Building a Data Warehouse in Snowflake using ELTMaestro: Facts and Dimensions

01 Basic DW Concepts

- What is a Data Warehouse?
- What is a Data Mart?
- Facts and Dimensions
- ETL and ELT

What is a Data Warehouse?

- A data warehouse (DW) is a database that answers questions about a business.
- These questions are generally of the form “Tell me about all the <some noun> having <some attributes>.” For example: “Tell me about all the *sales* having *timestamps between 1/31/2020 and 2/3/2020.”*
- More examples:
  - A supermarket chain asks, “How much soda did we sell in zip codes 02474 and 02476 during Super Bowl weekend?”
  - An insurance company asks, “How many claims for mammograms for patients under 50 years were submitted in 2018?”

What is a Data Mart?

- A Data Mart is a subset of a data warehouse that focuses on a specific business line, or some other subdivision of the business.
- The question about soda sales might be handled by the *sales* data mart.
- The question about claims might be answered by the *claims* data mart (or, alternatively, by the *healthcare* data mart).

Facts and Dimensions

- DWs handle questions of the form “Tell me about all the <noun> having <attributes>.” The *nouns* in question are referred to as *facts*.
- *Sales* and *claims* are examples of facts.
- The *attributes* are referred to as *dimensions*. *Date* and *location* are typical examples of dimensions.
- Facts are generally stored in tables called *fact tables*. Dimensions are stored in *dimension tables*.
- *Why do we put facts and dimensions in separate tables? (Think about it!)**
- * See discussion of “Date-related queries,” below.

ETL and ELT

- Extract, Transform, Load (ETL) and Extract, Load, Transform (ELT) are techniques for getting information from source systems into data warehouses.
- The source systems in question are generally the operational systems of the business.
  - The operational systems of a business are the systems that the business uses to carry on its basic operations.
  - For a retail operation, operational systems might include cash registers, customer facing web pages and the databases that support them.
  - For a bank, operational systems might include ATM machines and the databases that support them.

ETL and ELT, cont.

- ETL/ELT is comprised of all the steps involved in getting information from the operational systems to the fact and dimension tables of the warehouse.
- In this course, we use ELT. But we won't be concerned with the distinction between ETL and ELT for now.

Transformations

- The changes and rearrangements that data undergoes on its way from source systems to data warehouses are referred to as transformations.
- Some transformations are relatively straightforward; others are more complex.
- Complex transformations are typically composed of simpler transformations.

Transforming Structured Files into Relational Tables

- A simple type of transformation found in many data warehouses is a one which transforms structured files into relational tables.
- Data often arrives at the data warehouse not as relational tables but as structured text files.
- Examples of structured file formats include CSV, XML, and JSON.

01 Lab

- Assumptions
- A quick overview of the ELTMaestro UI
- First job: parsing JSON
- Adding a date dimension

Assumptions

- You have access to Snowflake and ELTMaestro for Snowflake.
- You can run SQL queries on Snowflake.

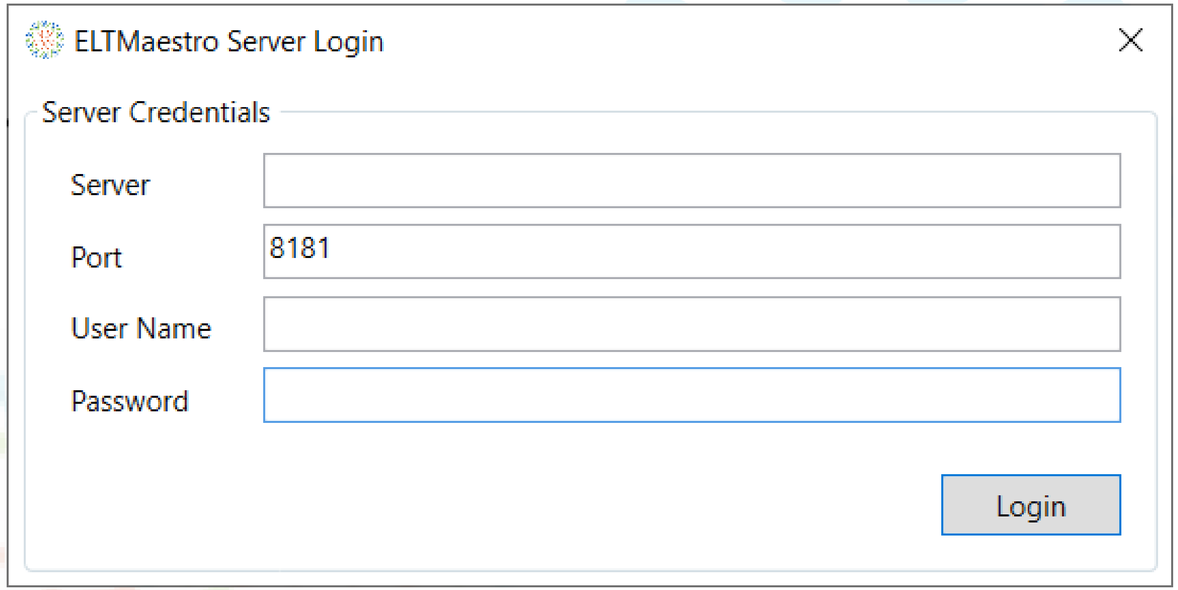
A quick overview of the ELTMaestro UI

In the next few slides, we'll gain some initial familiarity with the ELTMaestro UI.

