

Sri Lanka Institute of Information Technology



Data Warehouse and Business Intelligence - Assignment 1

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1. DATA SET SELECTION

Data Set Name: Synthetic Cannabis Dispensary Database

Provided by: kaggle.com

Source link: <https://www.kaggle.com/datasets/adampq/synthetic-cannabis-dispensary-database?select=stateReg.csv>

About Dataset:

The selected data source is a collection of transactional data.

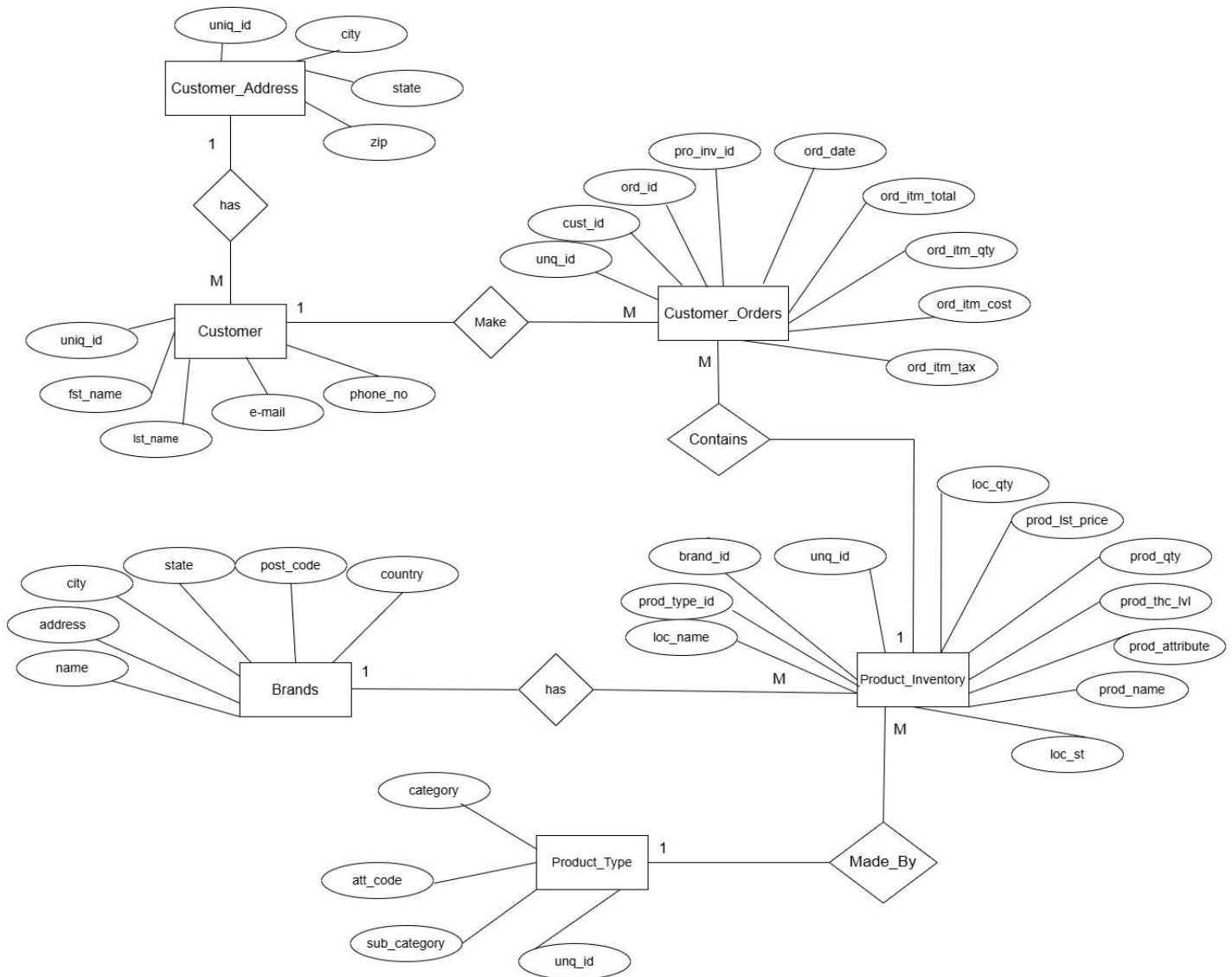
This dataset simulates a comprehensive cannabis dispensary registry and operations database, representing various aspects of the legal cannabis industry in the United States. The synthetic data reflects realistic structures and relationships between dispensaries, product offerings, business licenses, and regulatory frameworks across different states. Customers can access detailed information about dispensaries, including their product inventory, business operations, and state-level regulations.

As the cannabis industry continues to grow and legalize across more regions, businesses and researchers alike are investigating ways to improve transparency, regulatory compliance, and customer satisfaction. This dataset offers valuable insights for analyzing dispensary operations, tracking compliance with local laws, and understanding consumer behavior.

Dataset contains eight csv files but I selected five csv files with information about Customers, products, brands, product inventory and customer Orders. Modifications were done accordingly to the data set derived from the source. This data set contains transactions of the customer orders which are provided by the customers and the other features around it.

- Customers.csv: Contains the details of the customers.
- Brand.csv: Include information about brands of the product.
- ProductType.csv: Details of product category and sub-category.
- ProductInventory.csv: Contains details of the products, brands available, location , prices and the quantities available.
- CustomerOrders.csv: Purchases made by customers and relevant product details.

ER-Diagram



- This diagram shows the relationships between entities in this dataset.
- Assumptions –
 - One Customer can has only one address.
 - Customers can place many orders.
 - There can be many customers in the same address

2. PREPARATION OF DATA SOURCES

Final State of Preparation of the source data formats before Transforming data =>

✦ Text file that has been taken as a separate source type: -

- CustomerAddress.txt

✦ Ass_SourceDB (Source Database) Tables: -

- dbo.Customers

- dbo.Brands

- dbo.ProductType

- dbo.ProductInventory

- dbo.CustomerOrders

Description of the data set

1. Source Type - CustomerAddress.txt

Table Name - CustomerAddress

Include -

| Column | Data Type | Description |
|---------|--------------|----------------------------------|
| uniq_id | Nvarchar(50) | customerID |
| city | Nvarchar(50) | City that customer belongs to |
| state | Nvarchar(50) | State that customer belongs to |
| zipcode | Nvarchar(50) | zipcode that customer belongs to |

2. Source Type - DWBI_SourceDB

Table Name - Customers

Include -

| Column | Data Type | Description |
|----------|--------------|------------------------------|
| uniq_id | Nvarchar(50) | Customer Uniq ID |
| fst_name | Nvarchar(50) | First name of the customer |
| lst_name | Nvarchar(50) | Last name of the customer |
| email | Nvarchar(50) | E-mail of the customer |
| phone_no | Nvarchar(50) | Phone number of the customer |
| gender | Nvarchar(50) | Gender of the customer |

3. Source Type - DWBI_SourceDB

Table Name - Brand

Include -

| Column | Data Type | Description |
|----------|--------------|---|
| unq_id | Int | Unique ID for Brands |
| name | Nvarchar(50) | Name of the store |
| address | Int | Address number where the store is located |
| city | Nvarchar(50) | City where the store is located |
| state | Nvarchar(50) | Store located state |
| postcode | Int | Postcode of the store location |
| country | Nvarchar(50) | Country of the store |

4. Source Type - DWBI_SourceDB

Table Name -Product Type

Include -

| Column Name | Data Type | Description |
|--------------|--------------|-------------------------------|
| unq_id | Int | Unique ID for Product Type |
| category | Nvarchar(50) | Category of the product |
| sub_category | Nvarchar(50) | Sub category of the product |
| att_code | Int | Attribute code of the product |

5. Source Type - DWBI_SourceDB

Table Name – Product Inventory

Include -

| Column Name | Data Type | Description |
|----------------|---------------|--|
| unq_id | Int | Unique ID for Product Inventory |
| brand_id | Int | ID for Brand (FK) |
| prod_type_id | Int | ID for product type (FK) |
| loc_name | Nvarchar(100) | Location name of the product distributed |
| loc_st | Nvarchar(50) | Location state |
| prod_name | Nvarchar(50) | Distributed product name |
| prod_attribute | Nvarchar(50) | Distributed product attribute |
| prod_thc_lvl | Nvarchar(50) | Product thc level |
| prod_qty | Nvarchar(50) | Product quantity |
| prod_lst_price | money | Last price of the product |
| loc_qty | Int | Location quantity |

