

# Data Warehousing & Business Intelligence

# **Assignment 2**

2022

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## 1. Data Warehouse Introduction

The data source used here is the 'Health Violations' (HV) which is the database which was created as the data warehouse earlier. The data warehouse mainly focuses on the violations that happened in restaurants within the range of 2018 to 2020. The original dataset is named as 'LA RESTAURANTS AND MARKET HEALTH DATA' which is hosted by the city of Los Angeles

In this Data Warehouse Owner has many facilities and owner is considered as a place where lot of facilities (Target, Subway etc.) are located. These facilities are rated by taking records on Violations and given a score and fine for the relevant facility.

This data source is used for analysis for reporting services and to implement dashboards.

Snowflake schema was used to design the Data warehouse design. There is one fact table as transactions and four dimensions including the Date dimension. Dimensional model of the Data warehouse can be found below

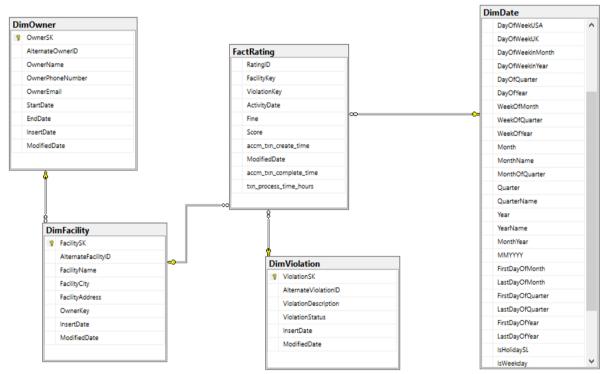


Figure 1 Snowflake Schema

□ DESKTOP-QJ3GV6A (SQL Server 15.0.2000.5 - DESKTOP □ Databases
 □ System Databases
 □ Database Snapshots

□ HV\_DW

🔢 📕 Database Diagrams

Tables

System Tables

External Tables

This shows the Dimension tables and the Fact table of the HV\_DW data warehouse which is already created.

# 2. Cube Implementation

A multidimensional data cube is a structure that holds data for analysis. Dimensions and measurements are the primary components of a cube. This is mostly made up of two facts:

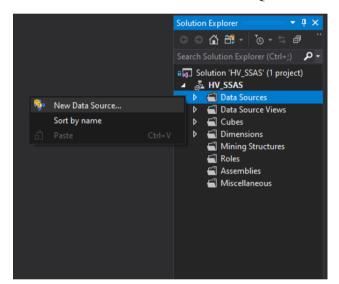
- Dimensions: Define the cube's structure for slicing and dicing.
- Measures: Provide the end user with aggregated numerical values.

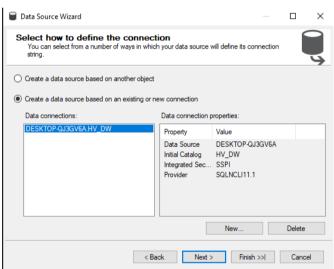
SQL Server Data Tools were used for this procedure.

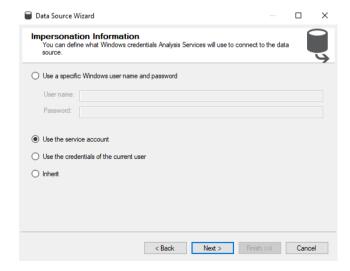
# **Procedure for cube Implementation**

## 2.1 Step 1: Creating Data Source

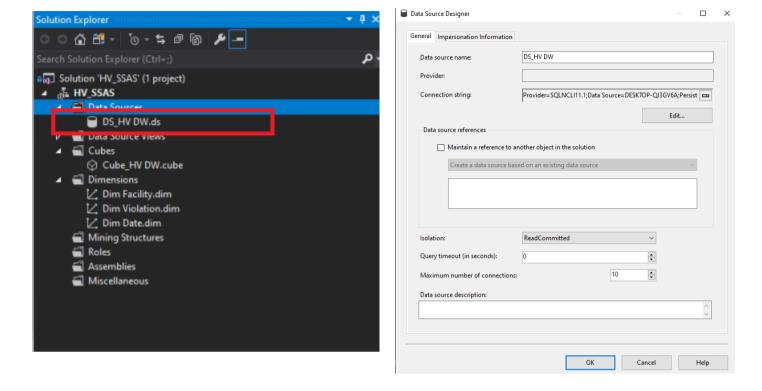
The Data source was created by connecting to the 'Health Violations' (HV) database through SQL server management studio. a new data source was added with a new connection and Service account was used to connect to the SQL Server management studio.