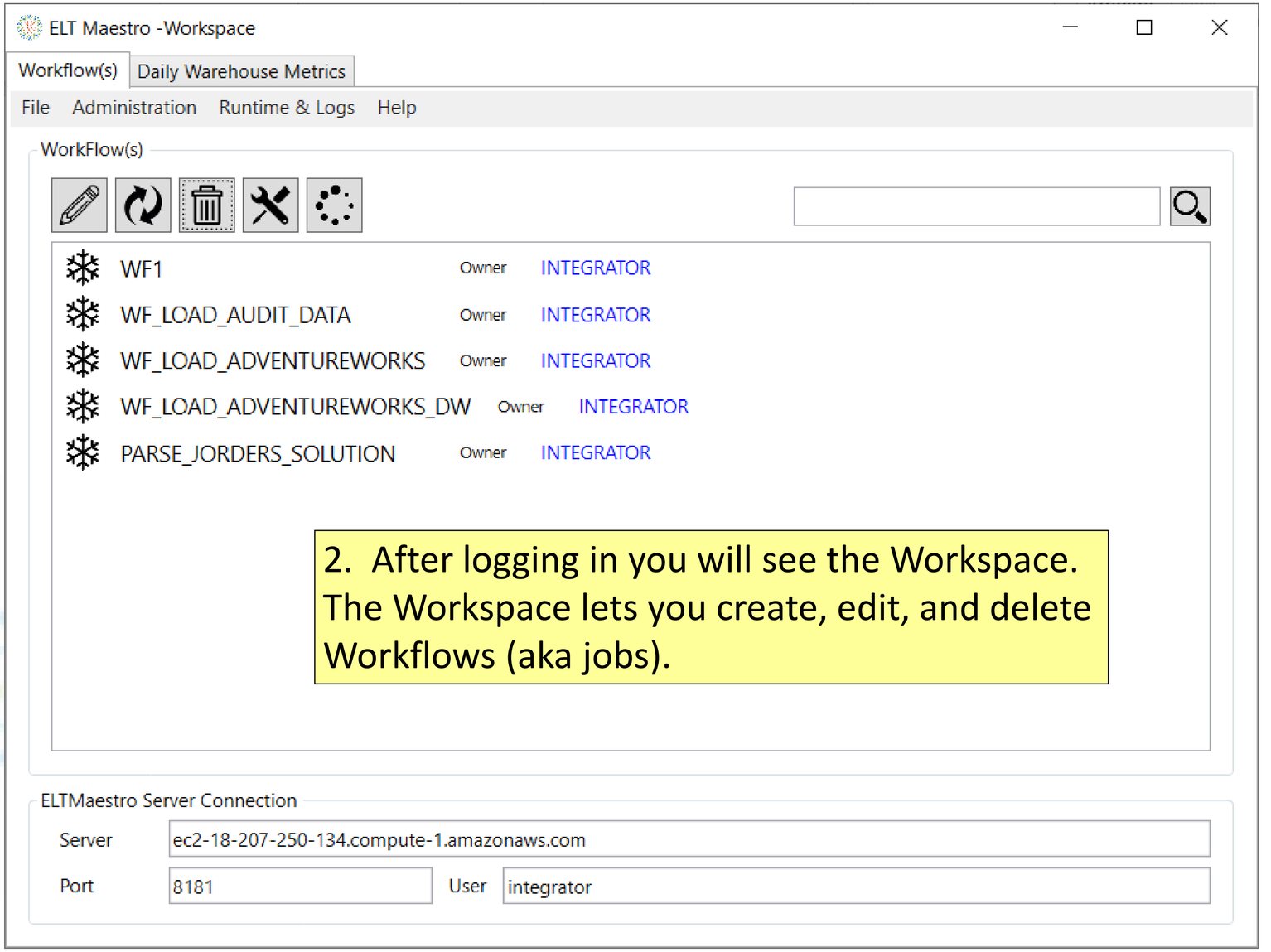
Important! Appending your initials

- In what follows, we'll refer to your initials as "XX." If your name is Elsa Black, for example, you should substitute "_EB" everywhere you see "_XX."
- After you register, we'll create a database named DWH_XX (where XX are your real initials).
- DWH_XX will contain the tables you need to do the course exercises; any tables you create should also go there.
- Your workflows (jobs) are stored in a common area along with those of other students. Identify the workflows *you* create by appending _XX to your workflow names – for example, name your first workflow PARSE_JORDER_XX.

