CS 412 Intro. to Data Mining

Chapter 4. Data Warehousing and On-line Analytical Processing

(OLAP)

Jiawei Han, Computer Science, Univ. Illinois at Urbana-Champaign, 2017

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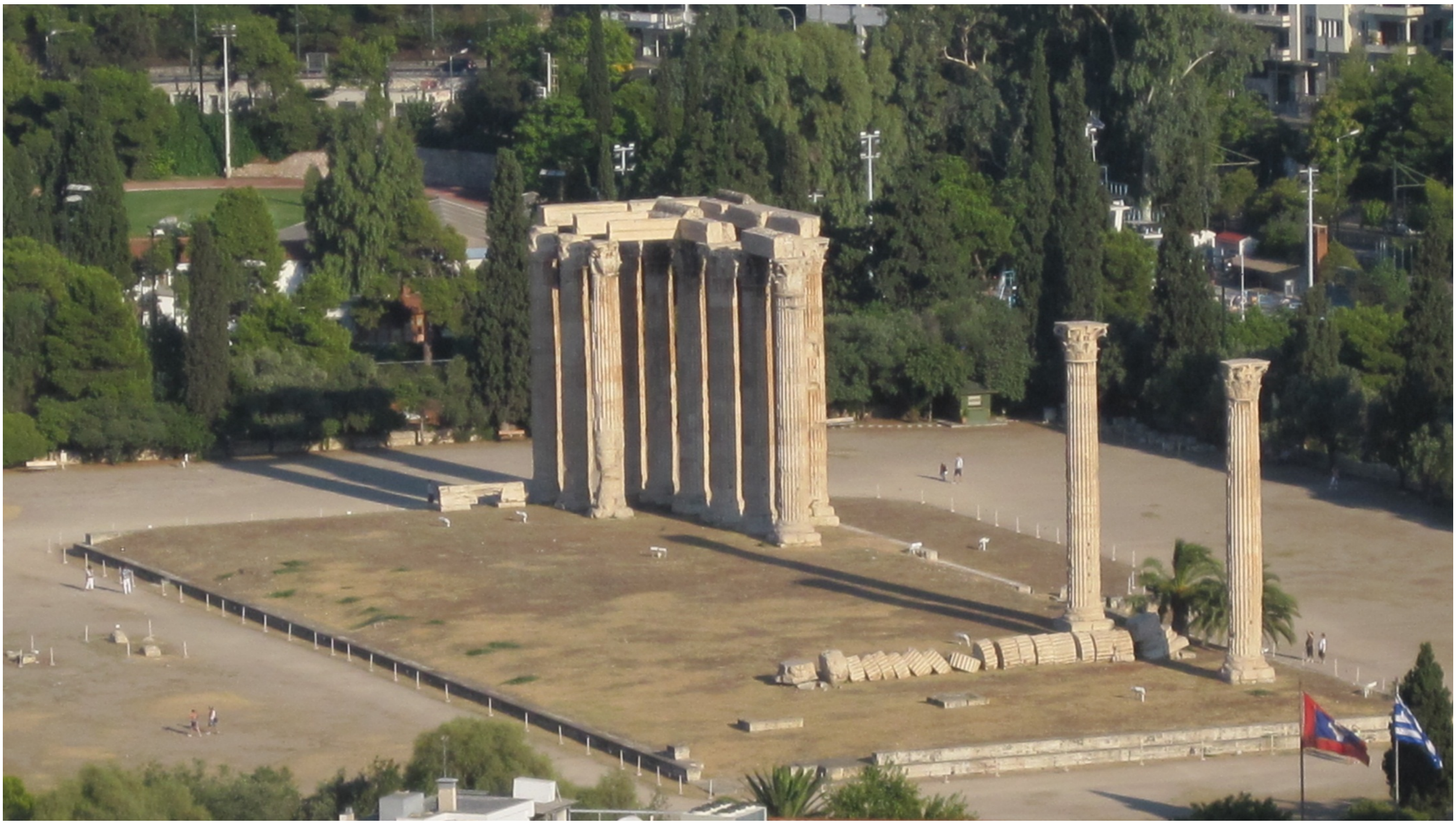


Chapter 4: Data Warehousing and On-line Analytical Processing

- Data Warehouse: Basic Concepts
- Data Warehouse Modeling: Data Cube and OLAP
- Data Warehouse Design and Usage
- Data Warehouse Implementation
- Summary

What is a Data Warehouse?

- Defined in many different ways, but not rigorously
  - A decision support database that is maintained separately from the organization's operational database
  - Support information processing by providing a solid platform of consolidated, historical data for analysis

รวมมาจากหลายๆแหล่ง

Data ที่เอามาประมวลผลจะต้องเป็นช่วงเวลาเดียวกัน

รวบรวม ผู้บริหาร ตัดสินใจ

- "A data warehouse is a subject-oriented, integrated, time-variant, and nonvolatile collection of data in support of management's decision-making process."—W. H. Inmon

Data ที่ดึงมาเป็นช่วงเวลาไหน บางที อาจไม่สามารถตอบคำถามของอนาคตได้

- Data warehousing:
  - The process of constructing and using data warehouses

Data ที่เราเอามาถูก Capture มาจาก ที่เราทำ ไม่ขยับเขยื้อนแล้ว อยู่กับที่ (statics)

การสร้าง Data warehouse จะต้องมีเป้าหมายหรือคำถามในการทำ Data warehouse ว่าทำไปเพื่อตอบคำถามอะไร หรือสร้างมาเพื่ออะไร

Data Warehouse—Subject-Oriented

→ สร้างมาเพื่อเป้าหมายอะไร?

- Organized around major subjects, such as customer, product, sales
- Focusing on the modeling and analysis of data for decision makers, not on daily operations or transaction processing
- Provide a simple and concise view around particular subject issues by excluding data that are not useful in the decision support process

Data Warehouse—Integrated

↳ จะต้องรวมมาจากหลายๆแหล่ง

- Constructed by integrating multiple, heterogeneous data sources
  - relational databases, flat files, on-line transaction records
- Data cleaning and data integration techniques are applied.
  - Ensure consistency in naming conventions, encoding structures, attribute measures, etc. among different data sources
    - Ex. Hotel price: differences on currency, tax, breakfast covered, and parking
  - When data is moved to the warehouse, it is converted

Data Warehouse—Time Variant

- The time horizon for the data warehouse is significantly longer than that of operational systems
  - Operational database: current value data
  - Data warehouse data: provide information from a historical perspective (e.g., past 5-10 years)
- Every key structure in the data warehouse
  - Contains an element of time, explicitly or implicitly
  - But the key of operational data may or may not contain "time element"

Data Warehouse—Nonvolatile

- Independence
  - A physically separate store of data transformed from the operational environment
- Static: Operational update of data does not occur in the data warehouse environment
  - Does not require transaction processing, recovery, and concurrency control mechanisms
  - Requires only two operations in data accessing:
    - *initial loading of data* and *access of data*

OLTP vs. OLAP

- OLTP: Online transactional processing
  - DBMS operations
  - Query and transactional processing
- OLAP: Online analytical processing
  - Data warehouse operations
  - Drilling, slicing, dicing, etc.