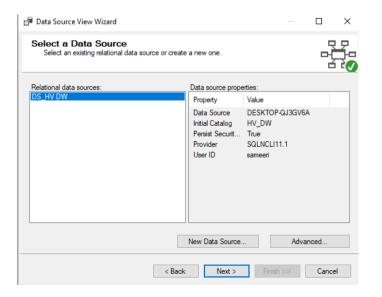
After Configuring the Data Source, the preview will be like this:

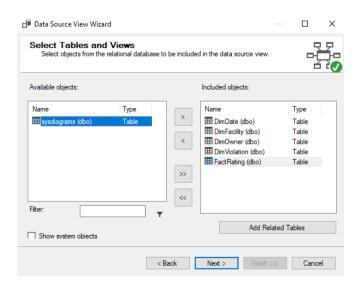


## 2.2 Step 2: Creating Data Source View

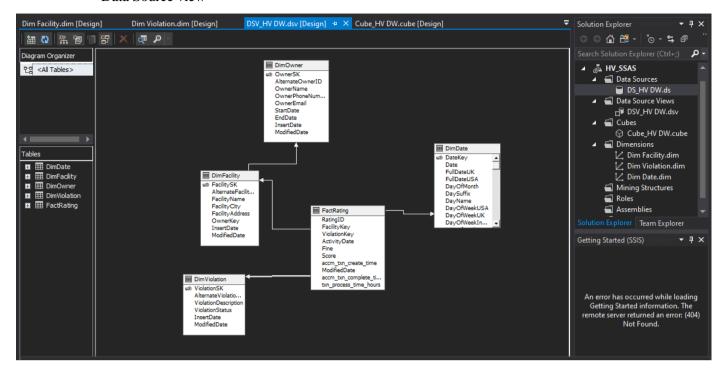
Because the analysis service only has access to the relations that are available in this data source view, this step comprises getting the relations and views of our dataset. As a result, the data source view is generated utilizing the data source that was defined in step 1.

After selecting the Data source, we can choose the tables needed in the Data source view



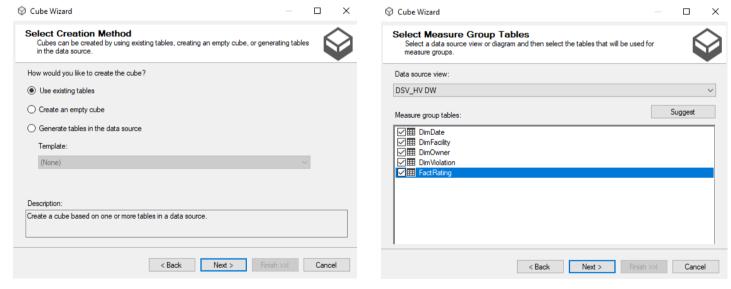


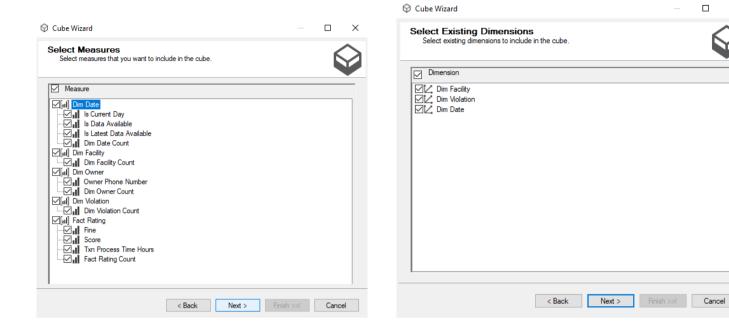
#### Data Source view



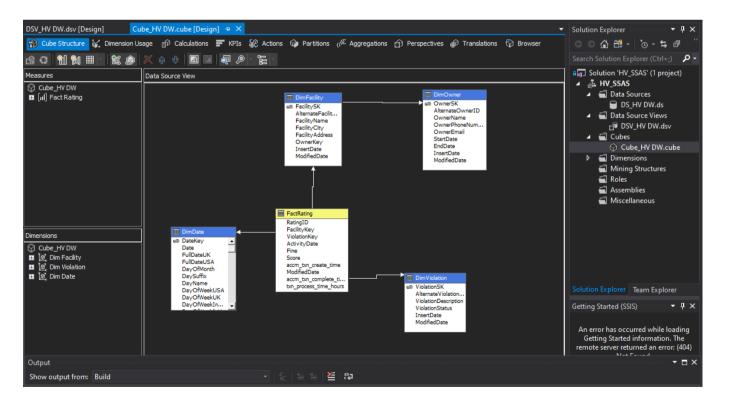
## 2.3 Step 3: Creating the Cube

This step includes creation of the cube using the data source view. When creating the method existing tables option was used, and all the tables were selected as measure groups, FactRating relation can be taken as the fact table as it contains all our measures required for the analysis process.