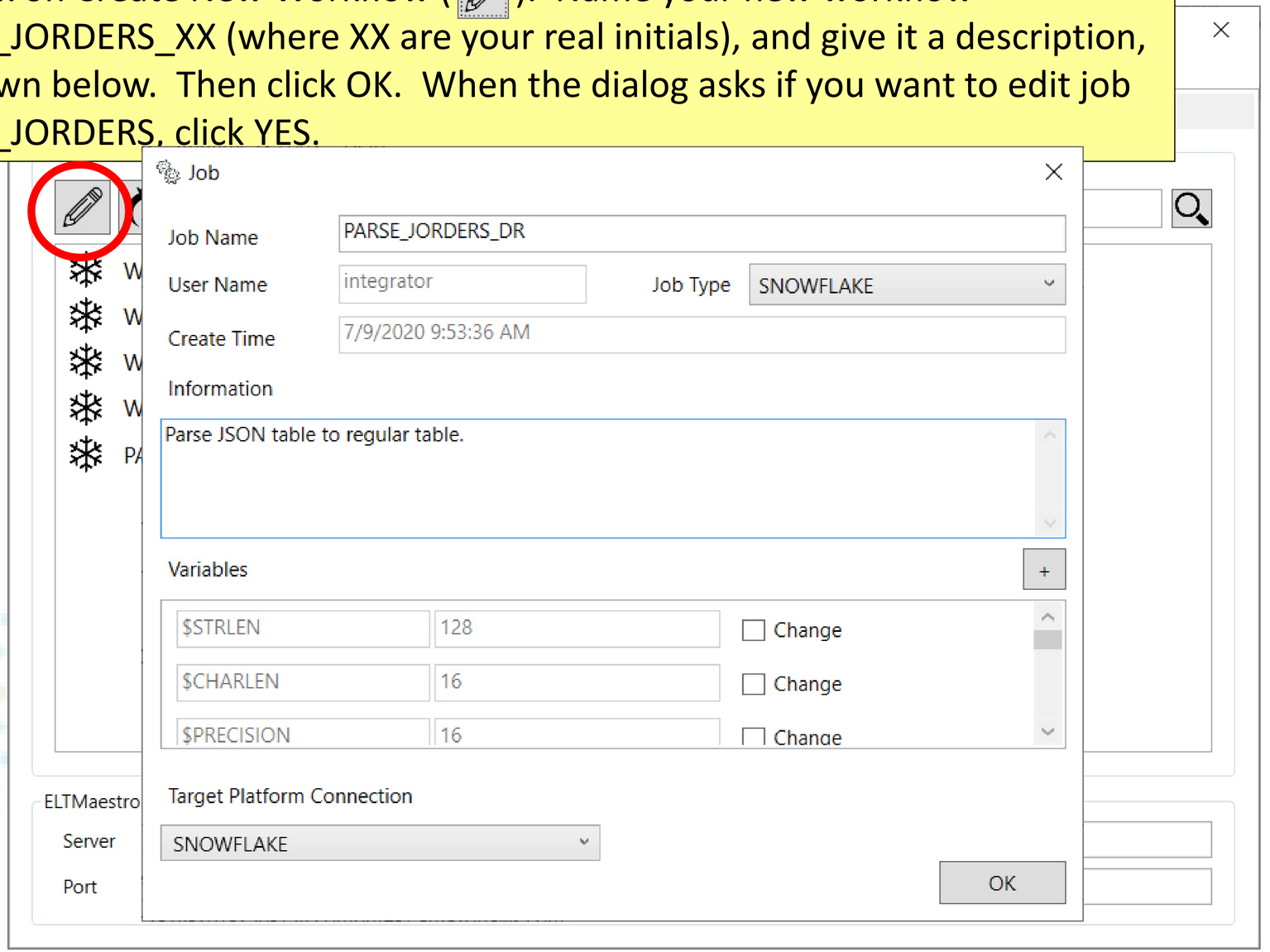
1. The first thing you see when you open ELTMaestro is the Login window.

