

Zara BI Project: SSIS ETL, Data Mart Creation, and Power BI Insights

Tal Shani

In my final project for Zara company, I began by researching the company's operational database and understanding its tables, relationships, and data. Then I created a technical document outlining project goals and business rules. Using SSIS, I developed ETL processes to transform and load data into a Data Mart (DM) following a Snowflake schema.

Throughout the project, I ensured data consistency and integrity, applying business rules like considering only recent customer sales. I incorporated a Slowly Changing Dimension (SCD) for product history and a transferable table for package tracking during SSIS runs. Comprehensive testing was conducted after each project stage, updating the documentation accordingly.

I established a development environment, regularly syncing it with the production environment using SSIS packages and scheduled jobs. Finally, I uploaded the DM to Power BI, creating a semantic layer with DAX indices for in-depth company performance analysis. Dashboards and reports, including a senior management dashboard, an employee performance report, and a customer sales report, were designed to provide valuable insights. These were updated daily and made accessible through an application for end-users. The project involved project management and BI system analysis tasks such as writing technical and functional documents, creating an ERD, composing a S2T document, and managing Gantt tasks.

Summary: In my Zara project, I researched and transformed operational data, ensuring data integrity through comprehensive testing. I built a Data Mart, synced development with production, and created insightful Power BI dashboards and reports for effective business analysis. The project involved various tasks, including documentation, system analysis, and project management.