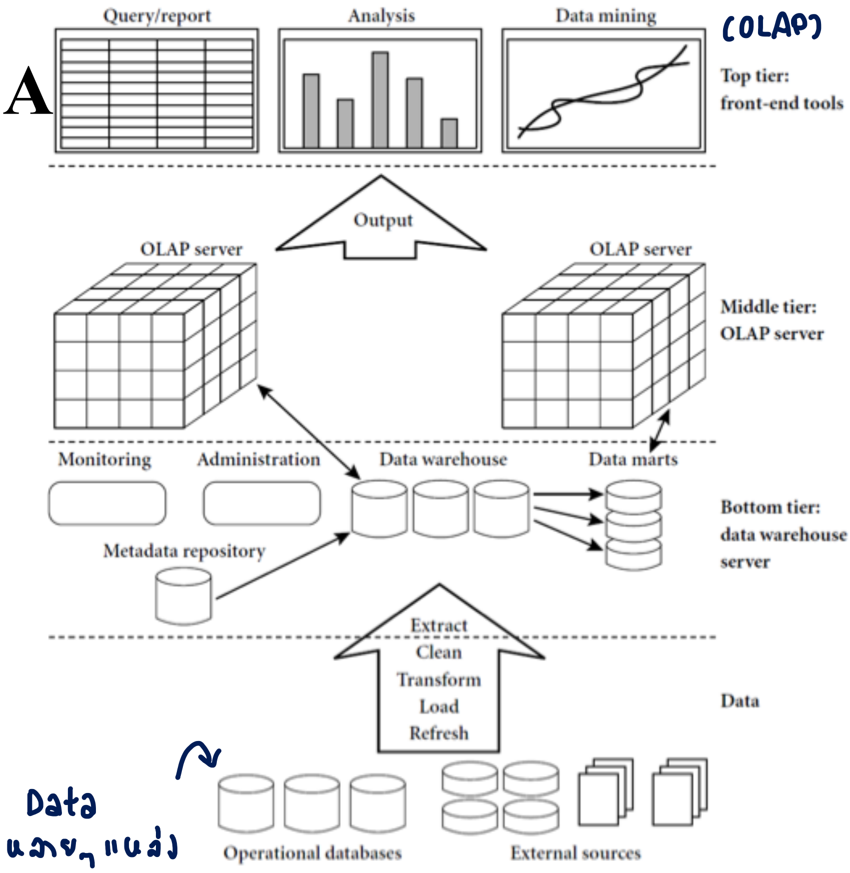
	OLTP	**OLAP**
users	clerk, IT professional	knowledge worker
function	day to day operations	decision support
DB design	application-oriented	subject-oriented
data	current, up-to-date detailed, flat relational isolated	historical, summarized, multidimensional integrated, consolidated
usage	repetitive	ad-hoc
access	read/write index/hash on prim. key	lots of scans
unit of work	short, simple transaction	complex query
# records accessed	tens	millions
#users	thousands	hundreds
DB size	100MB-GB	100GB-TB
metric	transaction throughput	query throughput, response

Why a Separate Data Warehouse?

- High performance for both systems
  - DBMS— tuned for OLTP: access methods, indexing, concurrency control, recovery
  - Warehouse—tuned for OLAP: complex OLAP queries, multidimensional view, consolidation
- Different functions and different data:
  - missing data: Decision support requires historical data which operational DBs do not typically maintain
  - data consolidation: DS requires consolidation (aggregation, summarization) of data from heterogeneous sources
  - data quality: different sources typically use inconsistent data representations, codes and formats which have to be reconciled
- Note: There are more and more systems which perform OLAP analysis directly on relational databases

Data Warehouse: A Multi-Tiered Architecture

- Top Tier: Front-End Tools
- Middle Tier: OLAP Server
- Bottom Tier: Data Warehouse Server
- Data



Three Data Warehouse Models

- **Enterprise warehouse**
  - Collects all of the information about subjects spanning the entire organization
- **Data Mart**
  - A subset of corporate-wide data that is of value to a specific groups of users
  - Its scope is confined to specific, selected groups, such as marketing data mart
    - Independent vs. dependent (directly from warehouse) data mart
- **Virtual warehouse**
  - A set of views over operational databases
  - Only some of the possible summary views may be materialized

Extraction, Transformation, and Loading (ETL)

- **Data extraction**
  - get data from multiple, heterogeneous, and external sources
- **Data cleaning**
  - detect errors in the data and rectify them when possible
- **Data transformation**
  - convert data from legacy or host format to warehouse format
- **Load**
  - sort, summarize, consolidate, compute views, check integrity, and build indicies and partitions
- **Refresh**
  - propagate the updates from the data sources to the warehouse

Metadata Repository

- **Meta data** is the data defining warehouse objects. It stores:
  - Description of the structure of the data warehouse
    - schema, view, dimensions, hierarchies, derived data defn, data mart locations and contents
  - Operational meta-data
    - data lineage (history of migrated data and transformation path), currency of data (active, archived, or purged), monitoring information (warehouse usage statistics, error reports, audit trails)
  - The algorithms used for summarization
  - The mapping from operational environment to the data warehouse
  - Data related to system performance
    - warehouse schema, view and derived data definitions
  - Business data
    - business terms and definitions, ownership of data, charging policies