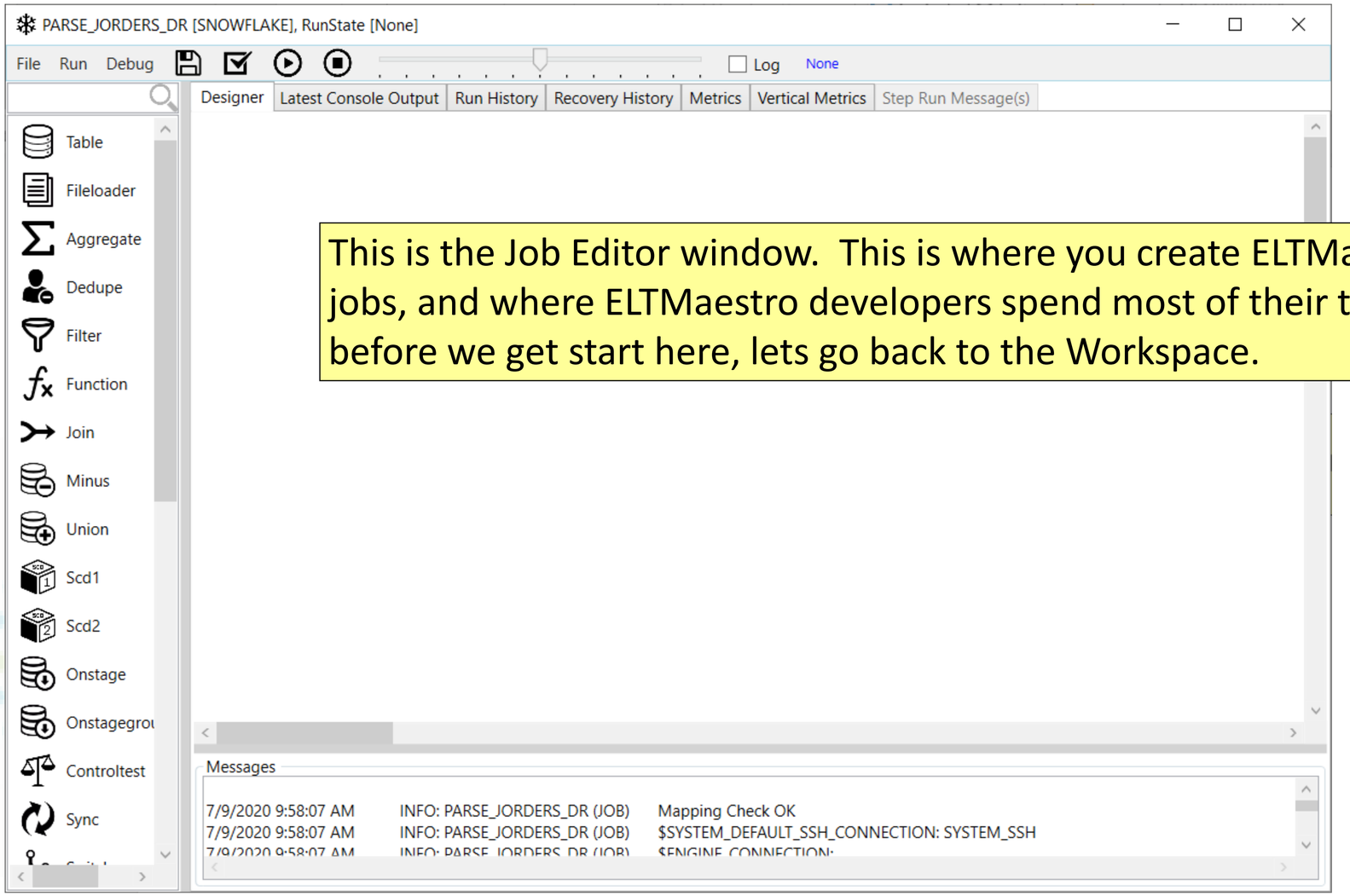


You will be provided with appropriate values for Server, Port, User Name and Password



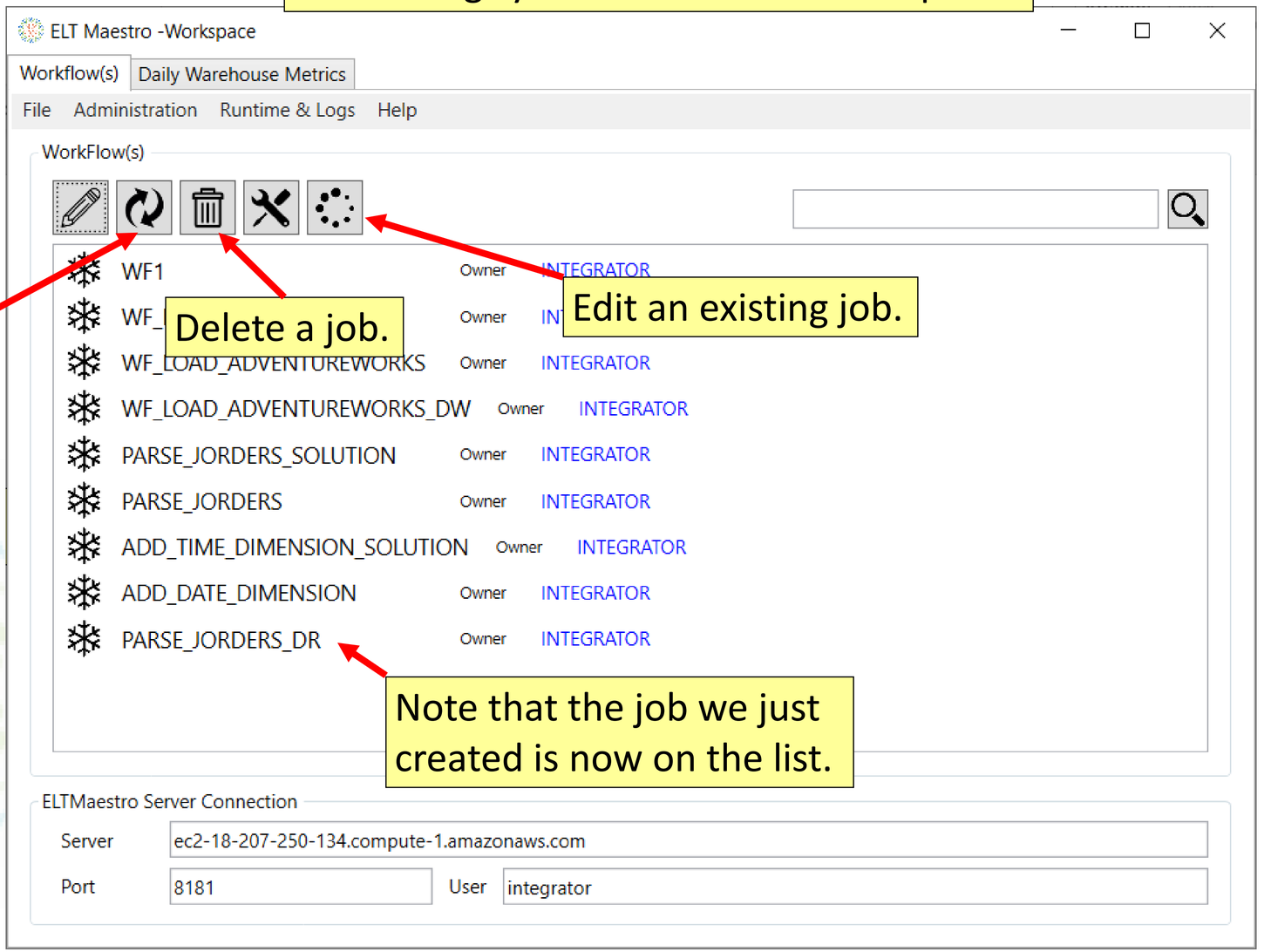
3. Click on Create New Workflow ( ). Name your new workflow PARSE_JORDERS_XX (where XX are your real initials), and give it a description, as shown below. Then click OK. When the dialog asks if you want to edit job PARSE_JORDERS, click YES.





This is the Job Editor window. This is where you create ELTMaestro jobs, and where ELTMaestro developers spend most of their time. But before we get start here, lets go back to the Workspace.

More things you can do in the Workspace



Refresh the list of jobs.

Delete a job.

Edit an existing job.

Note that the job we just created is now on the list.

