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Asignatura: Datawarehouse y Minería de Datos

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Ejercicio 2 – Desafío 1

Fecha: 16 de Septiembre de 2023

Ejercicio 2

(40%) El Spa, "Diego", necesita segmentar sus clientes, para realizar una campaña de fidelización, y le pide a usted que efectué un análisis de sus tres sucursales, que defina cuantos grupos y que características tienen.

Pasos:

Creamos una nueva base de datos con el nombre de "DiegoBD"

Vamos a importar todas las tablas a la base de datos:

Import Flat File 'DiegoBD'

Specify Input File

Introduction
Specify Input File
Preview Data
Modify Columns
Summary
Results

Specify Input File
This operation will create a table from your input file.







Location of file to be imported

New table name:

Table schema:

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Object Explorer

Connect ▾      

KEVINVAQUERANO (SQL Server 16.0.1000)

- Databases
 - System Databases
 - Database Snapshots
 - DiegoBD
 - New Database...
 - New Query
 - Script Database as
 - Tasks
 - Policies
 - Facets
 - Start PowerShell
 - Azure Data Studio
 - Azure SQL Managed Instance link
 - Reports
 - Rename
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 - Refresh
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 - Query
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 - Storage
 - Security
- Server Objects
 - Security
 - Server Objects
 - Replication
 - Always On
 - Management
 - Integration
- SQL Server Agent (Agent XPs disabled)
- XEvent Profiler

Ready

- Detach...
- Take Offline
- Bring Online
- Encrypt Columns...
- Data Discovery and Classification
- Shrink
- Back Up...
- Restore
- Mirror...
- Launch Database Mirroring Monitor...
- Ship Transaction Logs...
- Generate Scripts...
- Generate In-Memory OLTP Migration Checklists
- Extract Data-tier Application...
- Deploy Database to Microsoft Azure SQL Database...
- Export Data-tier Application...
- Register as Data-tier Application...
- Upgrade Data-tier Application...
- Delete Data-tier Application...
- Import Flat File...
- Import Data...
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- Copy Database...
- Manage Database Encryption...
- Database Upgrade

Preview Data

Introduction

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Preview Data

This operation analyzed the input file structure to generate the preview below for up to the first 50 rows.

id	Sexo	Ingresos	PromVisit	Edad	Sauna	Masaje	Hidro	Yoga
Tanjin S...	1	2555.23	1.94	21	1	1	0	0
Tyson St...	1	2476.87	5.83	29	1	1	0	1
Miller Car...	1	1209.36	6.07	23	1	0	0	0
Darnell D...	1	1307.02	3.17	63	1	1	1	1
Wyatt Ke...	1	1511.78	2.08	41	0	0	0	0
Trip Vost	1	772.08	1.74	52	1	1	0	0
Ammam...	0	2749.35	4.58	41	0	0	1	1
Jessica K...	1	1964.11	2.30	51	1	1	1	0
Hammet ...	0	1577.93	2.44	62	1	1	1	0
Marga Kil...	0	1945.16	6.36	25	1	1	0	1
Pebrook ...	1	1917.15	5.86	37	1	1	0	0
Koenraad...	1	699.14	2.64	34	1	0	1	0
Chase M...	1	1945.28	2.52	47	0	1	1	1
Robinnett ...	1	2065.14	4.78	43	1	1	0	0
Jessica D...	1	988.99	3.72	47	1	1	0	1
Ortensia ...	1	1671.93	2.17	58	1	1	0	1

☒ Use Rich Data Type Detection - may provide a closer type fit. However, cells with anomalous values may be dropped.

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Cancel

Import Flat File 'DiegoID'

Modify Columns

Introduction

Specify Input File

Preview Data

Modify Columns

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Modify Columns

This operation generated the following table schema. Please verify if schema is accurate, and if not, please make any changes.