#### **Implemented Cube:**



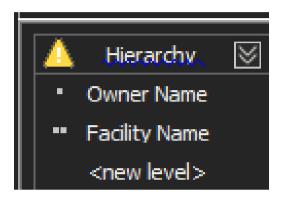
X

# 2.4 Step 4: Creating Hierarchies

In SSAS, hierarchies are useful tools for reducing attribute complexity and guiding users down a drill-down path.

In here, two hierarchies are mentioned,

- .Facility Address and Facility City
- Date

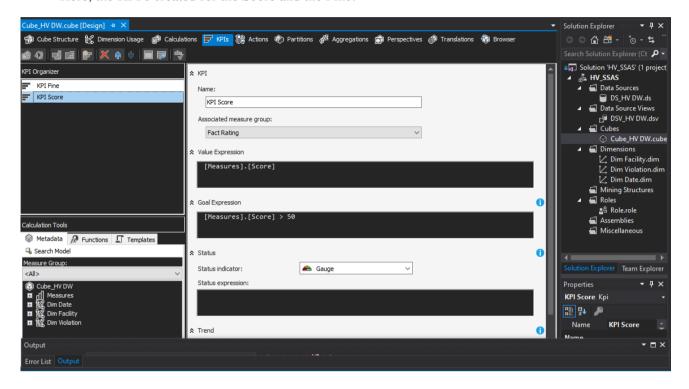


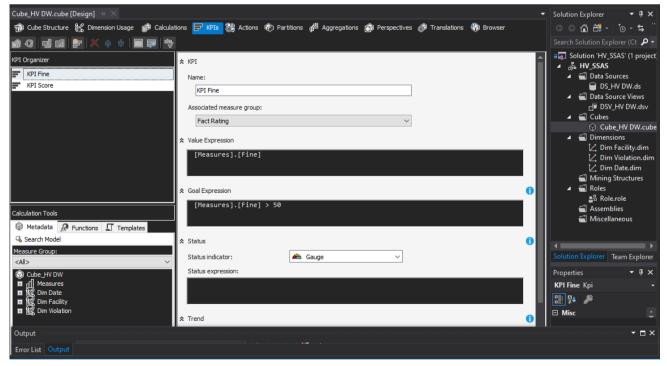


## 2.5 Step 5: Creating KPIs

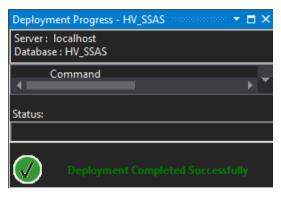
KPIs are introduced to the database cube in SSAS to analyze business performance as represented in the cube data. A KPI is a collection of computations that is associated with a measure group.

Here, the KPI s created for the Score and the Fine.





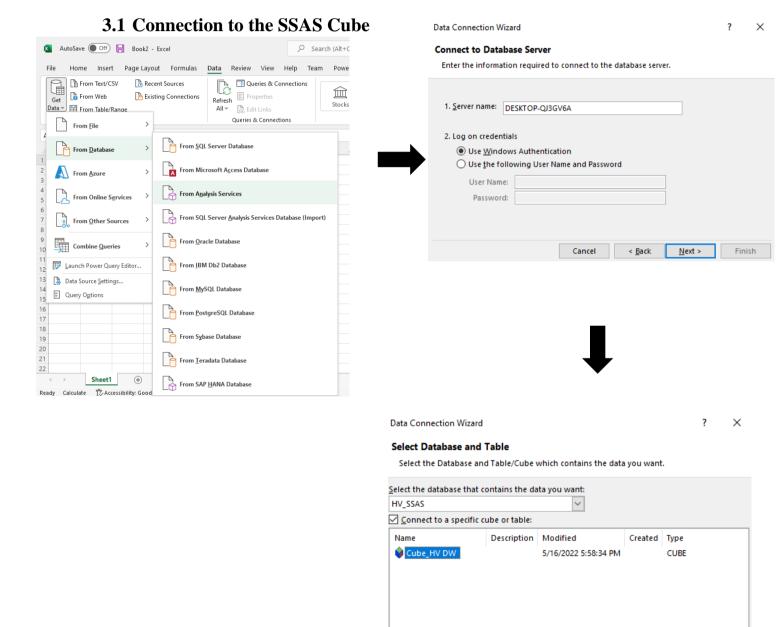
## 2.6 Step 6: Deploying the Cube



# 3. Demonstration of OLAP Operations

Both business users and IT teams benefit from a successful OLAP system. This is an important aspect of Business Intelligence, as it provides powerful data mining and trend analysis capabilities. OLAP allows users to quickly evaluate large amounts of data from several perspectives.