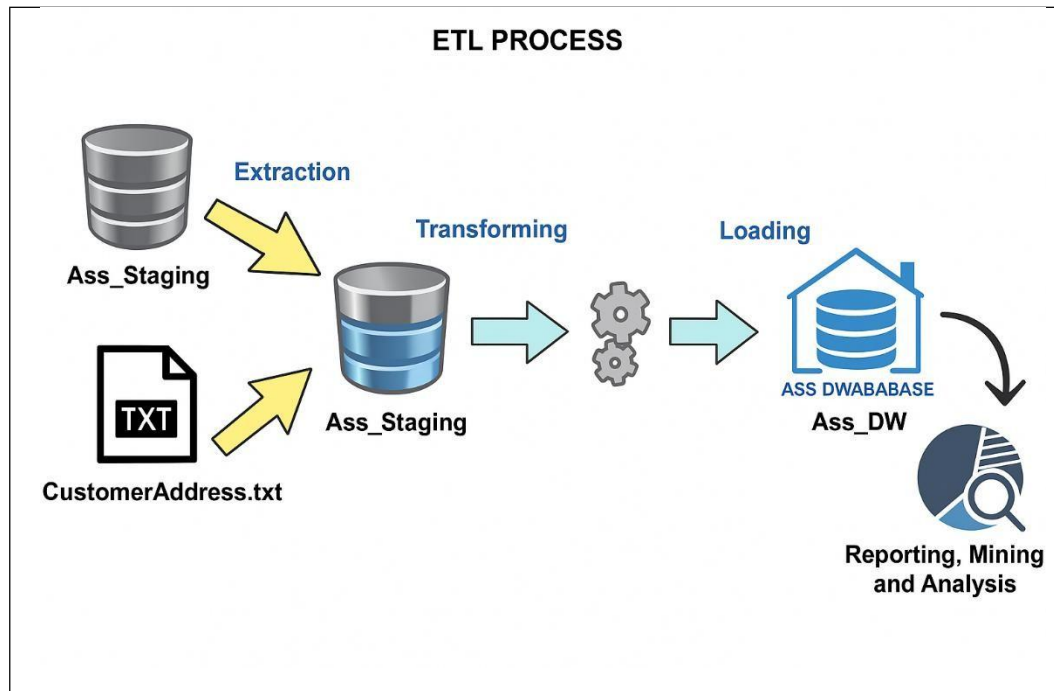
6. Source Type - DWBI_SourceDB

Table Name - CustomerOrders

Include -

| Column Name | Data Type | Description |
|---------------|---------------|---|
| uniq_id | Int | Unique ID for Customer Orders |
| cust_id | Int | Uniq ID from customer table as a Foreign Key |
| ord_id | bigint | Unique ID for Orders |
| prod_inv_id | Int | Unique ID from Product Inventory table as a Foreign Key |
| ord_datetime | Datetime | Date and time of the Order purchase |
| loc_name | Nvarchar(100) | Location name of the store |
| loc_st | Nvarchar(50) | Location state of the store |
| cust_name | Nvarchar(50) | Customer name who made the order |
| cust_st | Nvarchar(50) | Location state of the customer |
| prod_name | Nvarchar(50) | Name of the product |
| ord_itm_qty | Int | Quantity of the ordered item |
| ord_itm_cost | float | Cost of the ordered item |
| ord_itm_tax | float | Tax for the ordered item |
| ord_itm_total | float | Total amount paid by the customer for his/her order |

3. SOLUTION ARCHITECTURE

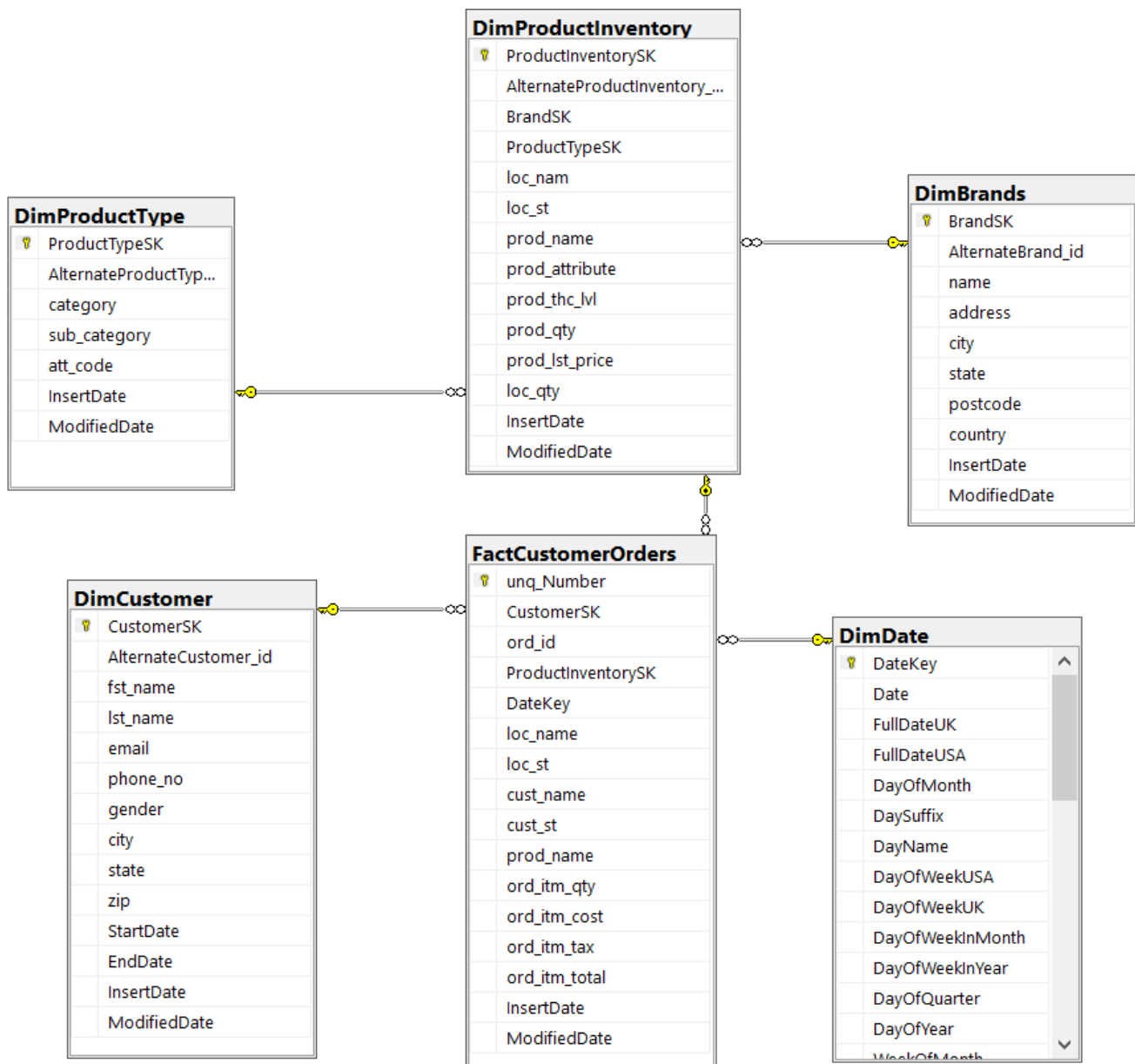


- As this architecture shows for the ETL processing, first **DWBI_SourceDB** (Source database) and then **CustomerAddress.txt** (Text file) has been used for the data extraction to the staging process. After that staged in **DWBI_Staging** (Staging database) data are transforming and loading to **DWBI_DW** (Data warehouse) and that data can be used for reporting, mining and analyzing purposes.

4. DATA WAREHOUSE DESIGN s DEVELOPMENT

i. Design

The DWBI_DW (Data Warehouse) is designed according to a snowflake schema as shown in the following figure with one fact table (dbo.FactCustomerOrders) and five dimension tables including the Date dimension. DimProductType and DimBrands are connected with DimProductInventory through foreign keys.



- Hierarchies
 - DimCustomer is consisted with the hierarchy of address which includes City, State, ZipCode.
 - DimBrands is consisted with the hierarchy of address which includes Address, City, State, PostCode, Country
 - DimDate is consisted with the hierarchy of dates which includes DayofMonth, Month, Quarter, Year.
- Calculation
 - Order Item Total is calculated in dbo.FactCustomerOrder as ord_itm_total
$$(\text{Ord_itm_qty} * \text{ord_itm_cost}) + \text{ord_itm_tax} = \text{ord_itm_total}$$

ii. Assumptions

- dbo.DimDate is added to the Data Warehouse for better performance.
- dbo.FactCustomerOrders is used in creating the fact table.

Slowly changing dimensions

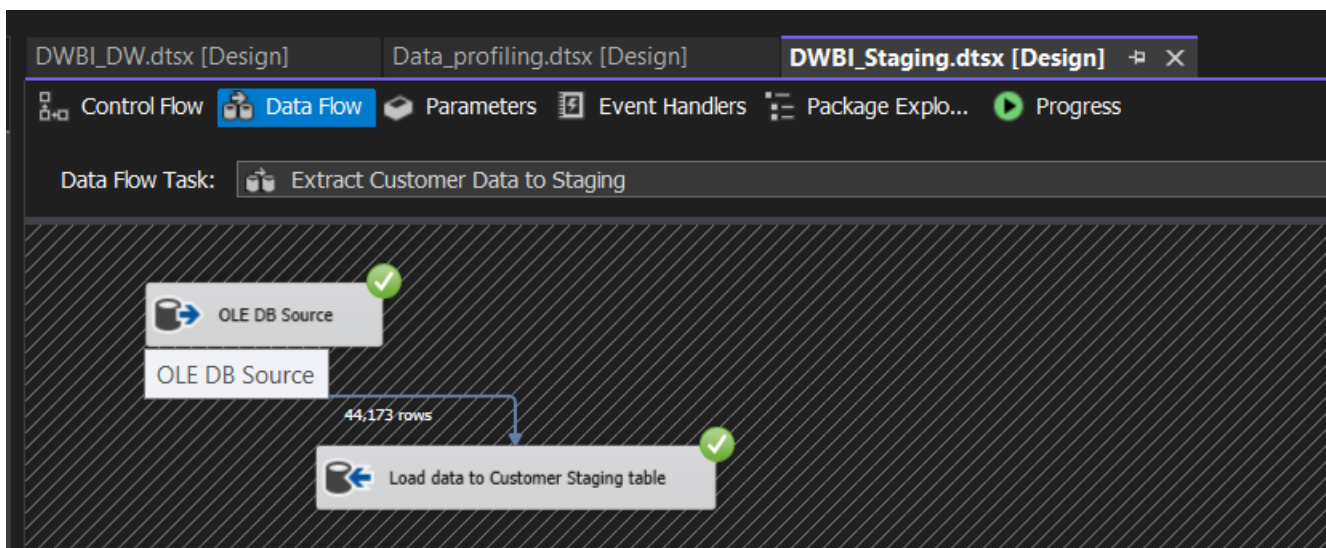
- Customer Details with customer addresses were considered as a slowly changing dimension.