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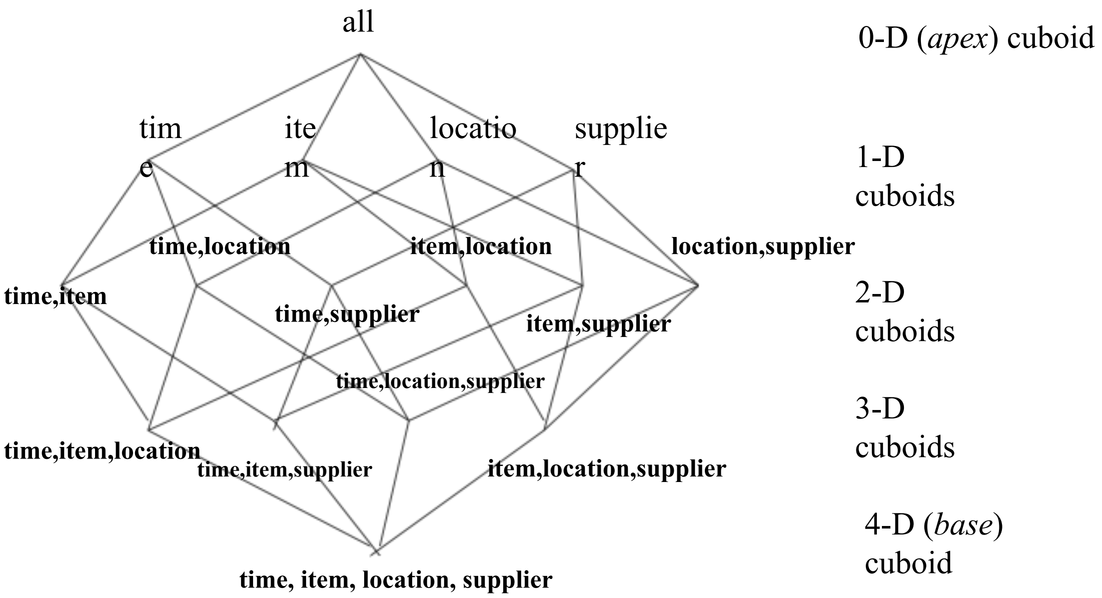
\# สำคัญ #

From Tables and Spreadsheets to Data Cubes

- A **data warehouse** is based on a multidimensional data model which views data in the form of a data cube
- A data cube, such as sales, allows data to be modeled and viewed in multiple dimensions
  ตารางที่แยกว่าข้อมูลแต่ละชนิดคืออะไรบ้าง
  - **Dimension tables**, such as item (item_name, brand, type), or time(day, week, month, quarter, year)
    ตารางที่เก็บตัวเลข
  - **Fact table** contains **measures** (such as dollars_sold) and keys to each of the related dimension tables
- **Data cube**: A lattice of cuboids
  - In data warehousing literature, an n-D base cube is called a **base cuboid**
  - The top most 0-D cuboid, which holds the highest-level of summarization, is called the **apex cuboid**
  - The lattice of cuboids forms a **data cube**.

Data Cube: A Lattice of Cuboids



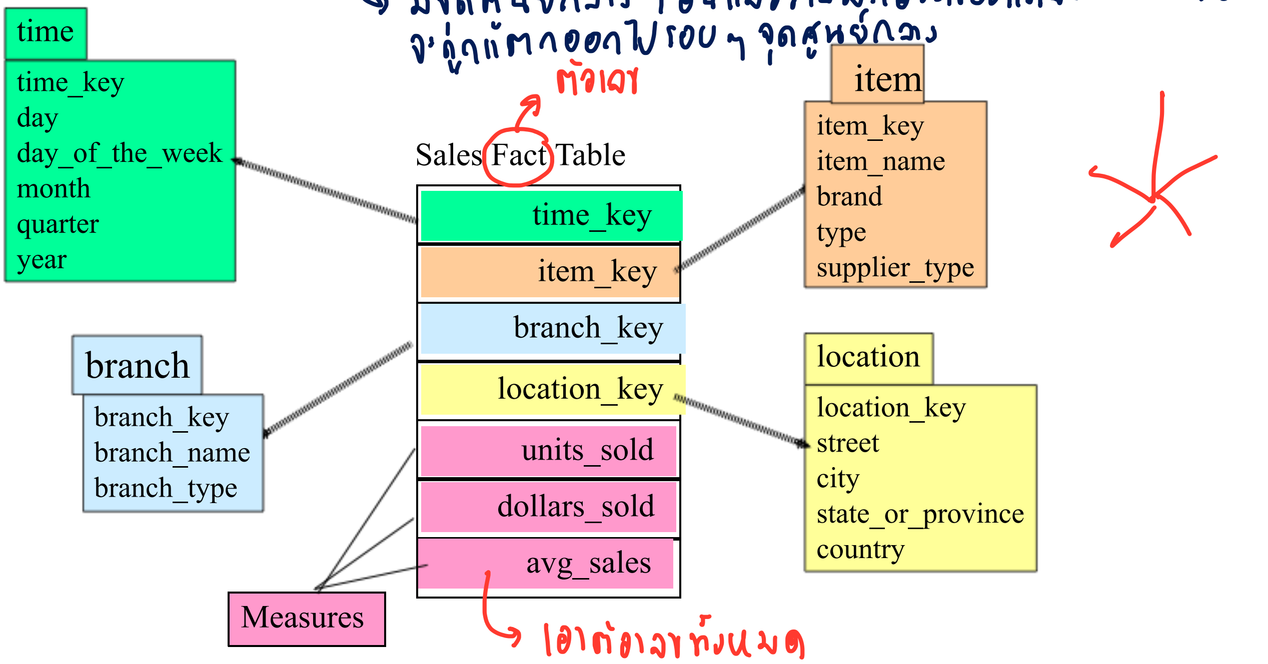
Conceptual Modeling of Data Warehouses

- Modeling data warehouses: dimensions & measures
  - Star schema: A fact table in the middle connected to a set of dimension tables
  - Snowflake schema: A refinement of star schema where some dimensional hierarchy is normalized into a set of smaller dimension tables, forming a shape similar to snowflake
  - Fact constellations: Multiple fact tables share dimension tables, viewed as a collection of stars, therefore called galaxy schema or fact constellation