Instead of using MDX query, the data tab in the ribbon is used to access data from my SSAS Cube in this scenario.



## 3.2 Excel Report for OLAP Operations Demonstrations

- Report 1 and 2 Drill down and roll up Demo
- Report 3– Slice Demo
- Report 4– Dice Demo
- Report 5 Pivot Demo

## 3.2.1 Drill down and rollup demonstration

- The Role Up operation aggregates a multidimensional data cube either by climbing up the hierarchy or by reducing the dimensions.
- The Drill Down procedure is performed by either descending a dimension's concept hierarchy or adding a new dimension. This allows for the deployment of very detailed data from a data cube.

#### • Report 1 - Total Score and Fine for the Facilities Owned by Owners

#### **ROLL UP**

Here the Facility Name has been rolled up according to the owner's name

Total Score and Fine for the Facilities Owned by Ow	ners	
		Score
<b>■ "110 SUNSHINE SMOOTHIES, INC"</b>	3554	1090
<b>■ "168 UNCLE JOHN, INC"</b>	3048	1110
<b>■ "24 HOUR FITNESS, USA, INC."</b>	4066	1109
<b>⊞</b> "38 STACK, INC."	3126	1118
⊕ "4'J BROTHERS, INC."	2567	1020
<b></b>	3836	1127
<b>⊞</b> "6201 HOLLYWOOD DONUTS, LLC"	3485	1115
<b>⊞</b> "6610 MELROSE MANAGMENT, LLC"	3191	1113
■ "9901 LA CIENEGA (LA) ESONG, LLC"	3066	1085
⊕ "A & B AZUSA, INC"	3750	1093
<b>⊞</b> "ABDELKHIK, BEDAIR"	3263	1105
Grand Total	3596150	1104941

## **DRILL DOWN**

Total Score and Fine for the Facilities	s Owned by Owners	
Row Labels	<b>▼</b> Fine	Score
<b>⊞</b> "110 SUNSHINE SMOOTHIES, INC"	3554	1090
<b>⊞</b> "168 UNCLE JOHN, INC"	3048	3 1110
■ "24 HOUR FITNESS, USA, INC."		
7 STAR MARKET	439	94
A NUTRITION	151	L 87
AA CHINESE EXPRESS FAST FOOD	426	5 95
AN'S CHAN BANG	456	5 90
BIONICOS GENESIS	225	5 94
BOON ARUNEE THAI HOUSE	211	L 94
CARNIVAL DELIGHT	113	94
CELADON THAI KITCHEN	396	5 91
B B BARGAIN	363	91
CREPES SANS FRONTIERS	249	94
DELI ROBERT'S PIZZA	237	7 96
EASTSIDE MARKET INC	154	98
GIGI HOUSE	155	93
JACK IN THE BOX #229	347	7 94
LA POBLANA MEAT MARKET #2	101	L 95
OPPA JUICERY	426	5 91
TACHERIA SANCHEZ	349	91

# Report 2 - Total Score and Total Fine belongs to the Owner by Year ROLL UP

Here the Owner Name has been rolled up according to the Year

1	Total Score and Total Fine belongs to Owner						
2	Row Labels	<b>▼</b> Fine	Score				
3	<b>±2018</b>		1197038	368831			
4	⊕ 2019		1211226	369057			
5	⊕ 2020		1187886	367053			
6	<b>Grand Total</b>		3596150	1104941			

## **DRILL DOWN**

1	Total Score and Total Fin	e belongs to Owner	
2	Row Labels	<b>▼</b> Fine	Score
3	⊕ 2018	1197038	368831
4	<b>±</b> 2019	1211226	369057
5	□ 2020		
6	"110 SUNSHINE SMOOTHIES, INC"	1542	457
7	"168 UNCLE JOHN, INC"	1410	453
8	"24 HOUR FITNESS, USA, INC."	436	188
9	"38 STACK, INC."	727	283
10	"4'J BROTHERS, INC."	200	92
11	"510 BRW , LLC"	785	186
12	"6201 HOLLYWOOD DONUTS, LLC"	1695	470
13	"6610 MELROSE MANAGMENT, LLC"	1158	365
14	"9901 LA CIENEGA (LA) ESONG, LLC"	1406	560
15	"A & B AZUSA, INC"	1339	453
16	"ABDELKHIK, BEDAIR"	1475	552
17	"ACCESS EXPRESS, INC."	461	275
18	"ACOMERICA, INC."	1673	550
19	"ACUNA, ALMA"	395	185
20	"AGUILAR, NELSON R"	1134	362
21	"AJISEN, RAMEN INC./JRNOODLE,"	2344	746
22	"ALI, SYED"	1655	558
23	"AMADOR, MARIA GUADALUPE"	1254	364
24	"AMBREEN ENTERPRISES, INC."	2263	633
25	"AMERICAN GIRL RETAIL, INC."	1246	435
26	"AMORNYOUT, MONTREE"	1193	367
27	"ANDREWS,ALEX DBA"	2082	558
28	"ANGSUTHUMPKIT, SATIT"	967	272
29	"APRICODE KDS, CORP"	1189	375
30	"AREAS SKYVIEW LAX JV, LLC"	1002	280
31	"AREAS USA LAX. LLC"	161	90