| Dimension Table | Attributes |
|-----------------|--|
| dbo.DimCustomer | Uniq_id (Business Key) Fst_name (Fixed attribute) Lst_name (Fixed attribute) Email (Changing attribute) Phone_no (Changing attribute) Gender (Fixed attribute) City (Historical attribute) State (Historical attribute) Zip (Historical attribute) |

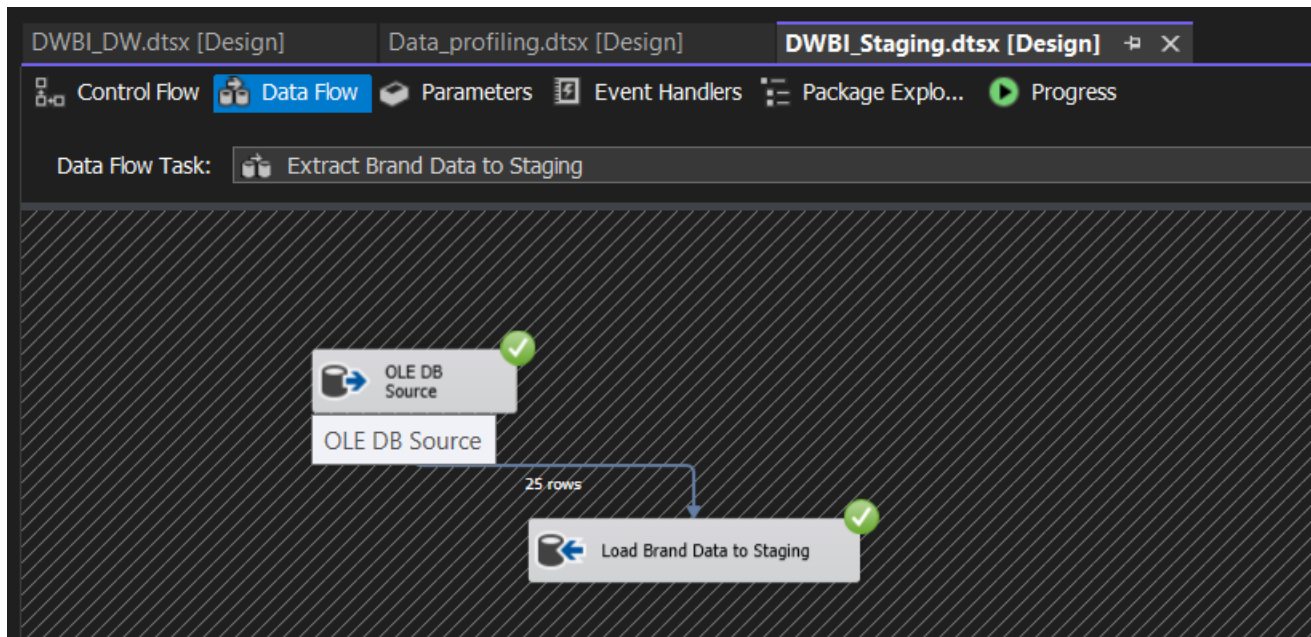
5. ETL DEVELOPMENT

i. Data Extraction & Load into Staging tables

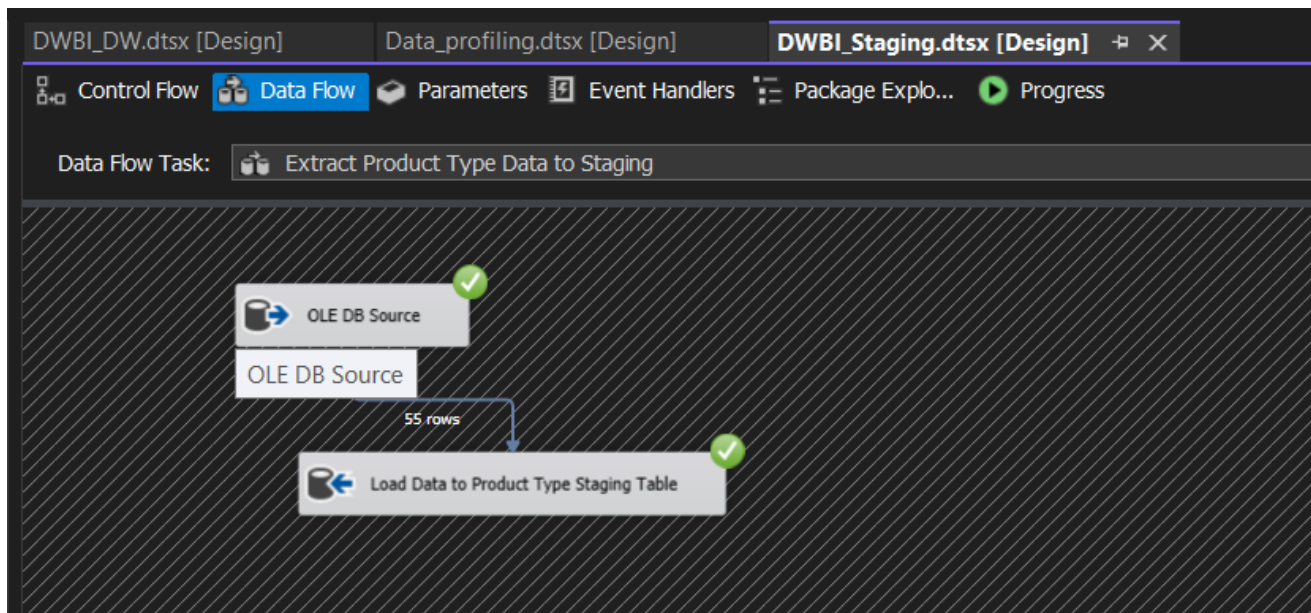
- Data Extraction is done by using the provided data sources mentioned above in Visual Studio 2022 (Data Tool) development environment. The text file and the source database were used here.
- Initially, **OLE DB SOURCE** (for source database) or **FLAT FILE SOURCE** (for flat files txt) is used to extract data for the Staging criteria. In this step developer can select the columns what would be included in the Staging from available data columns. As the next step of Staging, **OLE DB DESTINATION** has applied here to storing data in the Staging tables of **DWBI_Staging**.



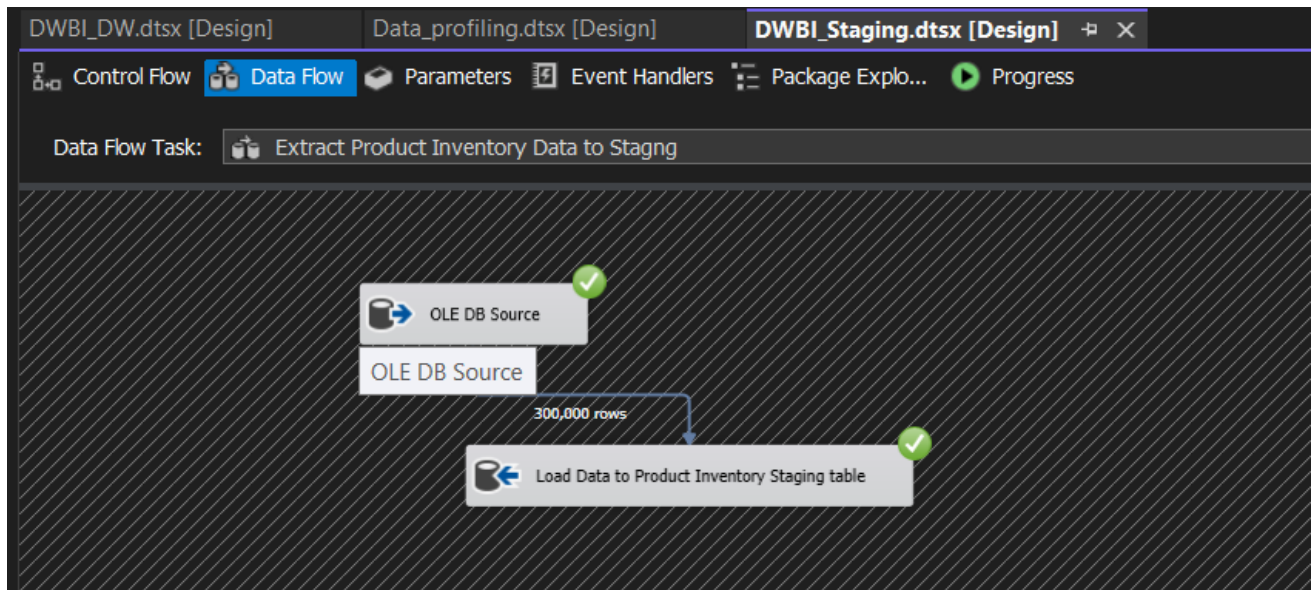
- ✚ Customer details data is extracted from Customers table in the source database and inserted to the StgCustomer table.