→ ดาว

Star Schema: An Example

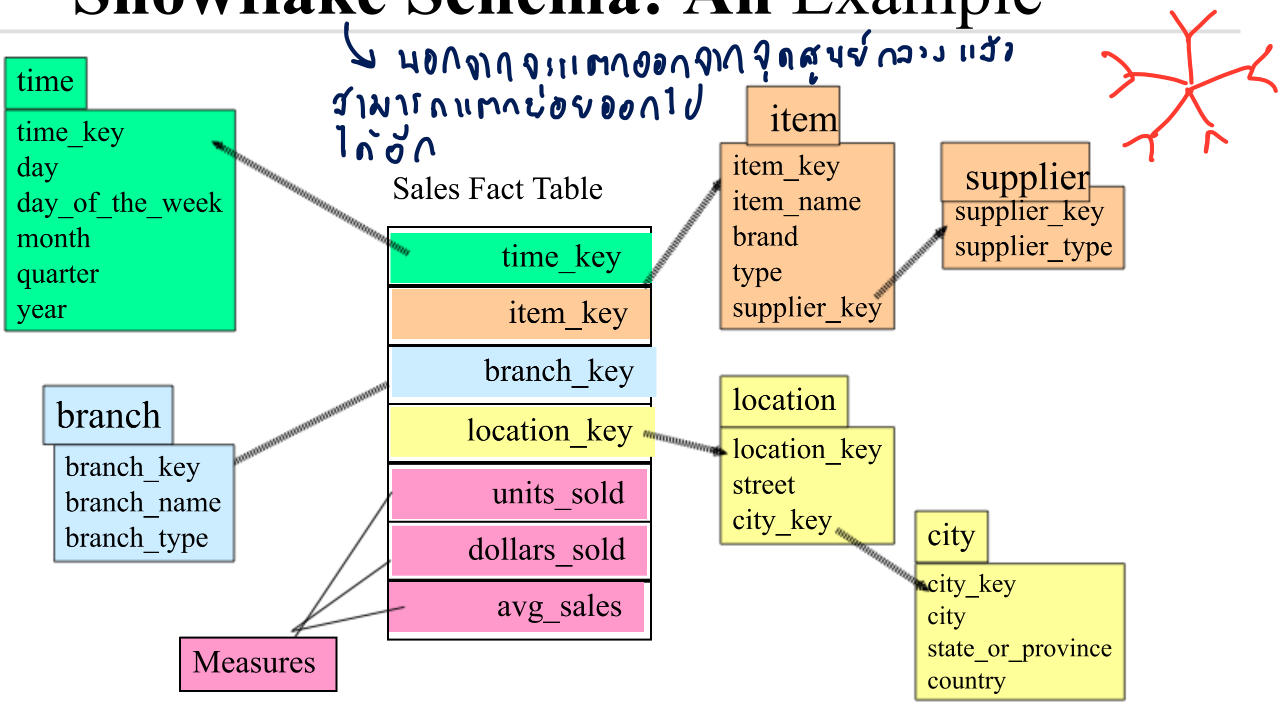
↳ มีจุดศูนย์กลาง 1 อันแล้วรายละเอียดของแต่ละ Dimension จะถูกแตกออกไปรอบๆ จุดศูนย์กลาง



→ เกล็ดหิมะ

Snowflake Schema: An Example

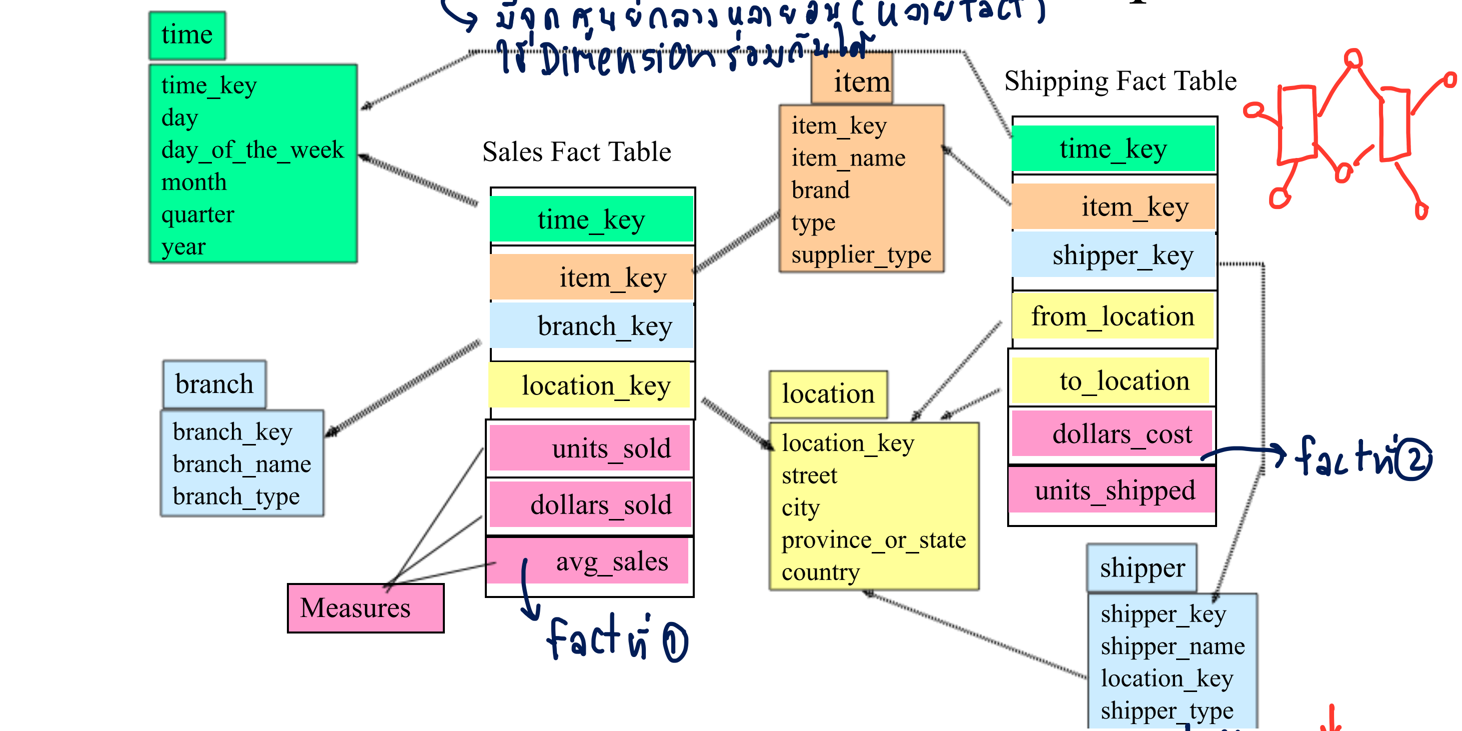
↳ นอกจากจะแตกออกจากจุดศูนย์กลางแล้ว ยังสามารถแตกย่อยออกไปได้อีก