Column Name	Data Type	Primary Key	Allow Nulls
id	nvarchar(50)	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Sexo	bit	<input type="checkbox"/>	<input type="checkbox"/>
Ingresos	float	<input type="checkbox"/>	<input type="checkbox"/>
PromVisit	float	<input type="checkbox"/>	<input type="checkbox"/>
Edad	tinyint	<input type="checkbox"/>	<input type="checkbox"/>
Sauna	bit	<input type="checkbox"/>	<input type="checkbox"/>
Masaje	bit	<input type="checkbox"/>	<input type="checkbox"/>
Hidro	bit	<input type="checkbox"/>	<input type="checkbox"/>
Yoga	bit	<input type="checkbox"/>	<input checked="" type="checkbox"/>

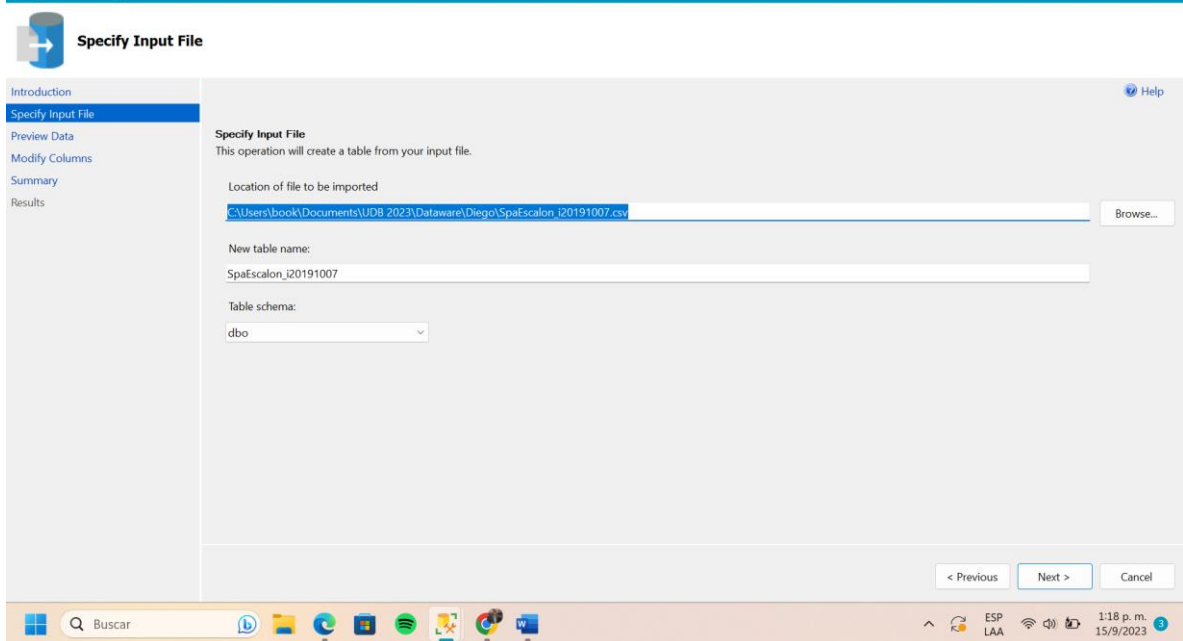
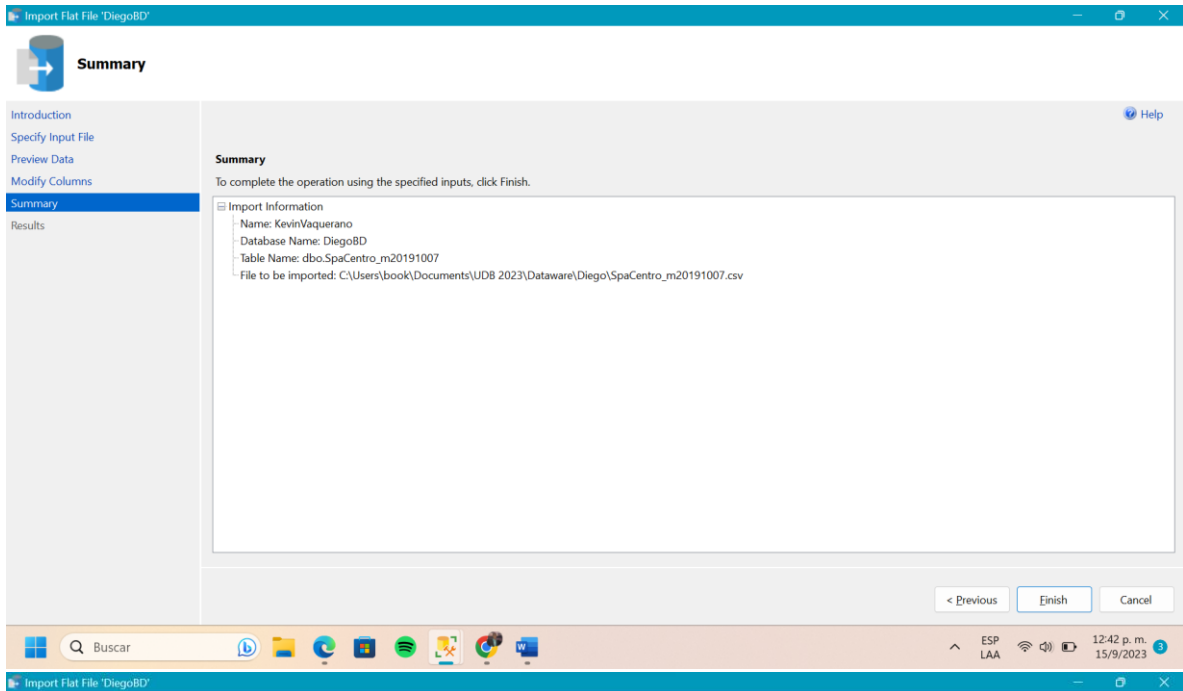
Row granularity of error reporting (performance impact with smaller ranges)