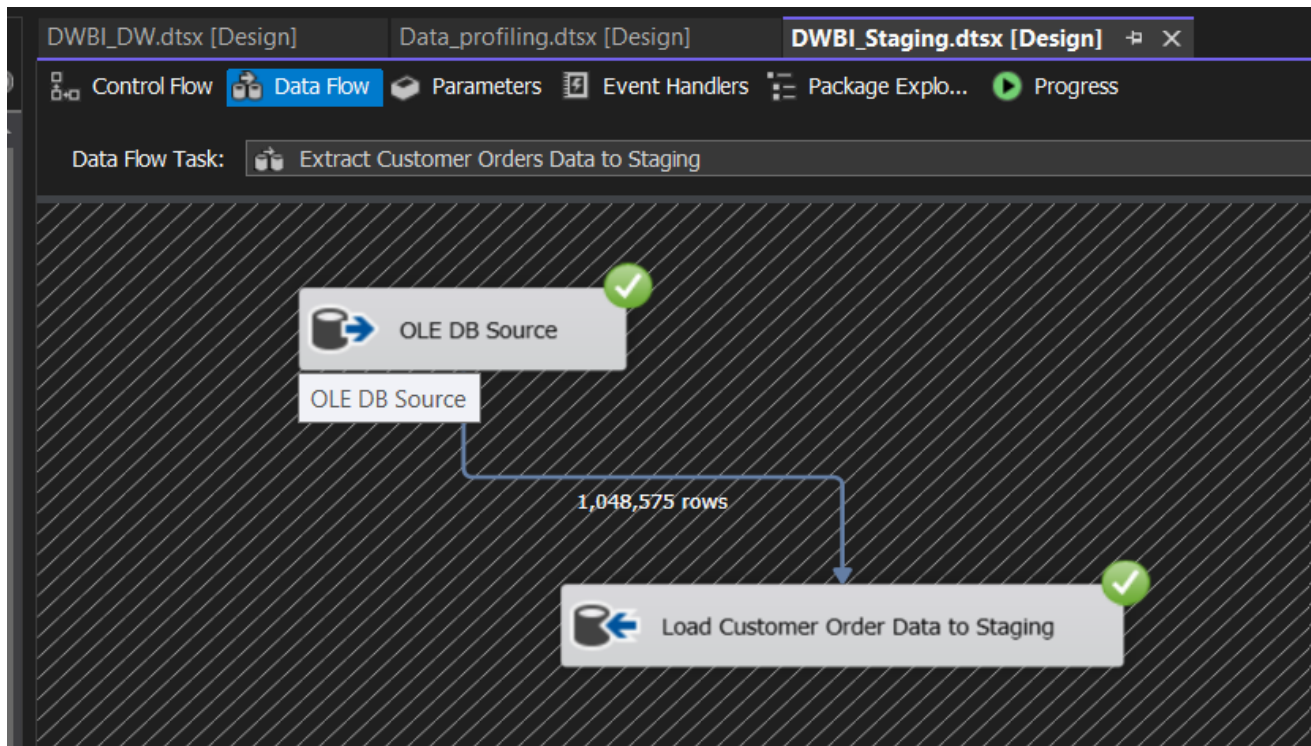
- ✚ Brand details data is extracted from Brand table in the source database and inserted to the StgBrand table.



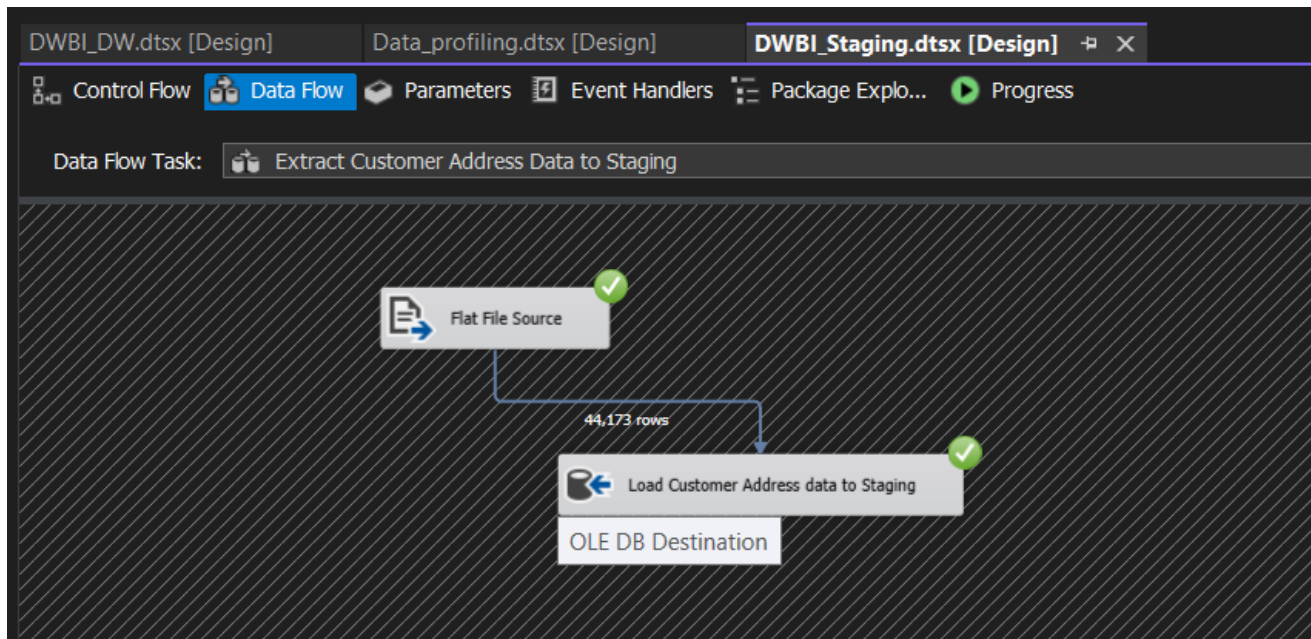
- ✚ Product Type data is extracted from ProductType table in the source database and inserted to the StgProductType table.



- ✚ Product Inventory data is extracted from Product Inventory table in the source database and inserted to the StgProductInventory table.



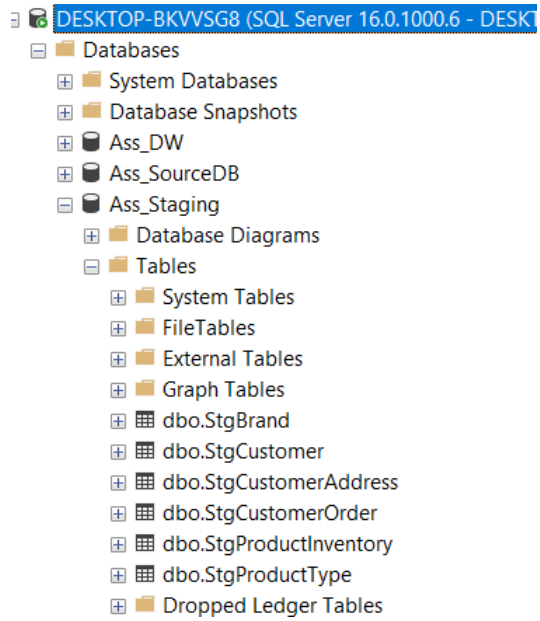
- ✚ Customer Orders data is extracted from CustomerOrders table in the source database and inserted to the StgCustomerOrder table.



- ✚ Customer address data is extracted from CustomerAddress.txt (text file) in and inserted to the StgCustomerAddress table.



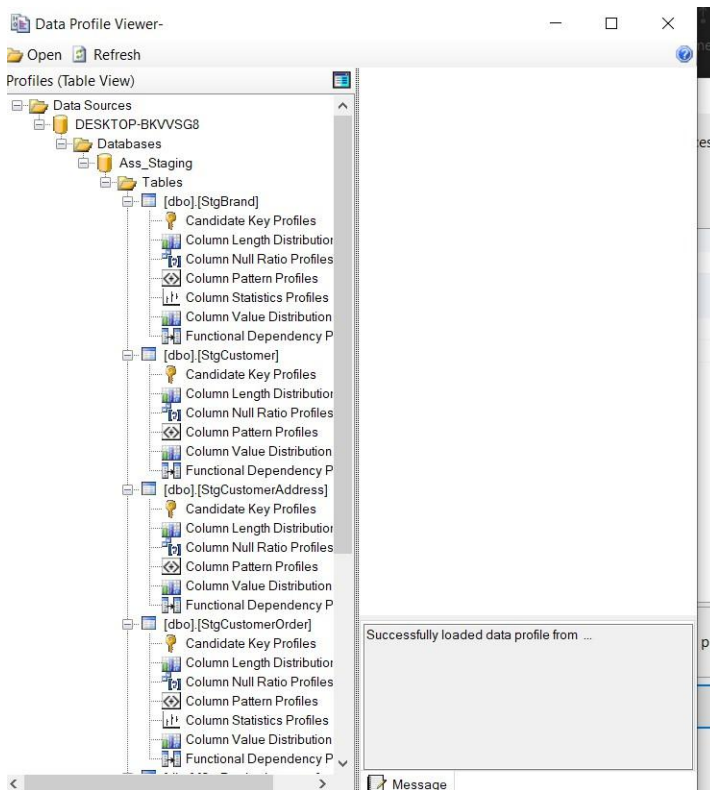
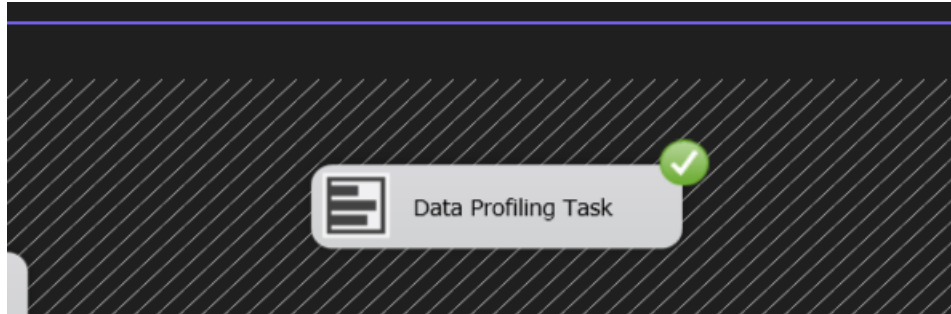
- ✚ The Control Flow of 'Extract Data and Load into Staging' is shown as above figure.