กลุ่มดาว

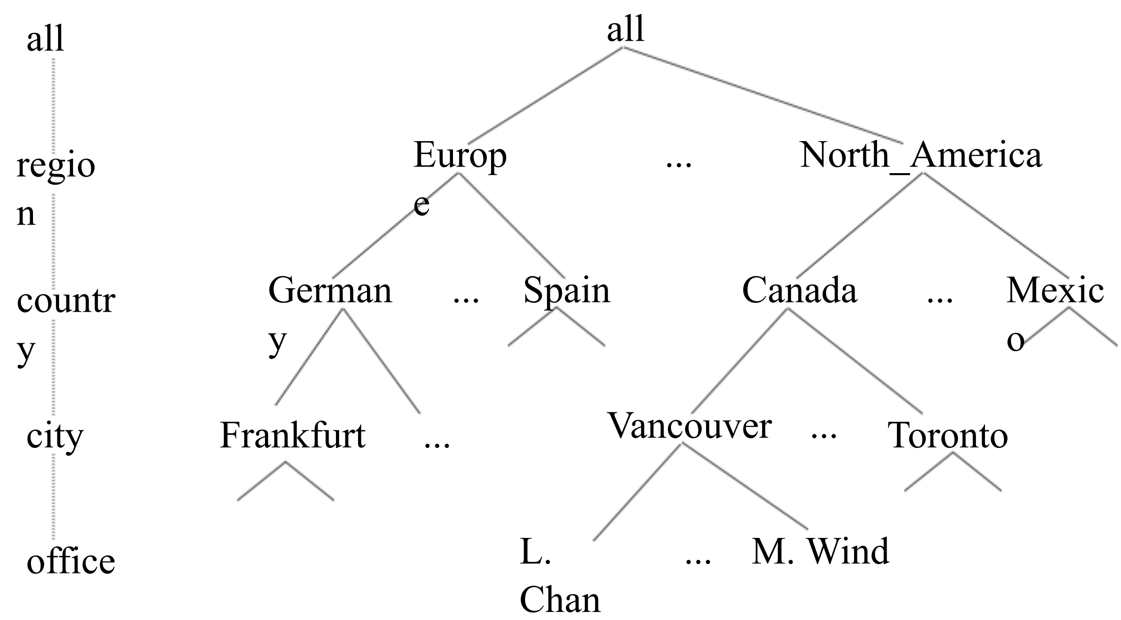
Fact Constellation: An Example

มีจุดศูนย์กลางหลายอัน (หลาย fact)
ใช้ Dimension ร่วมกันได้



สามารถแบ่งแยกย่อยลงไปได้อีก (ภาพที่เล็กลง)
หรือ รวมให้ใหญ่ขึ้นได้อีก (ภาพที่ใหญ่ขึ้น)

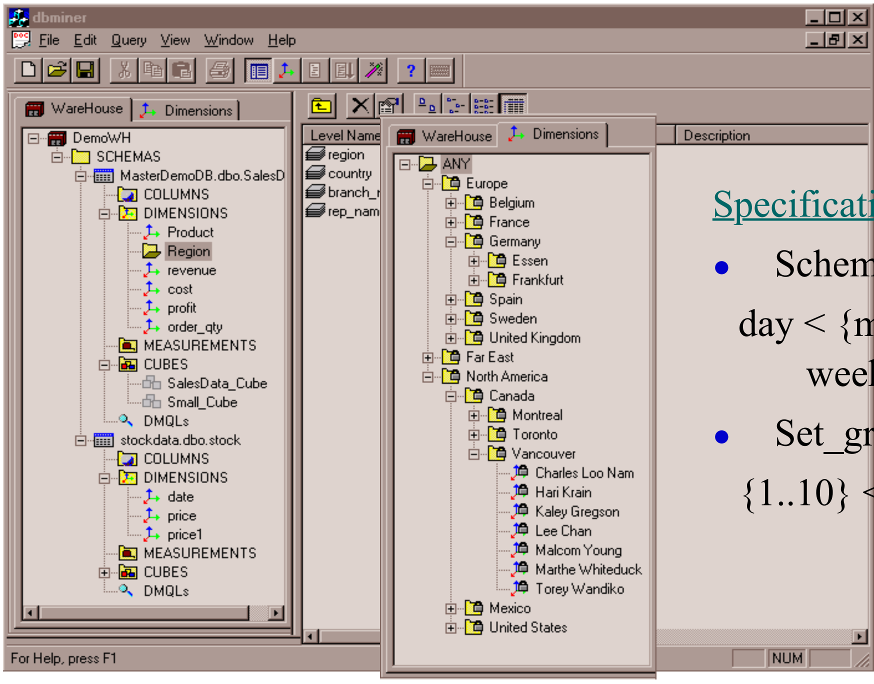
A Concept Hierarchy for a **Dimension** (location)



Data Cube Measures: Three Categories

- Distributive: if the result derived by applying the function to *n* aggregate values is the same as that derived by applying the function on all the data without partitioning
  - E.g., count(), sum(), min(), max()
- Algebraic: if it can be computed by an algebraic function with *M* arguments (where *M* is a bounded integer), each of which is obtained by applying a distributive aggregate function
  - avg(x) = sum(x) / count(x)
  - Is min_N() an algebraic measure? How about standard_deviation()?
- Holistic: if there is no constant bound on the storage size needed to describe a subaggregate.
  - E.g., median(), mode(), rank()