No Range

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Cancel





Preview Data

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Preview Data

This operation analyzed the input file structure to generate the preview below for up to the first 50 rows.

id	Sexo	ingresos	PromVisit	Edad	Sauna	Masaje	Hidro	Yoga
Laoline D...	1	1150.52	1.79	35	0	0	1	1
Angelita ...	1	1458.84	2.82	36	1	1	0	1
Drugi Enr...	0	1748.80	3.70	63	1	1	1	0
Britte Ca...	1	1828.86	1.29	22	0	1	0	1
Sal Pyle	1	894.69	4.29	24	0	0	0	1
Genvieve...	1	2536.14	5.05	55	1	1	0	0
Emmye J...	1	1679.81	4.53	26	1	0	1	1
Ken Pyson	0	1817.95	5.31	49	1	0	0	1
Rocky Ro...	0	1593.44	5.48	60	1	1	1	0
Brock M...	1	1680.75	2.03	64	0	1	0	1
Madalen...	1	711.88	4.29	29	1	0	0	0
Danna Pl...	1	1022.08	4.61	31	1	0	1	1
Hildagar...	1	1847.22	5.72	22	1	1	1	0
Marketa ...	0	1363.23	3.66	37	1	0	0	1
Kristy Laf...	1	1000.71	2.54	52	0	0	0	1
Noah Ga...	0	1284.82	6.37	35	0	0	0	0

☒ Use Rich Data Type Detection - may provide a closer type fit. However, cells with anomalous values may be dropped.

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Modify Columns

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Specify Input File

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Modify Columns

This operation generated the following table schema. Please verify if schema is accurate, and if not, please make any changes.

Column Name	Data Type	Primary Key	Allow Nulls
id	nvarchar(50)	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Sexo	bit	<input type="checkbox"/>	<input type="checkbox"/>
ingresos	float	<input type="checkbox"/>	<input type="checkbox"/>
PromVisit	float	<input type="checkbox"/>	<input type="checkbox"/>
Edad	tinyint	<input type="checkbox"/>	<input type="checkbox"/>
Sauna	bit	<input type="checkbox"/>	<input type="checkbox"/>
Masaje	bit	<input type="checkbox"/>	<input type="checkbox"/>
Hidro	bit	<input type="checkbox"/>	<input type="checkbox"/>
Yoga	bit	<input type="checkbox"/>	<input type="checkbox"/>