- Staging Tables have created and values are inserted.

ii. Data Profiling

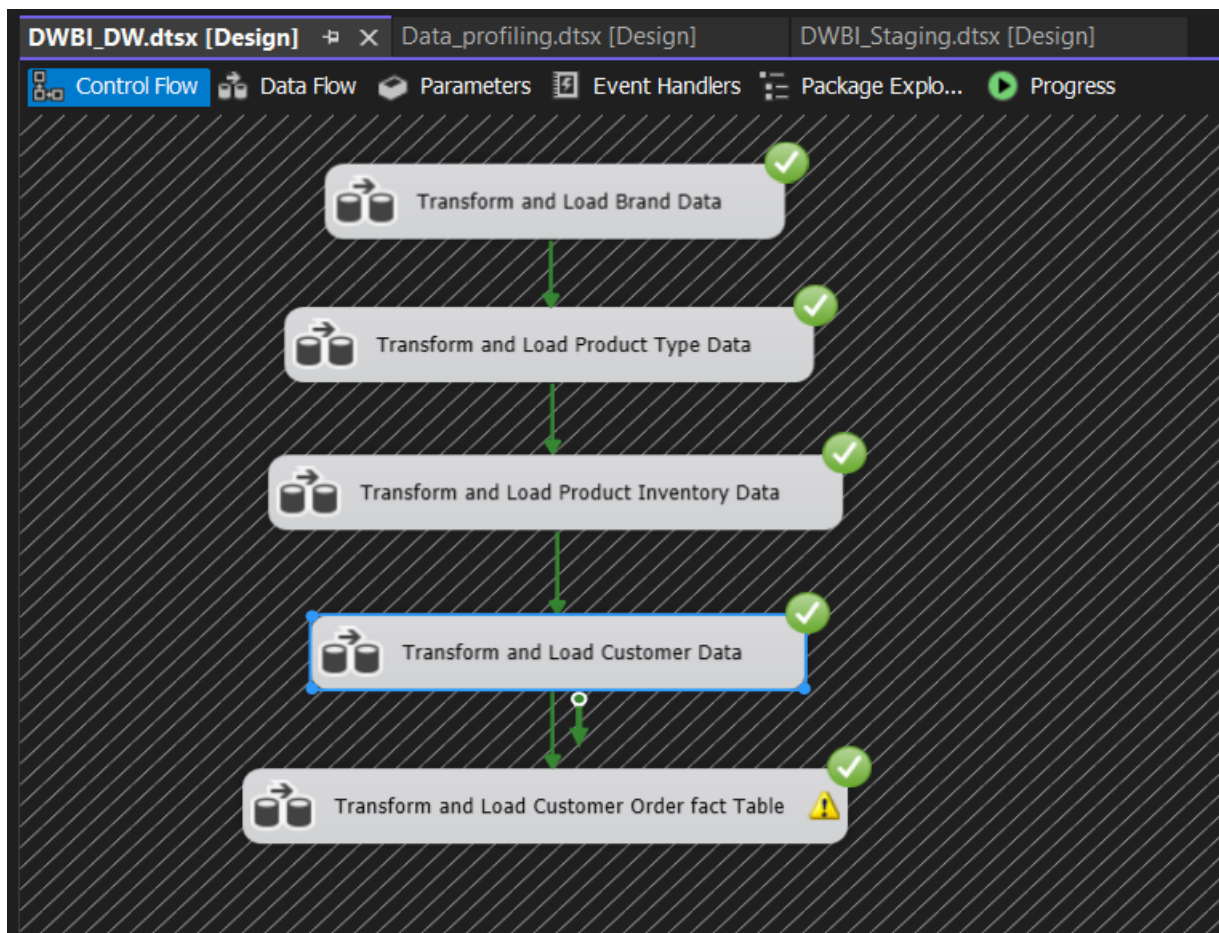
Data Profiling provides the means of analyzing large amount of data using different kind of processes. In this step, null values, repeated values and quality of the data is checked.



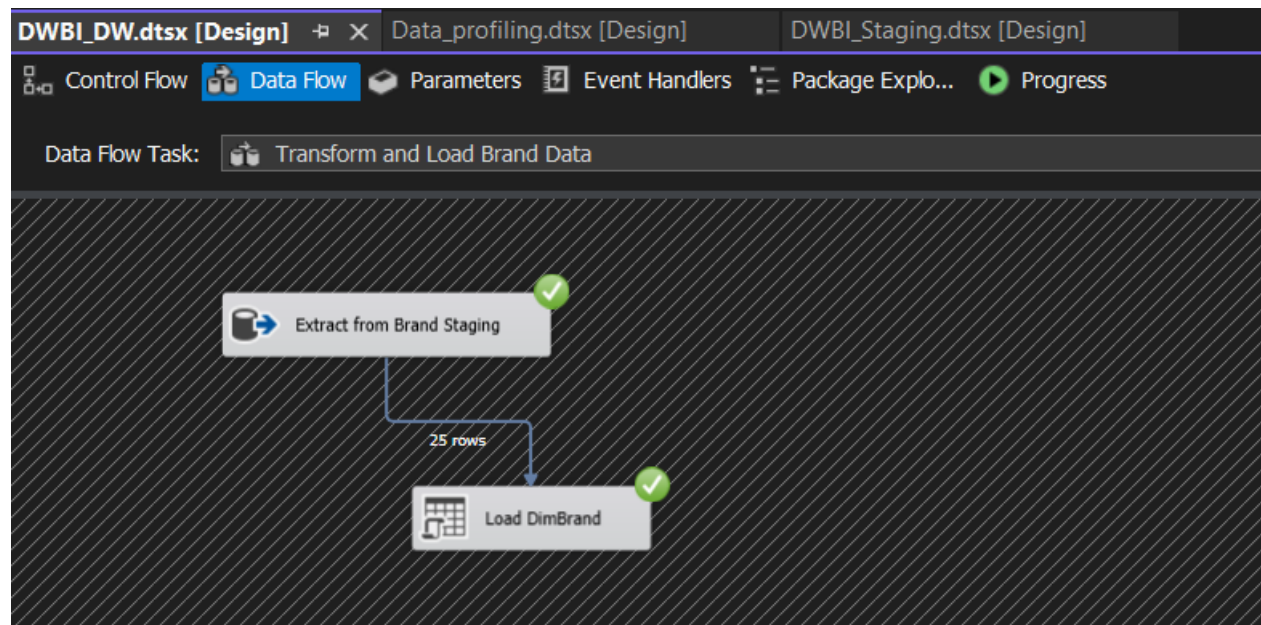
- Every staging table is profiled and saved in a selected location.
- As this shows, after the Staging step doing this task shows the things what the developer must consider about the data which are stored in staging table and the developer is able to identify the issues with staging data by data profiling (such as null values).
- Complete part of Data Profiling relevant to the Staging is shown in this figure.

iii. Data Transformation and Loading

- Data Transformation is developed according to the dimensional modeling designed above.



- In this step, the Dimension Tables are created in DWBI_DW are loaded with the data of relevant staging tables.

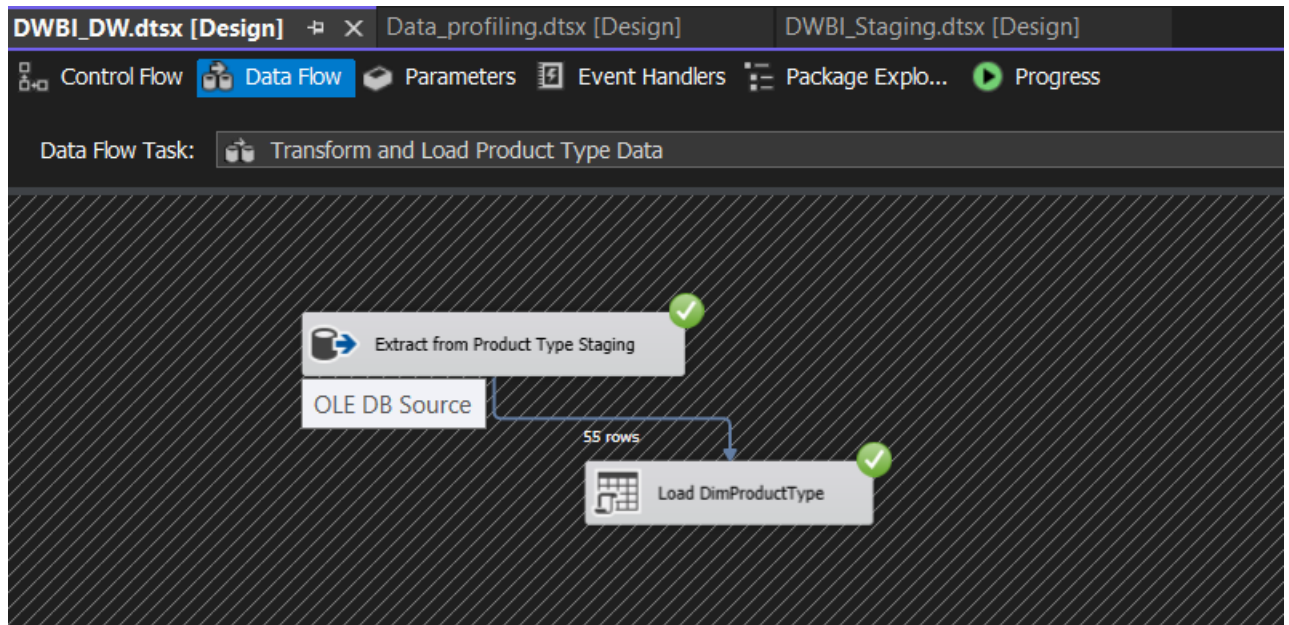


```

USE [DwBI_DW]
GO
/***** Object: StoredProcedure [dbo].[UpdateDimBrands]    Script Date: 5/1/2025 6:04:25 PM *****/
SET ANSI_NULLS ON
GO
SET QUOTED_IDENTIFIER ON
GO
ALTER PROCEDURE [dbo].[UpdateDimBrands]
    @uniq_id int,
    @name nvarchar(50),
    @address int,
    @city nvarchar(50),
    @state nvarchar(50),
    @postcode int,
    @country nvarchar(50)
AS
BEGIN
    -- If the brand does not exist, INSERT
    IF NOT EXISTS (
        SELECT BrandSK
        FROM dbo.DimBrands
        WHERE AlternateBrand_id = @uniq_id
    )
    BEGIN
        INSERT INTO dbo.DimBrands
        (
            AlternateBrand_id,
            name,
            address,
            city,
            state,
            postcode,
            country,
            InsertDate,
            ModifiedDate
        )
        VALUES
        (
            @uniq_id,
            @name,
            @address,
            @city,
            @state,
            @postcode,
            @country,
            GETDATE(),
            GETDATE()
        );
    END
    -- If the brand exists, UPDATE
    ELSE
    BEGIN
        UPDATE dbo.DimBrands
        SET
            name = @name,
            address = @address,
            city = @city,
            state = @state,
            postcode = @postcode,
            country = @country,
            ModifiedDate = GETDATE()
        WHERE AlternateBrand_id = @uniq_id;
    END
END;

```

- Brand Details data are loaded to DimBrands
- UpdateDimBrands procedure is used to check whether the data is inserted or not.