View of Warehouses and Hierarchies



Specification of hierarchies

- Schema hierarchy

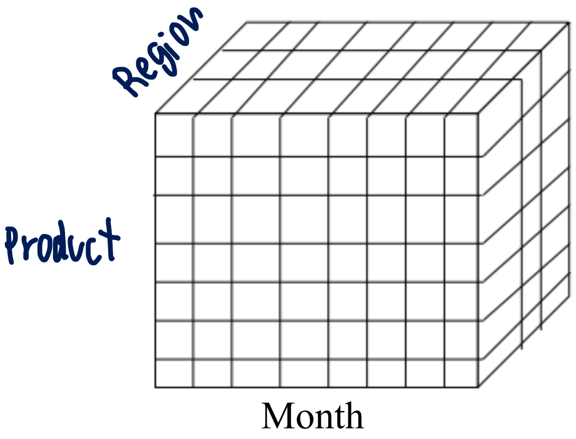
  day < {month < quarter; week} < year

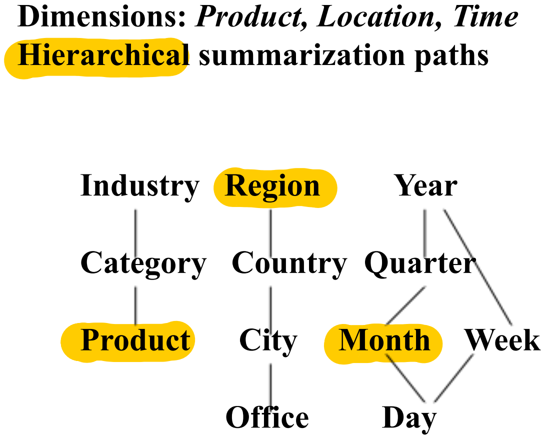
- Set_grouping hierarchy

  {1..10} < inexpensive

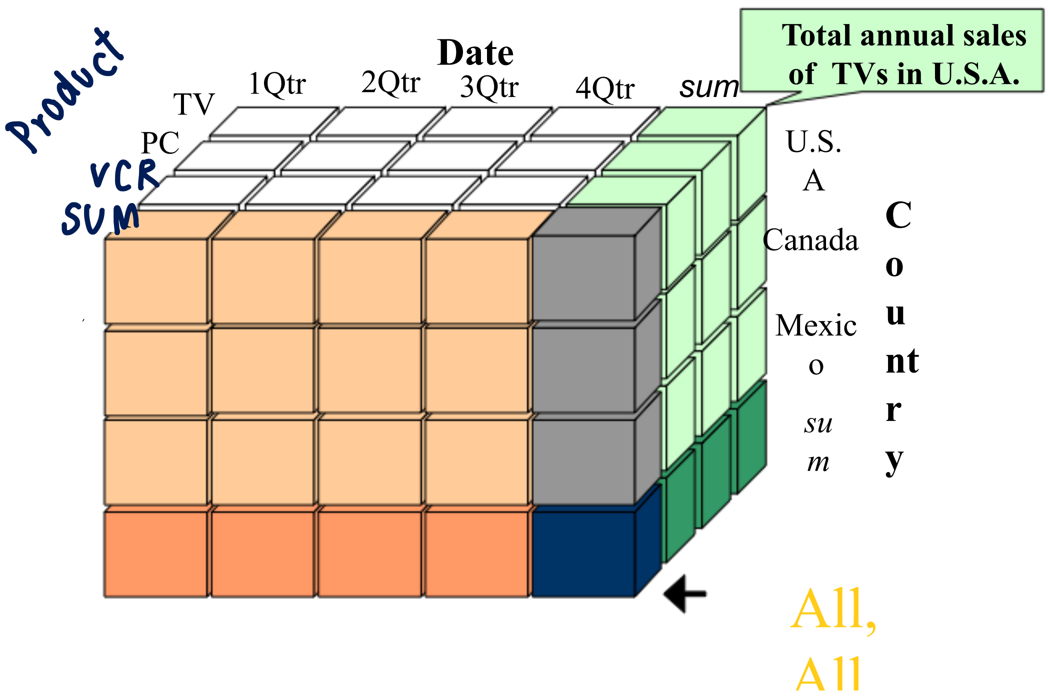
Multidimensional Data

- Sales volume as a function of product, month, and region

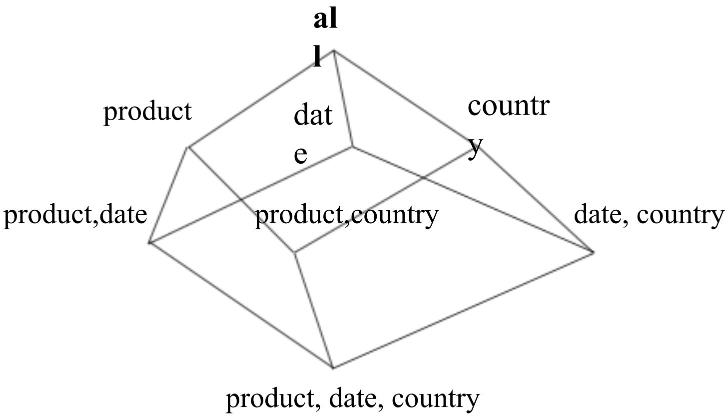




A Sample Data Cube



Cuboids Corresponding to the Cube



0-D (*apex*) cuboid

1-D cuboids

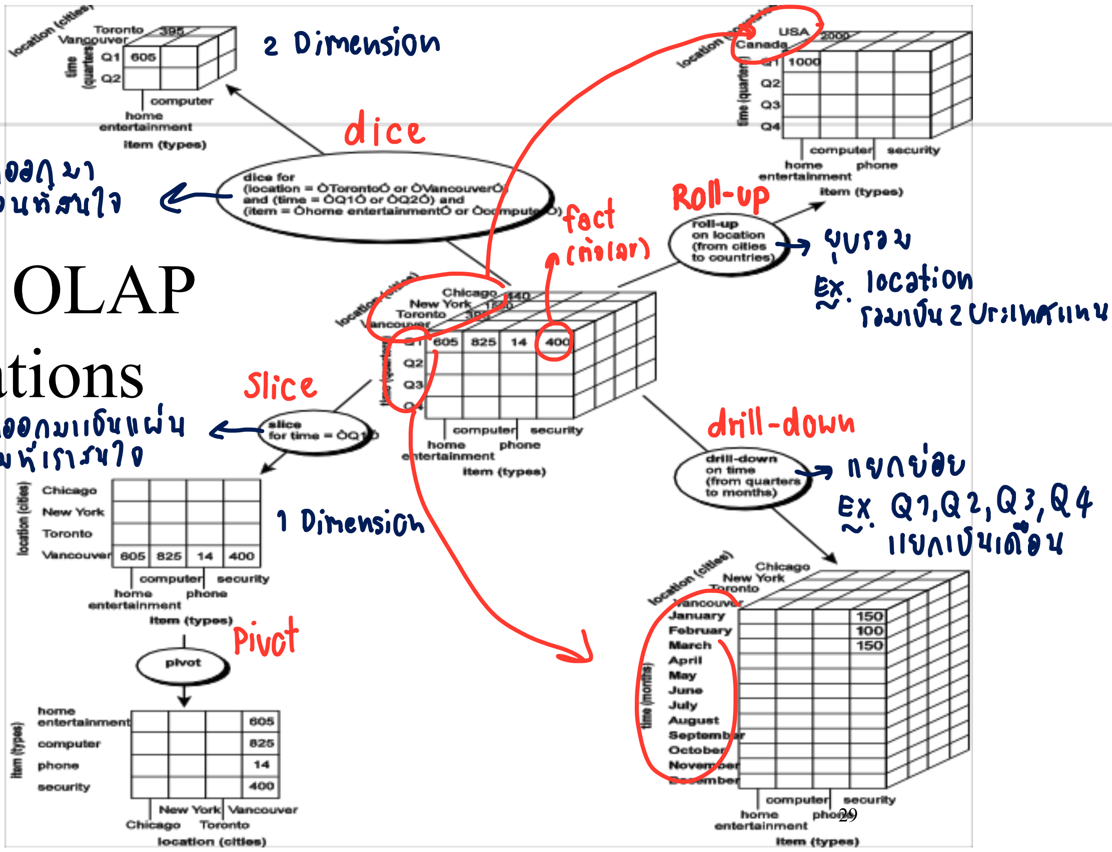
2-D cuboids

3-D (*base*) cuboid

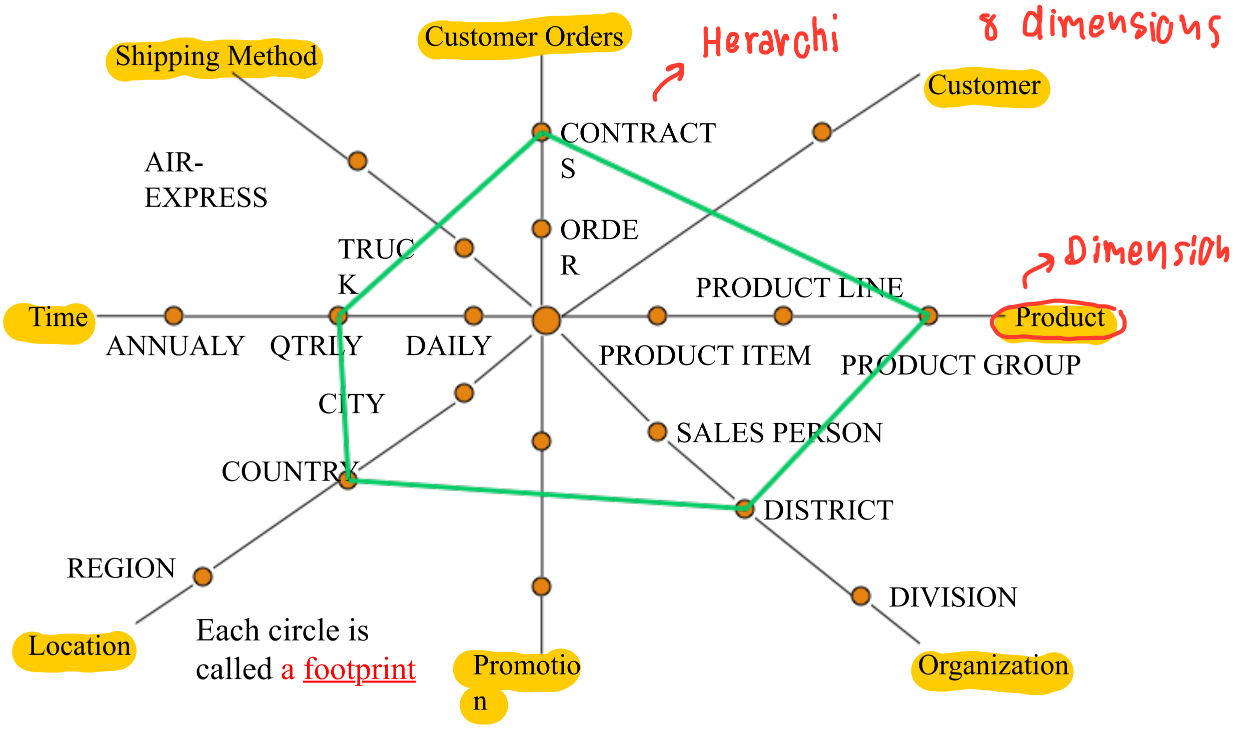
Typical OLAP Operations

- Roll up (drill-up): summarize data
  - *by climbing up hierarchy or by dimension reduction*
- Drill down (roll down): reverse of roll-up
  - *from higher level summary to lower level summary or detailed data, or introducing new dimensions*
- Slice and dice: *project and select*
- Pivot (rotate):
  - *reorient the cube, visualization, 3D to series of 2D planes*
- Other operations
  - *Drill across: involving (across) more than one fact table*
  - *Drill through: through the bottom level of the cube to its back-end relational tables (using SQL)*

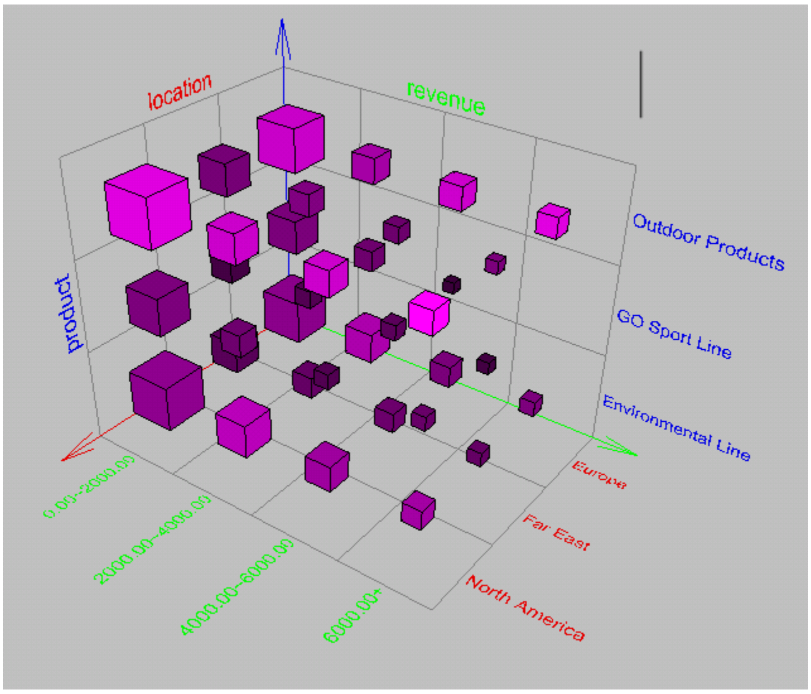
Typical OLAP Operations



A Star-Net Query Model



Browsing a Data Cube



- Visualization
- OLAP capabilities
- Interactive manipulation

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Design of Data Warehouse: A Business Analysis Framework

- Four views regarding the design of a data warehouse
  - Top-down view
    - allows selection of the relevant information necessary for the data warehouse
  - Data source view
    - exposes the information being captured, stored, and managed by operational systems
  - Data warehouse view
    - consists of fact tables and dimension tables
  - Business query view
    - sees the perspectives of data in the warehouse from the view of end-user