Our first job: parsing JSON

- A lot of ETL consists of transforming data from various structured file formats into relational tables.
- In this section we will parse data represented in a popular format called JSON.

The JORDERS Table

- **The JORDERS table has a single column called ORDERS.**
- **Each row consists of a text string like the one below.**
- **This string is in a format called *JSON.***


```
{
  "o_clerk": "Clerk#000000385",
  "o_comment": "refully special platelets cajole. slyly unusual pinto be",
  "o_custkey": 63355,
  "o_orderdate": "1996-02-15",
  "o_orderkey": 5242401,
  "o_orderpriority": "5-LOW",
  "o_orderstatus": "O",
  "o_shippriority": 0,
  "o_totalprice": 230578.84
}
```

The ORDERS Table

- We want to convert the JORDERS table to a table called ORDERS, with the 9 columns shown below

O_ORDERKEY	O_CUSTKEY	O_ORDERSTATUS	O_TOTALPRICE	O_ORDERDATE	O_ORDERPRIORITY	O_CLERK	O_SHIPPRIORITY	O_COMMENT
5242401	63355	O	230578.84	1996-02-15	5-LOW	Clerk#000000385	0	refully special platelets
5242402	98561	O	222665.47	1997-02-17	1-URGENT	Clerk#000000370	0	eodolites wake furiously
5242403	63685	O	187295.18	1996-07-01	2-HIGH	Clerk#000000480	0	ously unusual requests ar
5242404	91651	O	171004.71	1998-05-22	5-LOW	Clerk#000000910	0	y express deposits nag sl

- To do this we use the function PARSE_JSON.

PARSE_JSON usage

When ORDERS takes the value


```
{
  "o_clerk": "Clerk#000000385",
  "o_comment": "refully special platelets cajole. slyly unusual pinto be",
  "o_custkey": 63355,
  "o_orderdate": "1996-02-15",
  "o_orderkey": 5242401,
  "o_orderpriority": "5-LOW",
  "o_orderstatus": "O",
  "o_shippriority": 0,
  "o_totalprice": 230578.84
}
```


PARSE_JSON(ORDERS):o_clerk = ‘Clerk#000000385’

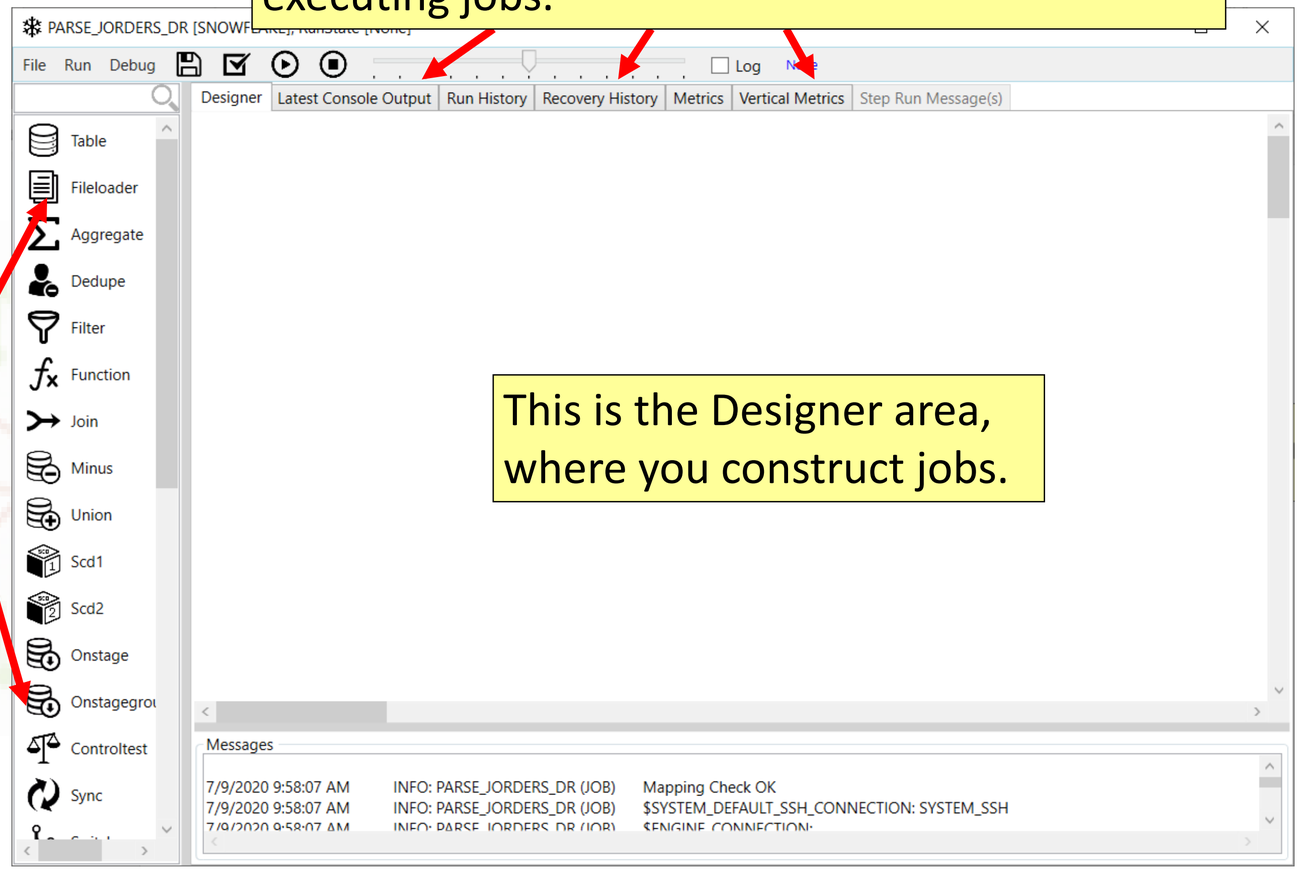
PARSE_JSON(ORDERS):o_custkey = 63355

PARSE_JSON(ORDERS):o_totalprice = 230578.84

etc.