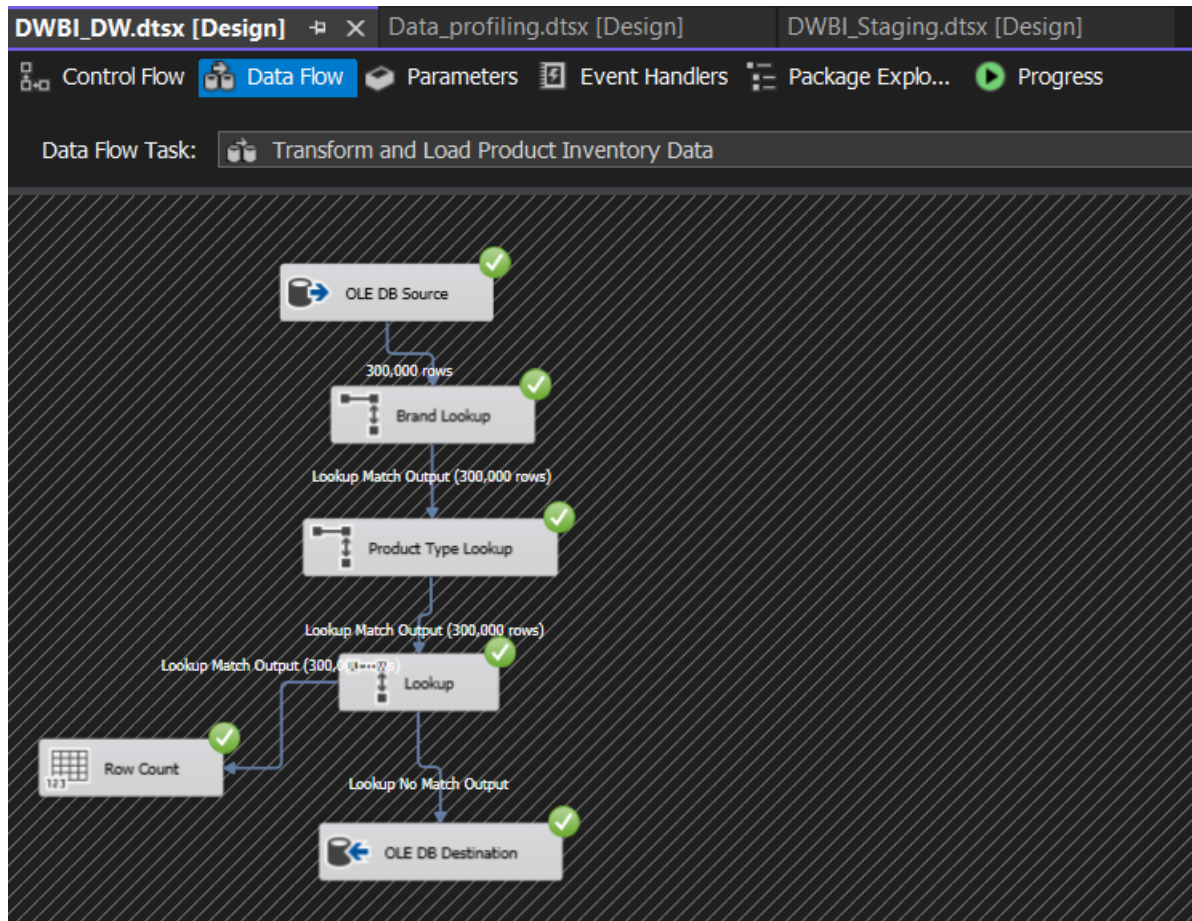


```

SQLQuery2.sql - D:\...-BKVVSG8\HI (117)
USE [DWBI_DW]
GO
/***** Object:  StoredProcedure [dbo].[UpdateDimProductType]
SET ANSI_NULLS ON
GO
SET QUOTED_IDENTIFIER ON
GO
ALTER PROCEDURE [dbo].[UpdateDimProductType]
    @unq_id int,
    @category nvarchar(50),
    @sub_category nvarchar(50),
    @att_code int
AS
BEGIN
    if not exists (select ProductTypeSK
from dbo.DimProductType
where AlternateProductType_id = @unq_id)
    BEGIN
        insert into dbo.DimProductType
        (AlternateProductType_id, category, sub_category, att_code,
        InsertDate, ModifiedDate)
        values
        (@unq_id, @category, @sub_category, @att_code,
        GETDATE(), GETDATE())
    END;
    if exists (select ProductTypeSK
from dbo.DimProductType
where AlternateProductType_id = @unq_id)
    BEGIN
        update dbo.DimProductType
        set category = @category,
        sub_category = @sub_category,
        att_code = @att_code,
        ModifiedDate = GETDATE()
        where AlternateProductType_id = @unq_id
    END;
END;

```

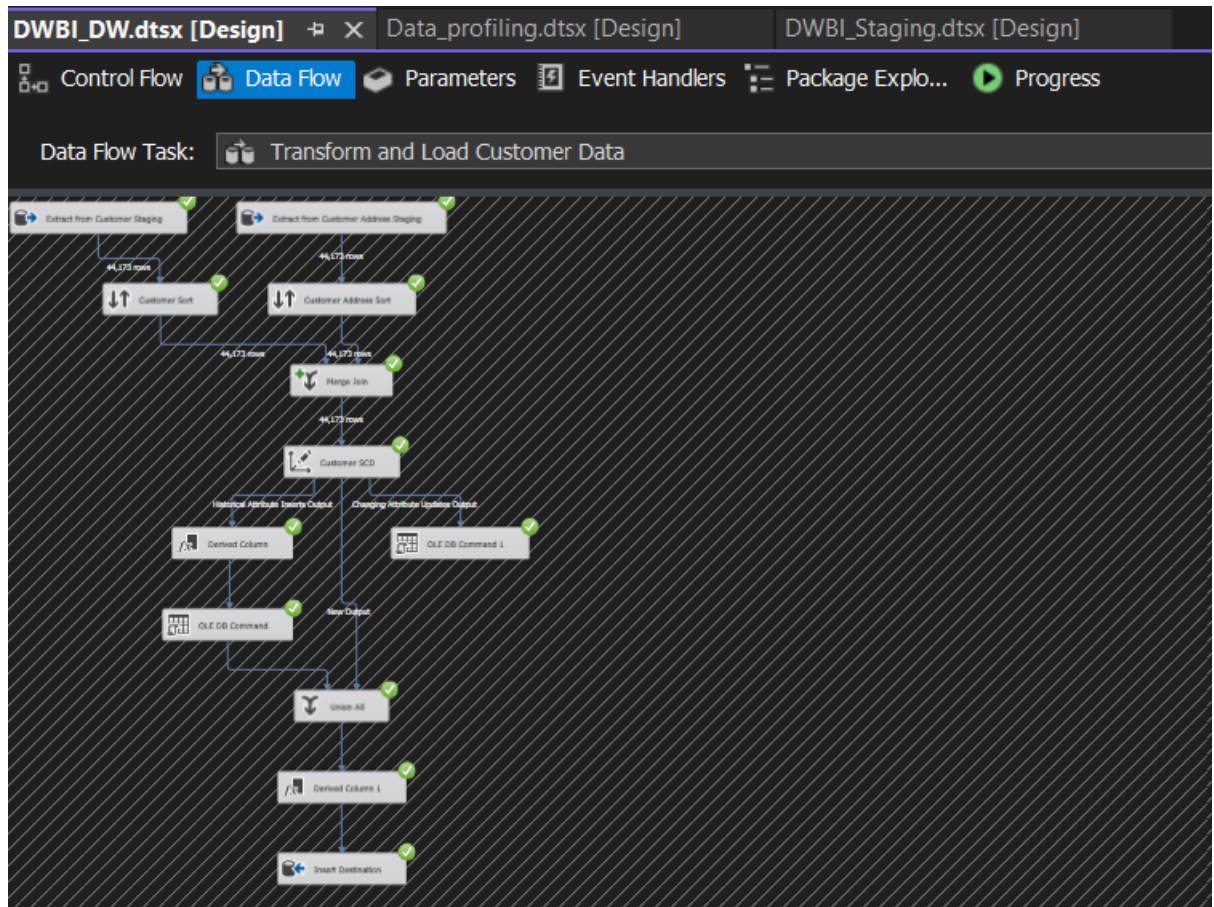
- Product Type data are loaded to DimProductType
- UpdateDimProductType procedure is used to check whether the data is inserted or not.