Data Warehouse Design Process

- **Top-down, bottom-up approaches or a combination** of both
  - Top-down: Starts with overall design and planning (mature)
  - Bottom-up: Starts with experiments and prototypes (rapid)
- **From software engineering point of view**
  - Waterfall: structured and systematic analysis at each step before proceeding to the next
  - Spiral: rapid generation of increasingly functional systems, short turn around time, quick turn around
- **Typical data warehouse design process**
  - Choose a business process to model, e.g., orders, invoices, etc.
  - Choose the *grain* (*atomic level of data*) of the business process
  - Choose the dimensions that will apply to each fact table record
  - Choose the measure that will populate each fact table record

Data Warehouse Usage

- Three kinds of data warehouse applications
  - Information processing
    - supports querying, basic statistical analysis, and reporting using crosstabs, tables, charts and graphs
  - Analytical processing
    - multidimensional analysis of data warehouse data
    - supports basic OLAP operations, slice-dice, drilling, pivoting
  - Data mining
    - knowledge discovery from hidden patterns
    - supports associations, constructing analytical models, performing classification and prediction, and presenting the mining results using visualization tools

From On-Line Analytical Processing (OLAP) to On Line Analytical Mining (OLAM)

- Why **online analytical mining**?
  - High quality of data in data warehouses
    - DW contains integrated, consistent, cleaned data
  - Available information processing structure surrounding data warehouses
    - ODBC, OLEDB, Web accessing, service facilities, reporting and OLAP tools
  - OLAP-based exploratory data analysis
    - Mining with drilling, dicing, pivoting, etc.
  - On-line selection of data mining functions
    - Integration and swapping of multiple mining functions, algorithms, and tasks