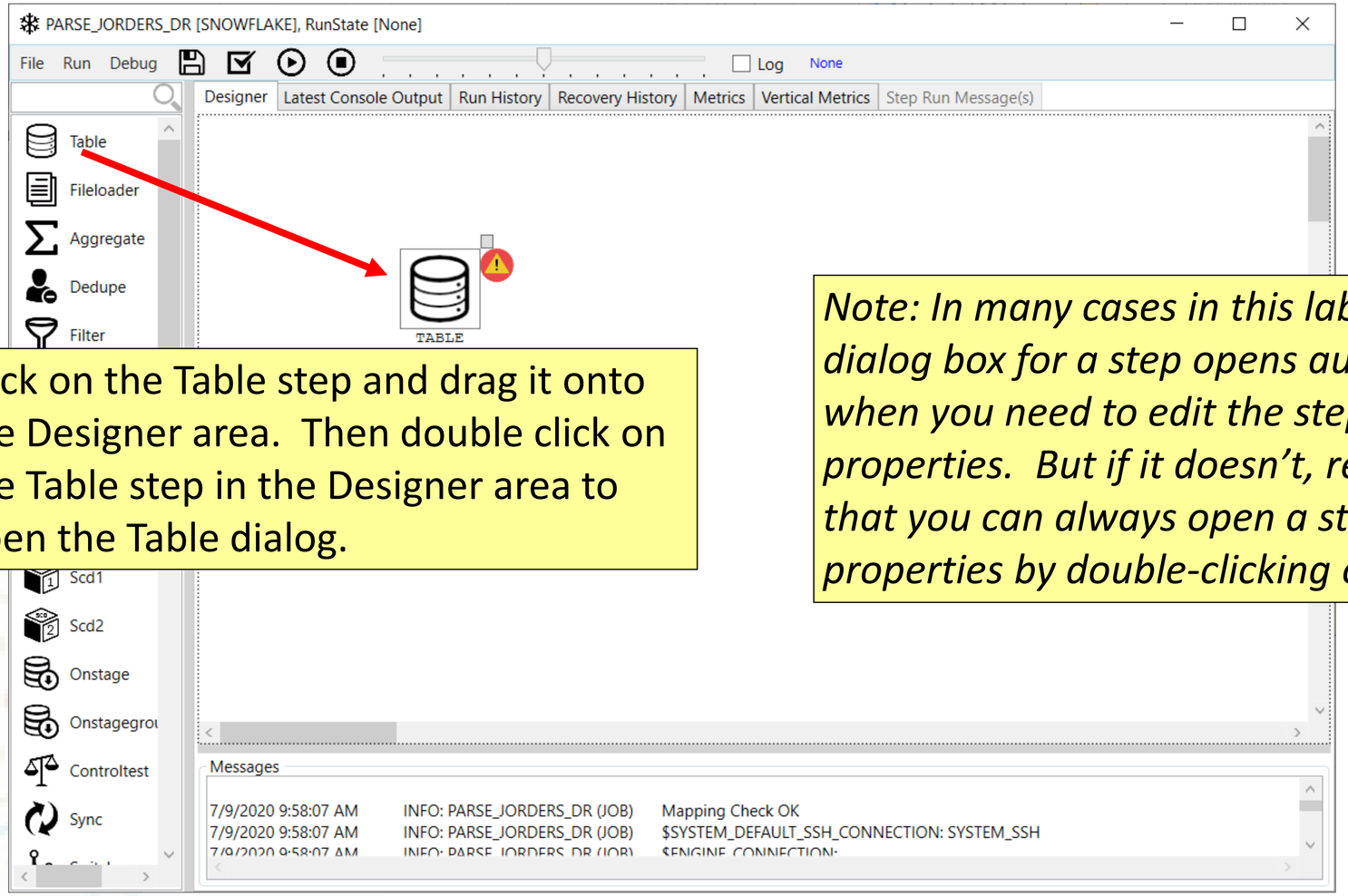
Go back to the Job Editor window for the PARSE_ORDERS job. If it's not still open, open it from the Workspace by double clicking on its name, or by selecting it and then clicking the button.

These other tabs help you track the progress of executing jobs.



This is the Palette, which contains *Steps,* which are operations on data.

This is the Designer area, where you construct jobs.