- Product Inventory are loaded to DimProductInventory

Loading Slowly Changing Dimension

- DimCustomer is the slowly changing dimension in this dimensional modeling.
- In order to load data to Dimension table, the slowly changing dimensions (historical) have two specific columns as StartDate & EndDate to ensure that the data is valid at the moment.
- Slowly changing dimension wizard let the developer to select the dimension table, business keys of the dimension and what would be the slowly changing attributes.



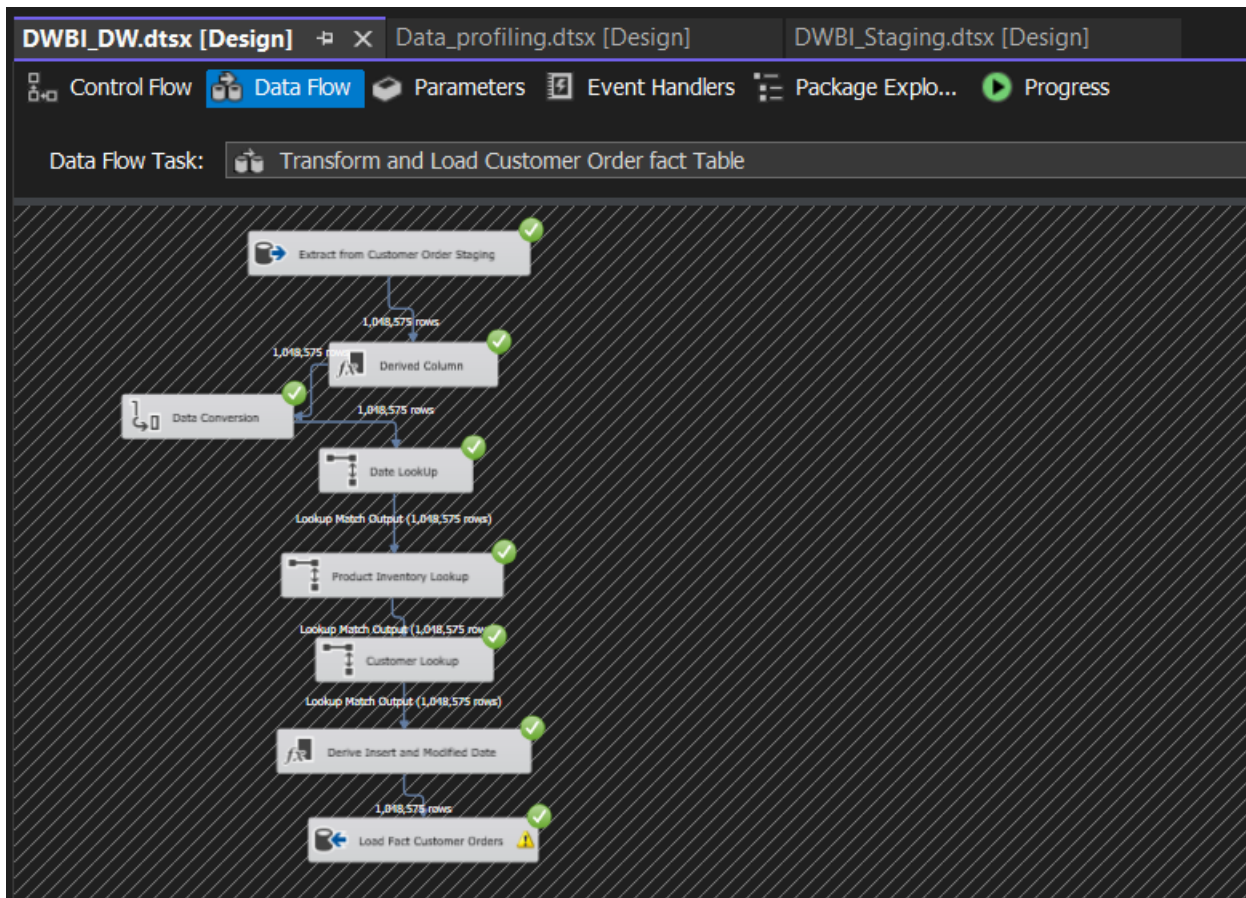
- As mentioned earlier under assumptions, customer details were considered as slowly changing details.
- The below mentioned columns were set as changing attributes:
 1. Phone_no
 2. E-mail
- The below mentioned columns were set as historical attributes:
 1. City

2. State
3. Zip Code

- After extracting data from the StgCustomer table, it was sorted according to the uniq id and as it was identified as a slowly changing dimension, it was connected as shown above and loaded data to the Customer dimension table.

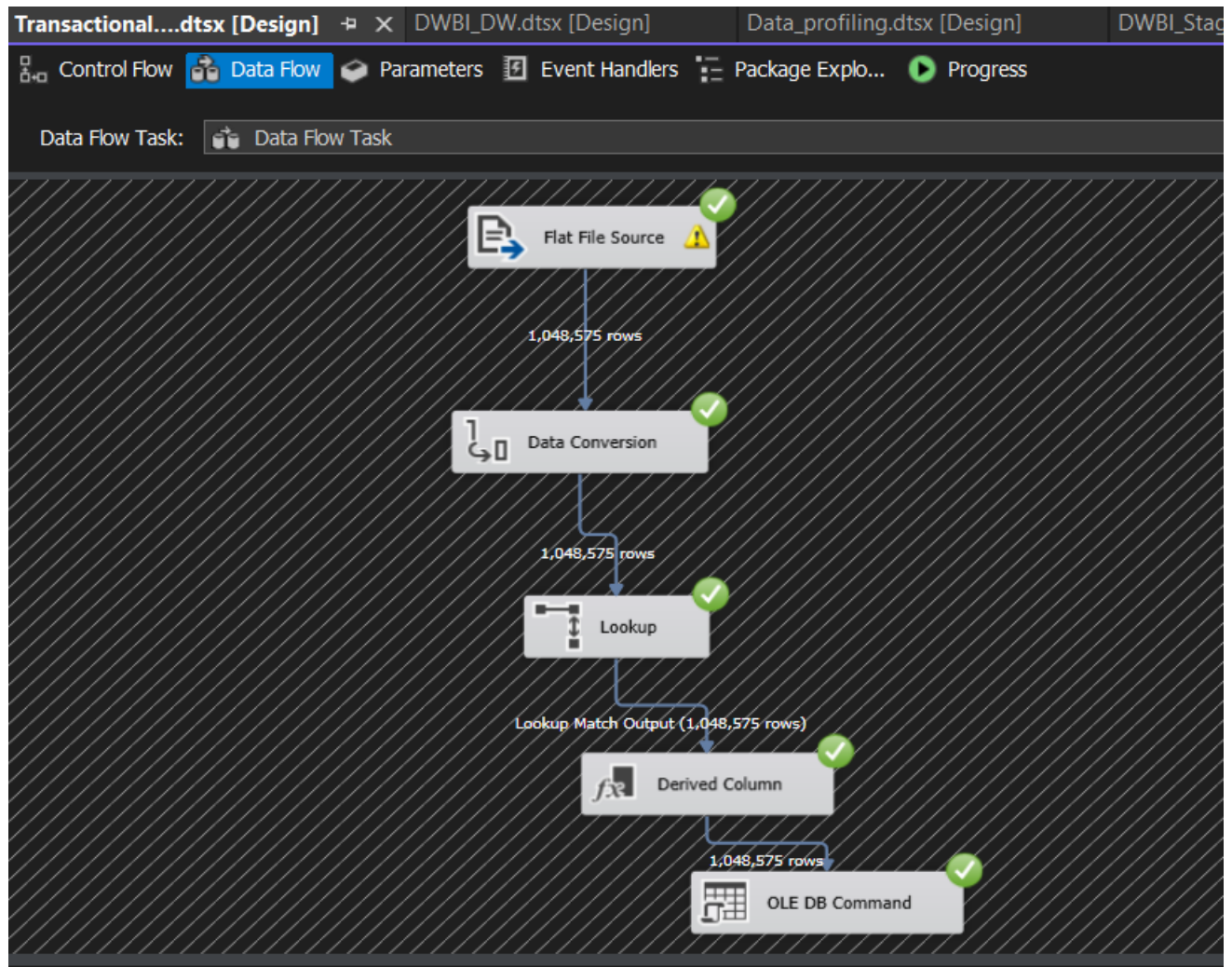
FactCustomerOrder

After loading data in to dimension tables, fact table was loaded with customer order data.



6. ETL Development – Accumulating fact table

- The final step of Transformation & Loading is load data to the accumulative fact table. According to the dimensional model, StgCustomerOrder table is used to insert values into FactCustomerOrders table.
- InsertDate was set to be equal to the current system date when loading data into the fact table.
- A separate dataset was generated including uniq_number(FactCustomerOrder key) and completed_time.
- A separate SSIS package was created, which reads data from the csv file and update the complete_time in FactCustomerOrder.



- Can view the accumulative fact table as the final step in Sequel Server Management Studio.