## 3.2.2 Slice Demonstration

• A Slice is a two-dimensional representation of an OLAP data cube that arranges data in a grid like a spreadsheet. A Slice function, like a report or a query, returns data in response to a request for what to view.

## Report 3 - Total Score and Total Fine belong to the Owner by Year

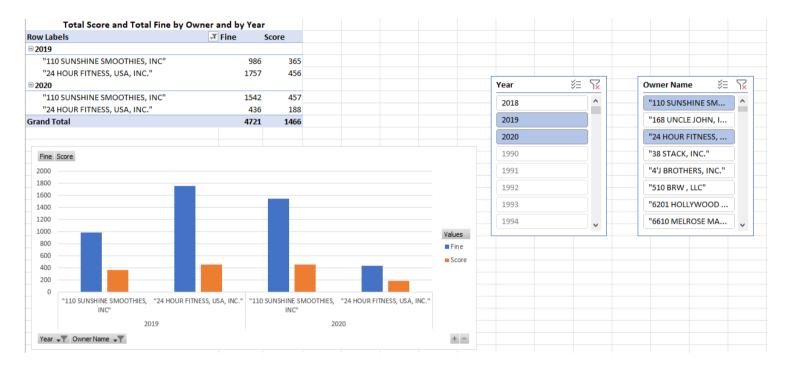


This displays the Total Score and the Total Fine of the owners by Year.

#### 3.2.3 Dice Demonstration

• The operation of dice is identical to that of a slice. In dice, you choose two or more dimensions to create a sub-cube. Dicing, on the other hand, is a zoom feature that selects a subset of all dimensions for certain values of the dimension.

#### • Report 4 – Total Score and Total Fine by Year and by Owner Name



This displays the Total score and the Total Fine according to the Year and Owner Name.

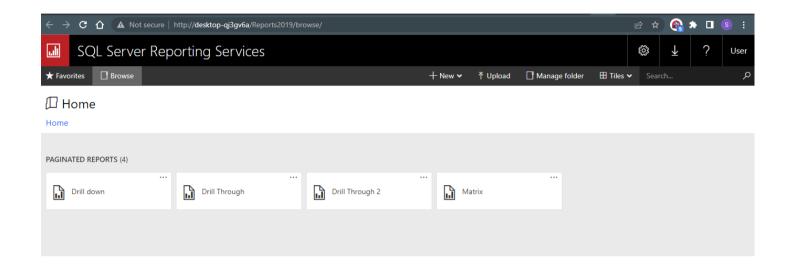
## **3.2.4** Pivot

## • Report 5 - Total Fine and Total Score by Year and Owner Name



# 4. SQL Server Reporting Service (SSRS) Reports

SQL Server Reporting Service (SSRS) is a reporting tool that allows users to create structured reports using tables, pictures, graphs, and charts. These reports are stored on a server and can be run at any time by specifying parameters.

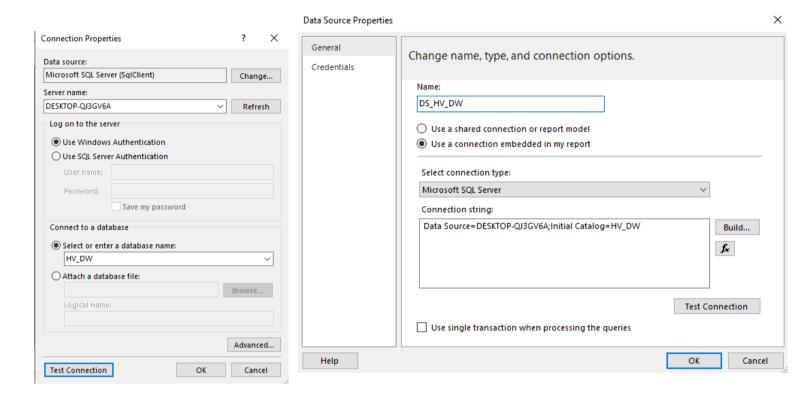


To generate following reports, report builder application was used.