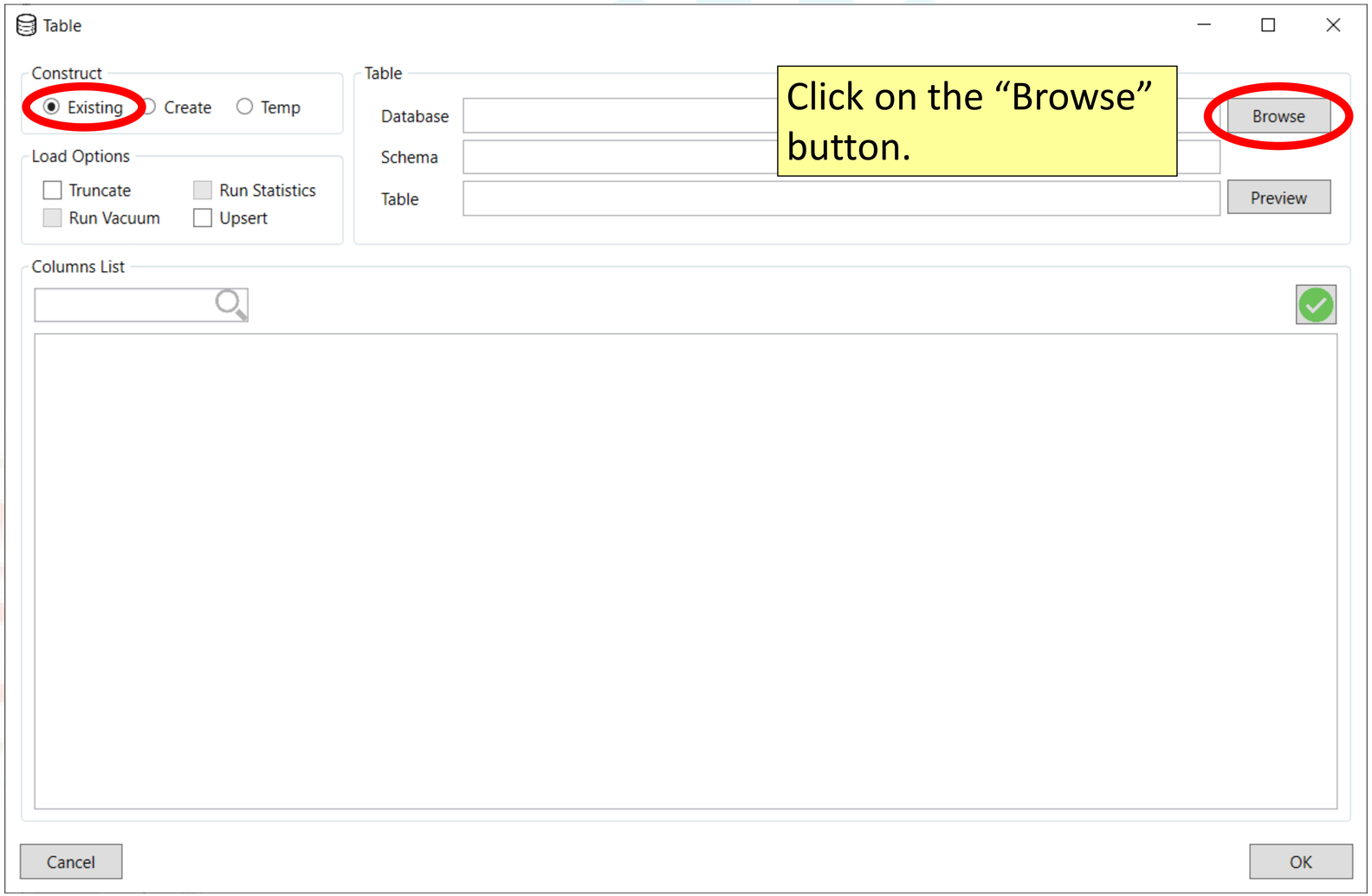


Click on the Table step and drag it onto the Designer area. Then double click on the Table step in the Designer area to open the Table dialog.

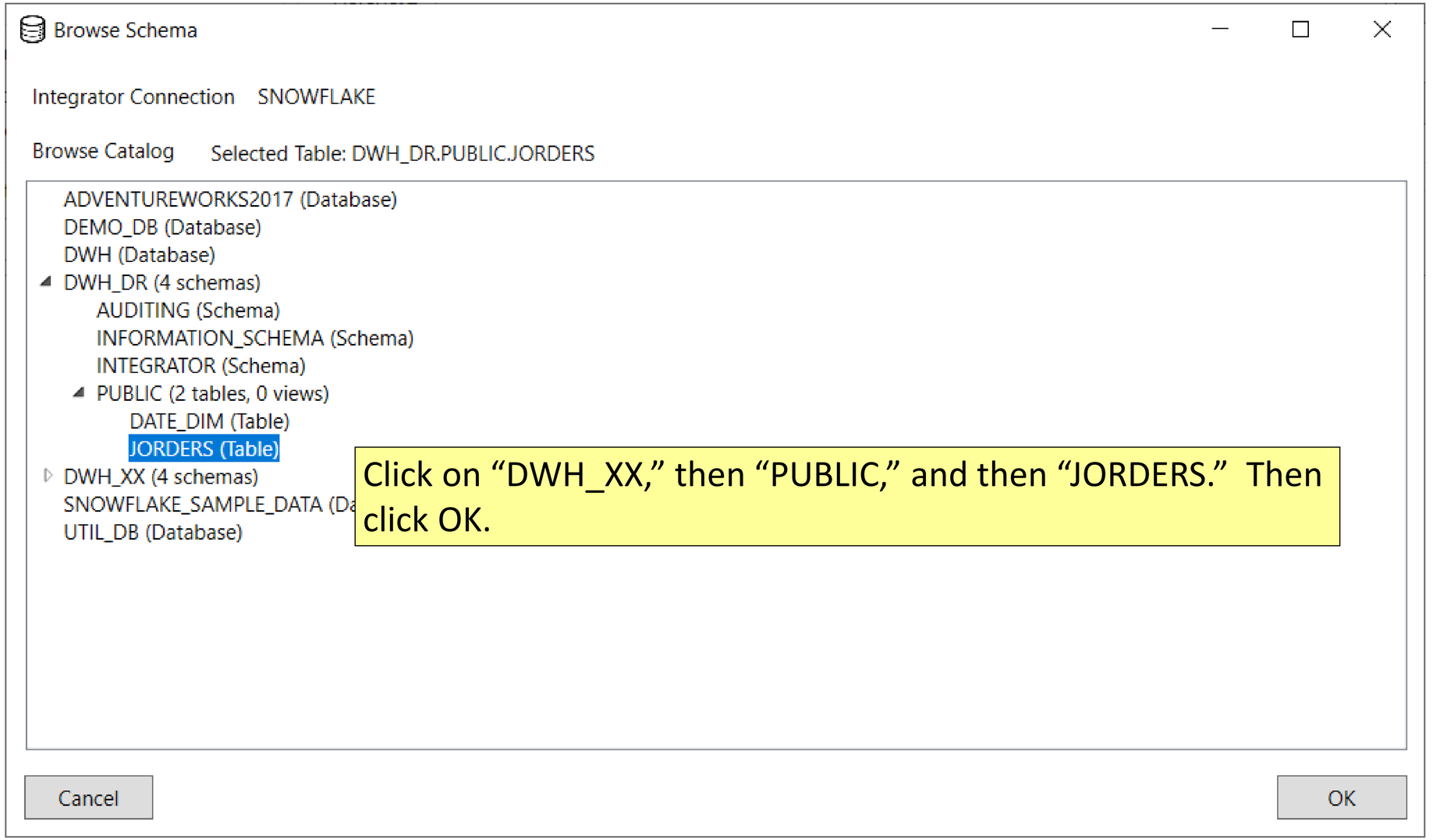
Note: In many cases in this lab, the dialog box for a step opens automatically when you need to edit the steps properties. But if it doesn't, remember that you can always open a step's properties by double-clicking on it.