Row granularity of error reporting (performance impact with smaller ranges)

No Range

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Import Flat File - DiegoBD

Results

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Operation Complete

Summary:

Name	Result
Insert Data	Success

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Buscar

1:26 p. m.
15/9/2023



Preview Data

Introduction

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Preview Data

This operation analyzed the input file structure to generate the preview below for up to the first 50 rows.

id	Sexo	ingresos	PromVisit	Edad	Sauna	Masaje	Hidro	Yoga
Cynthia C...	0	1175.45	6.88	50	1	1	0	1
Felicle Bl...	0	2956.11	6.08	32	0	1	0	1
Carey Billi...	0	2454.94	3.27	25	1	1	1	1
Correy D...	0	1253.40	1.93	42	0	1	0	1
Simmon...	0	1153.21	2.94	45	0	1	0	0
Karylin B...	0	2560.18	6.59	27	0	0	1	0
Bibbie Be...	0	2945.27	6.36	35	0	1	0	1
Rois Bust	0	1599.55	2.53	26	1	1	0	1
Tillie Fro...	0	2683.42	3.60	61	0	0	0	0
Hallie Edl...	0	1856.95	2.41	53	1	0	0	0
Lindy Har...	0	581.43	4.70	61	0	1	0	0
Rozanne ...	0	2834.67	5.28	44	0	1	1	1
Hew Poyt...	0	664.08	2.40	29	0	1	0	1
Cleopatr...	0	2417.29	2.20	25	0	1	0	0
Reid Hen...	1	2327.39	6.79	64	1	1	0	1
Anabella ...	0	786.44	2.50	22	0	0	1	1

☒ Use Rich Data Type Detection - may provide a closer type fit. However, cells with anomalous values may be dropped.

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Specify Input File

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Specify Input File

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Specify Input File

This operation will create a table from your input file.

Location of file to be imported

C:\Users\book\Documents\UDB 2023\Dataware\Diego\SpaSantaTeda_m20191007.csv

Browse...

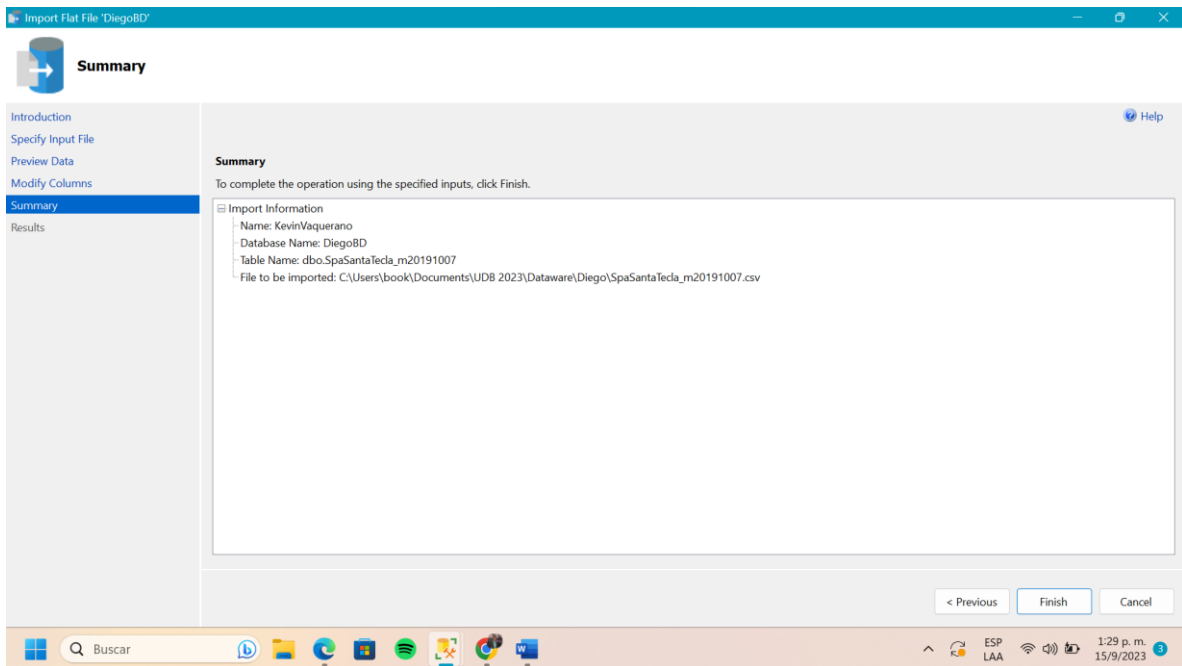
New table name:

SpaSantaTeda_m20191007

Table schema:

dbo

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Creamos la Query usando la selección de datos: y uniendo todas las tablas con la sentencia UNION ALL:

Query Problema 1.s...querano Kevin (73)) * X Sql Query.sql - KEV...querano Kevin (54)) *

```

SELECT
    *,
    CASE
        WHEN PromVisit < 2.0 THEN 'Cliente Inusual'
        WHEN PromVisit >= 2.0 AND PromVisit < 4.0 THEN 'Cliente usual'
        WHEN PromVisit >= 4.0 AND PromVisit < 6.0 THEN 'Cliente recurrente'
        ELSE 'Cliente muy recurrente'
    END AS Clasificacion
FROM
(
    SELECT * FROM dbo.SpaEscalon_i20191007
    UNION ALL
    SELECT * FROM dbo.SpaCentro_m20191007
    UNION ALL
    SELECT * FROM dbo.SpaSantaTecla_m20191007
) AS Info
ORDER BY PromVisit DESC;
  
```

75 %

Results Messages

	id	Sexo	Ingresos	PromVisit	Edad	Sauna	Masaje	Hidro	Yoga	Clasificacion
97	Imojean Larratt	1	1806.02001953125	6.099999990463257	60	1	1	0	1	Cliente muy recurrente
98	Felicle Biglin	0	2956.11010742188	6.07999992370605	32	0	1	0	1	Cliente muy recurrente
99	Miller Carnachen	1	1209.35998535156	6.07000017166138	23	1	0	0	0	Cliente muy recurrente
100	Kurtis Dinnis	0	907.440002441406	6.07000017166138	39	0	0	0	1	Cliente muy recurrente
101	Shae Adamov	0	2857.080078125	6.05999994277954	42	0	0	0	1	Cliente muy recurrente
102	Creight Feldheim	1	404.170013427734	6.05999994277954	25	0	1	1	1	Cliente muy recurrente
103	Coline Littlepage	1	2291.080078125	6.05000019073486	41	0	0	1	1	Cliente muy recurrente
104	Barrett Ledbury	0	2996.81005859375	6.03000020980835	21	0	0	0	1	Cliente muy recurrente
105	Wyndham Cripple	0	2942.0400390625	6.03000020980835	33	1	0	1	0	Cliente muy recurrente
106	Yuma Follett	1	607.330017089844	6.03000020980835	52	0	0	1	0	Cliente muy recurrente
107	Carlotta Aujean	0	2964.53002929688	6.01999998092651	62	0	1	1	1	Cliente muy recurrente
108	Chariot Cowley	1	1061.40002441406	6	60	0	1	0	1	Cliente muy recurrente

Query:

```
SELECT
    *,
    CASE
        WHEN PromVisit < 2.0 THEN ' Cliente Inusual'
        WHEN PromVisit >= 2.0 AND PromVisit < 4.0 THEN 'Cliente usual '
        WHEN PromVisit >= 4.0 AND PromVisit < 6.0 THEN 'Cliente recurrente'
        ELSE 'Cliente muy recurrente '
    END AS Clasificacion
FROM
    (
        SELECT * FROM dbo.SpaEscalon_i20191007
        UNION ALL
        SELECT * FROM dbo.SpaCentro_m20191007
        UNION ALL
        SELECT * FROM dbo.SpaSantaTecla_m20191007
    ) AS Info
ORDER BY PromVisit DESC;
```