# 4.1 Basic steps of Report builder

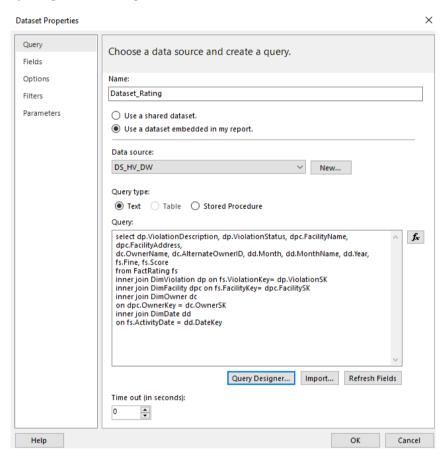
# 4.1.1 Step 1: Creating Data source

This step will link to the data warehouse that was previously constructed in assignment 1.



## 4.1.2 Step 2: Creating a dataset

In this stage, we'll import a necessary dataset into our report builder utilizing a query that will be manually assigned according to the needs.



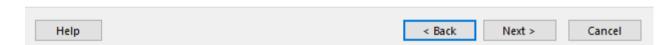
This is the query used when creating the data set

```
iselect dp.ViolationDescription, dp.ViolationStatus, dpc.FacilityName, dpc.FacilityAddress,
dc.OwnerName, dc.AlternateOwnerID, dd.Month, dd.MonthName, dd.Year, fs.Fine, fs.Score
from FactRating fs
inner join DimViolation dp on fs.ViolationKey= dp.ViolationSK
inner join DimFacility dpc on fs.FacilityKey= dpc.FacilitySK
inner join DimOwner dc
on dpc.OwnerKey = dc.OwnerSK
inner join DimDate dd
on fs.ActivityDate = dd.DateKey
```

## 4.1.3 Step 3: Creating a Matrix or a Table

Using the imported dataset, we will create a matrix or a table according to our requirements

Х New Table or Matrix Arrange fields Arrange fields to group data in rows, columns, or both, and choose values to display. Data expands across the page in column groups and down the page in row groups. Use functions such as Sum, Avg, and Co... Column groups Available fields ViolationDescription Year ViolationStatus FacilityName FacilityAddress OwnerName AlternateOwnerID Month MonthName Year Fine Score Row groups Σ Values OwnerName Sum(Fine) FacilityName Sum(Score)



## 4.1.4 Step 4: Report Demonstration

- Report 1 Matrix
- Report 2 Report with Multi-parameter
- Report 3 Drill down
- Report 4 Drill through

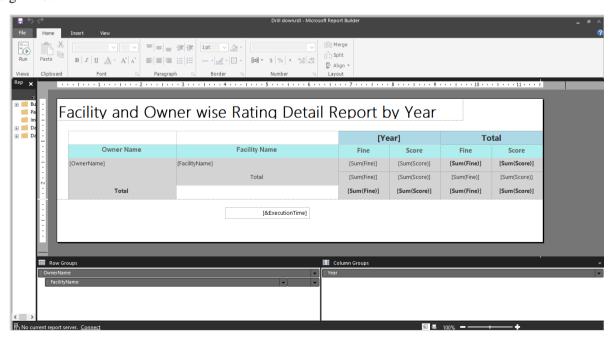
## • Report 1 – Matrix – Owner-wise Rating Detail Report by Year

In SSRS, a matrix is like a table, but it is set up to display data grouped by columns and rows, with aggregate data at the intersection.

# Owner-wise Rating Detail Report by Year

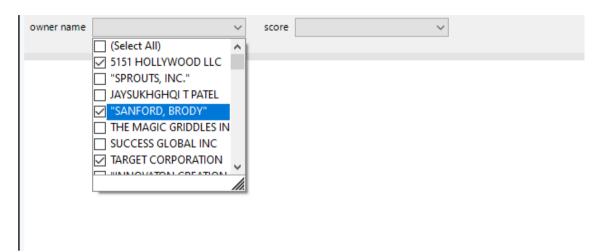
	20	18	20	19	20	20	То	tal
Owner Name	Fine	Score	Fine	Score	Fine	Score	Fine	Score
"110 SUNSHINE SMOOTHIES, INC"	1026	268	986	365	1542	457	3554	1090
"168 UNCLE JOHN, INC"	734	279	904	378	1410	453	3048	1110
"24 HOUR FITNESS, USA, INC."	1873	465	1757	456	436	188	4066	1109
"38 STACK, INC."	1056	372	1343	463	727	283	3126	1118
"4'J BROTHERS, INC."	1330	563	1037	365	200	92	2567	1020
"510 BRW , LLC"	2137	657	914	284	785	186	3836	1127
"6201 HOLLYWOOD DONUTS, LLC"	1409	479	381	166	1695	470	3485	1115
"6610 MELROSE MANAGMENT, LLC"	989	378	1044	370	1158	365	3191	1113
"9901 LA CIENEGA (LA) ESONG, LLC"	1552	433	108	92	1406	560	3066	1085
"A & B AZUSA, INC"			2411	640	1339	453	3750	1093
"ABDELKHIK, BEDAIR"	807	279	981	274	1475	552	3263	1105