82 %

Results Messages

| | unq_Number | CustomerSK | ord_id | ProductInventorySK | DateKey | loc_name | loc_st | cust_name | cust_st | prod_name | ord_itm_qty | ord_itm_cost | ord_it |
|----|------------|------------|------------|--------------------|----------|---|--------|-------------------|---------|---|-------------|--------------|--------|
| 1 | 1 | 32136 | 1705482022 | 77446 | 20220604 | Karing Kind - Adult Use | CO | Deborah Young | NE | Rutgers Smoke preroll shorties | 1 | 20 | 1.60C |
| 2 | 2 | 39450 | 1705512022 | 143316 | 20220604 | Ultra Health - Bernalillo | NM | Sara Benjamin | NM | Headies concentrate cured sugar | 4 | 120 | 34.75 |
| 3 | 3 | 27669 | 1705522022 | 132214 | 20220604 | GreenHouse - Deerfield | IL | Linda Morton | IL | English Tobacco tincture dropper | 1 | 18 | 2.16C |
| 4 | 4 | 3223 | 1705532022 | 118029 | 20220604 | Walla Walla Weedery | WA | Joseph Torres | NJ | Nutz concentrate cured sugar | 1 | 105 | 24.14 |
| 5 | 5 | 22531 | 1705542022 | 81400 | 20220604 | Lightshade - Sheridan Recreational | CO | Brooke Ford | MI | Remedy concentrate live budder | 1 | 105 | 30.45 |
| 6 | 6 | 41186 | 1705562022 | 49566 | 20220604 | The Lakeside Collective | CA | Danielle Williams | CA | Rutgers Smoke concentrate live badder rosin | 2 | 210 | 65.05 |
| 7 | 7 | 39884 | 1705572022 | 292389 | 20220604 | DESERT ORGANIC SOLUTIONS - Palm Springs 92258 | CA | Sarah Johnson | CA | Aladdins Smoke concentrate diamond sauce | 1 | 15 | 4.65C |
| 8 | 8 | 11606 | 1705582022 | 50279 | 20220604 | The Red Door 30 CAP | CA | Susan Rogers | NC | Amazing concentrate live diamonds | 1 | 105 | 23.1C |
| 9 | 9 | 24395 | 1705592022 | 114167 | 20220604 | Terrapin Care Station - 33rd Ave. - Adult Use | CO | Crystal Hill | WI | Smokers Expo flower infused | 1 | 280 | 28 |
| 10 | 10 | 22664 | 1705602022 | 83946 | 20220604 | MC Caregivers | CO | Daniel Rose | MI | Nutz vape disposable distillate | 1 | 40 | 11.6C |
| 11 | 11 | 42610 | 1705612022 | 197776 | 20220604 | Paz Dispensary | OR | Laurie Allen | OR | English Tobacco concentrate jam | 1 | 60 | 13.8C |
| 12 | 12 | 37274 | 1705632022 | 72213 | 20220604 | Green Tree (Medicinals) of Berthoud | CO | Melissa Green | CO | Cigarillos preroll shorties | 6 | 48 | 4.32C |
| 13 | 13 | 11712 | 1705642022 | 197829 | 20220604 | Patients Helping Patients | OR | Kimberly Mahoney | NC | Nutz concentrate jam | 1 | 30 | 6.59C |
| 14 | 14 | 34314 | 1705662022 | 29859 | 20220604 | NHC: NATURAL HEALTH | CA | Rebecca Stephens | OK | Cigarillos edible gummy | 3 | 45 | 13.5 |
| 15 | 15 | 24725 | 1705672022 | 105214 | 20220604 | Quality Choice Alternative Care Center | CO | Stephen King | WI | Old Glory vape disposable live resin | 1 | 20 | 4.19C |
| 16 | 16 | 43374 | 1705712022 | 265080 | 20220604 | Sativa Sisters | WA | Barbara Garcia | WA | Head to Toe tincture dropper | 1 | 18 | 3.59C |
| 17 | 17 | 16675 | 1705722022 | 145368 | 20220604 | Blum Las Vegas - Desert Inn | NV | Stephen Martinez | TN | Utopia concentrate budder | 2 | 420 | 92.4C |
| 18 | 18 | 39413 | 1705732022 | 143595 | 20220604 | Ultra Health - Hobbs | NM | Lindsay Little | NM | Remedy edible mint | 4 | 60 | 15.6C |
| 19 | 19 | 39413 | 1705732022 | 143476 | 20220604 | Ultra Health - Hobbs | NM | Lindsay Little | NM | Amazing preroll infused | 4 | 32 | 4.15C |

Query executed successfully. DESKTOP-BKVVSG8 (16.0 RTM) DESKTOP-BKVVSG8\HI (158) DWBI_DW 00:00:13 1,048,575 rows

82 %

Results Messages

| | ust_name | cust_st | prod_name | ord_itm_qty | ord_itm_cost | ord_itm_tax | ord_itm_total | InsertDate | ModifiedDate | accom_tn_complete_time | tn_process_time_hours |
|----|-------------------|---------|---|-------------|--------------|------------------|-------------------|-------------------------|-------------------------|-------------------------|-----------------------|
| 1 | Deborah Young | NE | Rutgers Smoke preroll shorties | 1 | 20 | 1.60000002384186 | 21.6000003814697 | 2025-05-01 18:43:37.063 | 2025-05-01 18:43:37.063 | 2025-05-03 22:30:55.847 | 52 |
| 2 | Jara Benjamin | NM | Headies concentrate cured sugar | 4 | 120 | 34.7999992370605 | 154.800003051758 | 2025-05-01 18:43:37.063 | 2025-05-01 18:43:37.063 | 2025-05-03 17:17:24.480 | 47 |
| 3 | Linda Morton | IL | English Tobacco tincture dropper | 1 | 18 | 2.16000008583069 | 20.1599998474121 | 2025-05-01 18:43:37.063 | 2025-05-01 18:43:37.063 | 2025-05-03 20:34:15.967 | 50 |
| 4 | Joseph Torres | NJ | Nutz concentrate cured sugar | 1 | 105 | 24.1499996185303 | 129.149993896484 | 2025-05-01 18:43:37.063 | 2025-05-01 18:43:37.063 | 2025-05-03 01:14:23.577 | 31 |
| 5 | Brooke Ford | MI | Remedy concentrate live budder | 1 | 105 | 30.4500007629395 | 135.449996948242 | 2025-05-01 18:43:37.063 | 2025-05-01 18:43:37.063 | 2025-05-03 01:22:21.067 | 31 |
| 6 | Danielle Williams | CA | Rutgers Smoke concentrate live badder rosin | 2 | 210 | 65.0999984741211 | 275.100006103516 | 2025-05-01 18:43:37.063 | 2025-05-01 18:43:37.063 | 2025-05-04 04:17:30.293 | 58 |
| 7 | Aladdin Johnson | CA | Aladdins Smoke concentrate diamond sauce | 1 | 15 | 4.65000009536743 | 19.6499996185303 | 2025-05-01 18:43:37.063 | 2025-05-01 18:43:37.063 | 2025-05-04 22:18:05.907 | 76 |
| 8 | Susan Rogers | NC | Amazing concentrate live diamonds | 1 | 105 | 23.1000003814697 | 128.100006103516 | 2025-05-01 18:43:37.063 | 2025-05-01 18:43:37.063 | 2025-05-03 03:54:33.150 | 33 |
| 9 | Crystal Hill | WI | Smokers Expo flower infused | 1 | 280 | 28 | 308 | 2025-05-01 18:43:37.063 | 2025-05-01 18:43:37.063 | 2025-05-02 22:37:59.837 | 28 |
| 10 | Daniel Rose | MI | Nutz vape disposable distillate | 1 | 40 | 11.6000003814697 | 51.5999984741211 | 2025-05-01 18:43:37.063 | 2025-05-01 18:43:37.063 | 2025-05-03 15:54:27.093 | 45 |
| 11 | Laurie Allen | OR | English Tobacco concentrate jam | 1 | 60 | 13.8000001907349 | 73.8000030517578 | 2025-05-01 18:43:37.063 | 2025-05-01 18:43:37.063 | 2025-05-03 17:32:14.517 | 47 |
| 12 | Melissa Green | CO | Cigarillos preroll shorties | 6 | 48 | 4.32000017166138 | 52.3199996948242 | 2025-05-01 18:43:37.063 | 2025-05-01 18:43:37.063 | 2025-05-02 19:14:06.053 | 25 |
| 13 | Kimberly Mahoney | NC | Nutz concentrate jam | 1 | 30 | 6.59999990463257 | 36.5999984741211 | 2025-05-01 18:43:37.063 | 2025-05-01 18:43:37.063 | 2025-05-05 23:17:29.703 | 101 |
| 14 | Rebecca Stephens | OK | Cigarillos edible gummy | 3 | 45 | 13.5 | 58.5 | 2025-05-01 18:43:37.063 | 2025-05-01 18:43:37.063 | 2025-05-02 02:32:31.417 | 8 |
| 15 | Stephen King | WI | Old Glory vape disposable live resin | 1 | 20 | 4.19999980926514 | 24.2000007629395 | 2025-05-01 18:43:37.063 | 2025-05-01 18:43:37.063 | 2025-05-02 00:11:57.157 | 6 |
| 16 | Barbara Garcia | WA | Head to Toe tincture dropper | 1 | 18 | 3.59999990463257 | 21.6000003814697 | 2025-05-01 18:43:37.063 | 2025-05-01 18:43:37.063 | 2025-05-05 08:14:36.840 | 86 |
| 17 | Stephen Martinez | TN | Utopia concentrate budder | 2 | 420 | 92.4000015258789 | 512.4000024414063 | 2025-05-01 18:43:37.063 | 2025-05-01 18:43:37.063 | 2025-05-03 19:57:27.270 | 49 |
| 18 | Lindsay Little | NM | Remedy edible mint | 4 | 60 | 15.6000003814697 | 75.5999984741211 | 2025-05-01 18:43:37.063 | 2025-05-01 18:43:37.063 | 2025-05-04 08:57:25.337 | 62 |
| 19 | Lindsay Little | NM | Amazing preroll infused | 4 | 32 | 4.15999984741211 | 36.1599998474121 | 2025-05-01 18:43:37.063 | 2025-05-01 18:43:37.063 | 2025-05-04 15:45:29.037 | 69 |

Query executed successfully. DESKTOP-BKVVSG8 (16.0 RTM) DESKTOP-BKVVSG8\HI (158) DWBI_DW 00:00:13 1,048,575 rows

*In here there are two figures for the accumulative fact table because the table was too long to capture from a single screenshot.

- Fact details were added to the FactCustomerOrders table.