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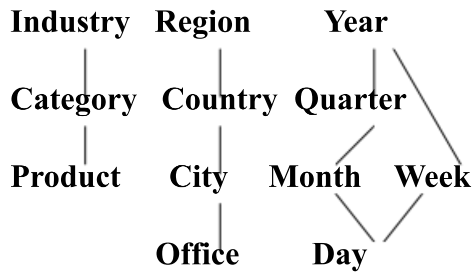
Efficient Data Cube Computation

- Data cube can be viewed as a lattice of cuboids
  - The bottom-most cuboid is the base cuboid
  - The top-most cuboid (apex) contains only one cell
  - How many cuboids in an n-dimensional cube with L levels?
- Materialization of data cube
  - **Full materialization**: Materialize every (cuboid)
  - **No materialization**: Materialize none (cuboid)
  - **Partial materialization:** Materialize some cuboids
    - Which cuboids to materialize?
      - Selection based on size, sharing, access frequency, etc.

Why this formula?

$$T = \prod_{i=1}^{n} (L_i + 1)$$



The "Compute Cube" Operator

- Cube definition and computation in DMQL

  define cube sales [item, city, year]: sum (sales_in_dollars)

  compute cube sales

- Transform it into a SQL-like language (with a new operator cube by, introduced by Gray et al.'96)

```
SELECT item, city, year, SUM (amount)
FROM SALES
CUBE BY item, city, year
```

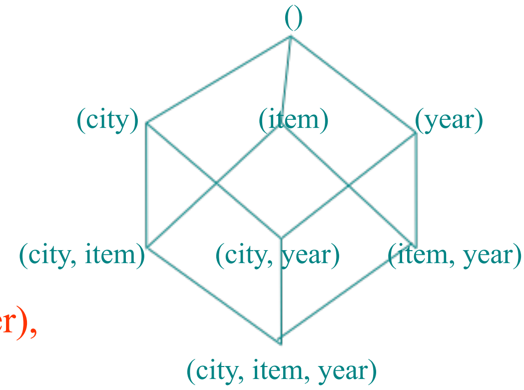
- Need compute the following Group-Bys

  (date, product, customer),

  (date, product),(date, customer), (product, customer),

  (date), (product), (customer)

  ()



Indexing OLAP Data: **Bitmap Index**

- Index on a particular column
  - Each value in the column has a bit vector: bit-op is fast
  - The length of the bit vector: # of records in the base table
  - The *i*-th bit is set if the *i*-th row of the base table has the value for the indexed column
  - not suitable for high cardinality domains
- A recent bit compression technique, Word-Aligned Hybrid (WAH), makes it work for high cardinality domain as well [Wu, et al. TODS'06]

Base table

Cust	Region	Type
C1	Asia	Retail
C2	Europe	Dealer
C3	Asia	Dealer
C4	America	Retail
C5	Europe	Dealer

Index on Region

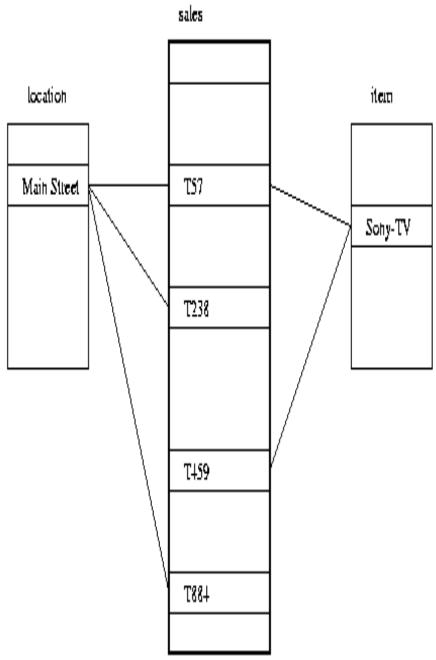
RecID	Asia	Europe	America
1	1	0	0
2	0	1	0
3	1	0	0
4	0	0	1
5	0	1	0

Index on Type

RecID	Retail	Dealer
1	1	0
2	0	1
3	0	1
4	1	0
5	0	1

Indexing OLAP Data: **Join Indices**

- Join index: JI(R-id, S-id) where R (R-id, …) □□ S (S-id, …)
- Traditional indices map the values to a list of record ids
  - It materializes relational join in JI file and speeds up relational join
- In data warehouses, join index relates the values of the <u>dimensions</u> of a start schema to <u>rows</u> in the fact table.
  - E.g., fact table: *Sales* and two dimensions *city* and *product*
    - A join index on *city* maintains for each distinct city a list of R-IDs of the tuples recording the Sales in the city
  - Join indices can span multiple dimensions



Efficient Processing OLAP Queries

- **Determine which operations** should be performed on the available cuboids
  - Transform drill, roll, etc. into corresponding SQL and/or OLAP operations, e.g., dice = selection + projection
- **Determine which materialized cuboid(s)** should be selected for OLAP op.
  - Let the query to be processed be on {*brand, province_or_state*} with the condition "*year = 2004*", and there are 4 materialized cuboids available:

  1) {*year, item_name, city*}
  2) {*year, brand, country*}
  3) {*year, brand, province_or_state*}
  4) {*item_name, province_or_state*} where *year = 2004*

  Which should be selected to process the query?
- Explore indexing structures and compressed vs. dense array structs in MOLAP

OLAP Server Architectures

- **Relational OLAP (ROLAP)**
  - Use relational or extended-relational DBMS to store and manage warehouse data and OLAP middle ware
  - Include optimization of DBMS backend, implementation of aggregation navigation logic, and additional tools and services
  - Greater scalability
- **Multidimensional OLAP (MOLAP)**
  - Sparse array-based multidimensional storage engine
  - Fast indexing to pre-computed summarized data
- **Hybrid OLAP (HOLAP)** (e.g., Microsoft SQLServer)
  - Flexibility, e.g., low level: relational, high-level: array
- Specialized SQL servers (e.g., Redbricks)
  - Specialized support for SQL queries over star/snowflake schemas

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Summary

- Data warehousing: A multi-dimensional model of a data warehouse
  - A data cube consists of *dimensions & measures*
  - Star schema, snowflake schema, fact constellations
  - OLAP operations: drilling, rolling, slicing, dicing and pivoting
- Data Warehouse Architecture, Design, and Usage
  - Multi-tiered architecture
  - Business analysis design framework
  - Information processing, analytical processing, data mining, OLAM
- Implementation: Efficient computation of data cubes
  - Partial vs. full vs. no materialization
  - Indexing OALP data: Bitmap index and join index
  - OLAP query processing
  - OLAP servers: ROLAP, MOLAP, HOLAP

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