## Design View:

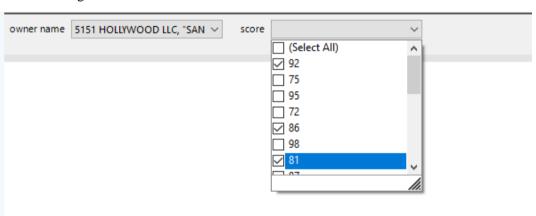


## 2 - Multi-Parameters - Total Rating Value (Score) by Owner

In SSRS using Multiparameter-values allows us to pass either one or more than the input value to the report. Also, it offers a "Select All" option that helps to select all parameter values.



Selecting the Owner name



Selecting the Score According to the Owner name



# Owner-wise Rating Detail Report by Year

Owner Name	Score	2018	2019	2020	Total
■ "SANFORD, BRODY"	Total	178	410		588
■ 5151     HOLLYWOOD LLC	Total		251	409	660
★ TARGET     CORPORATION	Total	491		455	946
Total		669	661	864	2194

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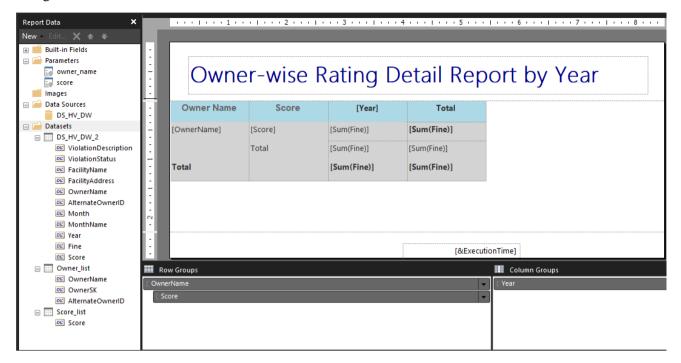


# Owner-wise Rating Detail Report by Year

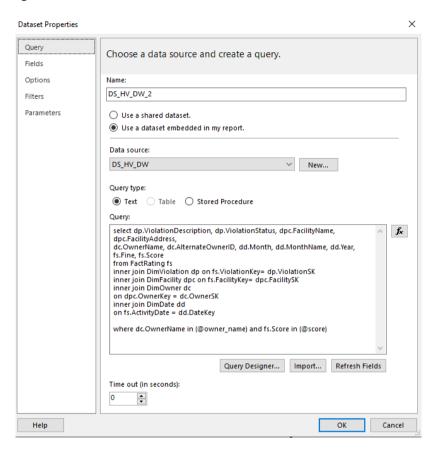
Owner Name	Score		2018	2019	2020	Total
☐ "SANFORD, BRODY"		92	178	410		588
BRODY	Total		178	410		588
☐ 5151 HOLLYWOOD LLC		92		251	409	660
HOLLYWOOD LLC	Total			251	409	660
☐ TARGET		92	491		455	946
CORPORATION	Total		491		455	946
Total			669	661	864	2194

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#### Design View



- Here we have created two parameters and three data sets as following.
  - DS\_HV\_DW\_2: This data set contains the rating data which will be displayed in the report through the matrix.

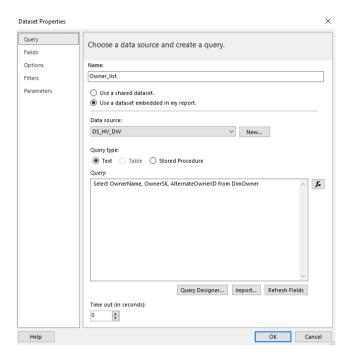


#### Query:

select dp. ViolationDescription, dp. ViolationStatus, dpc. FacilityName, dpc. FacilityAddress, dc.OwnerName, dc.AlternateOwnerID, dd.Month, dd.MonthName, dd.Year, fs.Fine, fs.Score from FactRating fs inner join DimViolation dp on fs. ViolationKey= dp. ViolationSK inner join DimFacility dpc on fs.FacilityKey= dpc.FacilitySK inner join DimOwner dc on dpc.OwnerKey = dc.OwnerSK inner join DimDate dd on fs.ActivityDate = dd.DateKey

where dc.OwnerName in (@owner\_name) and fs.Score in (@score)

