks2017 has more entity and relationships than that of AdventureWorksDW2017. In AdventureWorksDW2017, the dimensions are denormalized and the facts are normalized.

The AdventureWorksDW2017 which is a dimensional model, was simpler, easier to navigate, and more understandable than the AdventureWorks2017. It reduced the complexity of the queries as well.

Lot of join operations had to be performed on AdventureWorks2017 in order to query the results where as AdventureWorksDW2017 had few tables with compact and useful data together which was easier to work with than that of AdventureWorks2017.

In AdventureWorks2017, there is a process- and application-specific design where as AdventureWorksDW2017 has a data- and subject area—driven design. AdventureWorksDW2017 has fewer tables, is more understandable, and is less process-focused.

For example, to calculate the computed column Profit two tables were considered in AdventureWorks2017 i.e Product table for StandardProductCost and SalesOrderDetail table for LineTotal where as AdventureWorksDW2017 has one fact table FactInternetSales which has both SalesAmount and TotalProductCost and hence it was easier to calculate the profit in AdventureWorksDW2017.