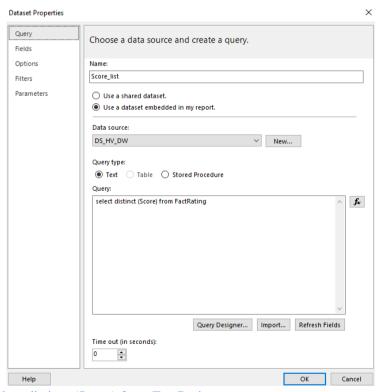
• Owner\_list: This data set contains the required owner names which is needed to be shown for selection as the 1<sup>st</sup> parameter.



• Query:

#### Select OwnerName, OwnerSK, AlternateOwnerID from DimOwner

• Score\_list: This contains the scores belongs to the selected owner. When the owner names are selected, they will be passed as a parameter and the relevant data will be retrieved from the database.



• Query: select distinct (Score) from FactRating

#### • Report 3 – Drill down – Facility and Owner-wise Rating Detail Report by Year

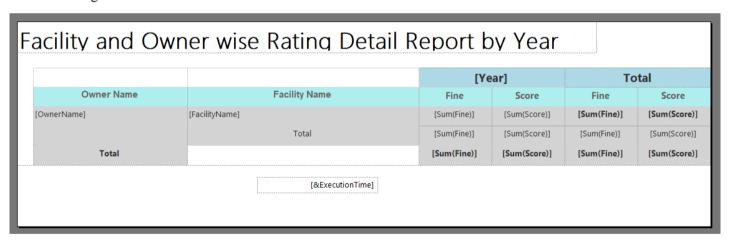
Drilling down in SSRS refers to allowing users to view or conceal column data using plus and minus symbols on a textbox (In short, providing interactivity to the user).

## Facility and Owner wise Rating Detail Report by Year

		20	18	20	19	20	2020	
Owner Name	Facility Name	Fine	Score	Fine	Score	Fine	Score	
⊞ "110 SUNSHINE SMOOTHIES, INC"	Total	1026	268	986	365	1542	457	
■ "168 UNCLE JOHN, INC"	Total	734	279	904	378	1410	453	
■ "24 HOUR FITNESS, USA, INC."	Total	1873	465	1757	456	436	188	
± "38 STACK, INC."	Total	1056	372	1343	463	727	283	
± "4'J BROTHERS, INC."	Total	1330	563	1037	365	200	92	
到 "510 BRW , LLC"	Total	2137	657	914	284	785	186	
■ "6201 HOLLYWOOD DONUTS, LLC"	Total	1409	479	381	166	1695	470	
E "6610 MELROSE MANAGMENT, LLC"	Total	989	378	1044	370	1158	365	
E "9901 LA CIENEGA (LA) ESONG, LLC"	Total	1552	433	108	92	1406	560	
∄ "A & B AZUSA, INC"	Total			2411	640	1339	453	
T "ABDELKHIK, BEDAIR"	Total	807	279	981	274	1475	552	
E "ACCESS EXPRESS, INC."	Total	1247	369	1359	472	461	275	
■ "ACOMERICA, INC."	Total	814	261	1040	278	1673	550	

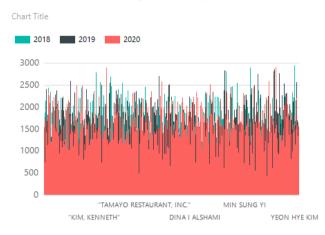
When you click on the plus mark in front of the Owner Name, it will display the details of Facility Names owned by that Owner.

#### Design View

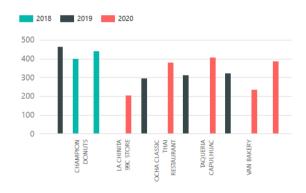


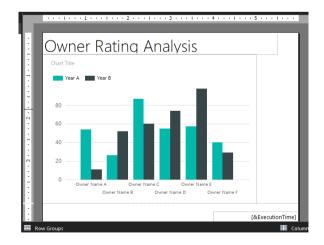
# • Report 4 – Drill through – Owner Rating Analysis





This report displays owner ratings. To get the rating of a specific owner we have to click on the required owner name cell.





- After clicking on the owner name of the main report the sub report (Drill Through 2) with the bar graph will be displayed.
- Button click action has to be set for the main report (Drill Through) on required text box.
- Then a parameter named as owner\_name is passed to the sub report which will use the parameter to get the required data according to the passed owner name.