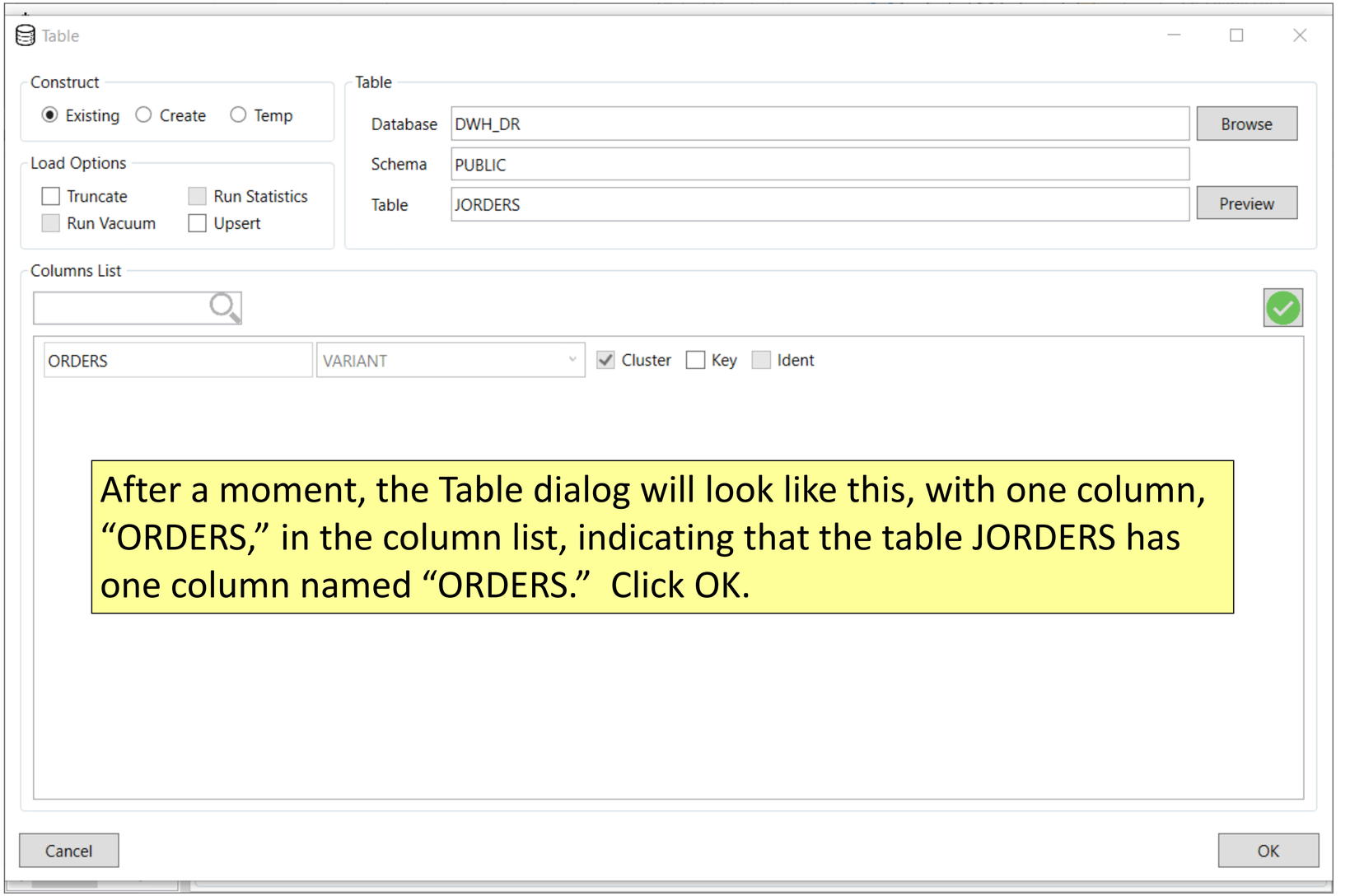
This is the Table dialog.

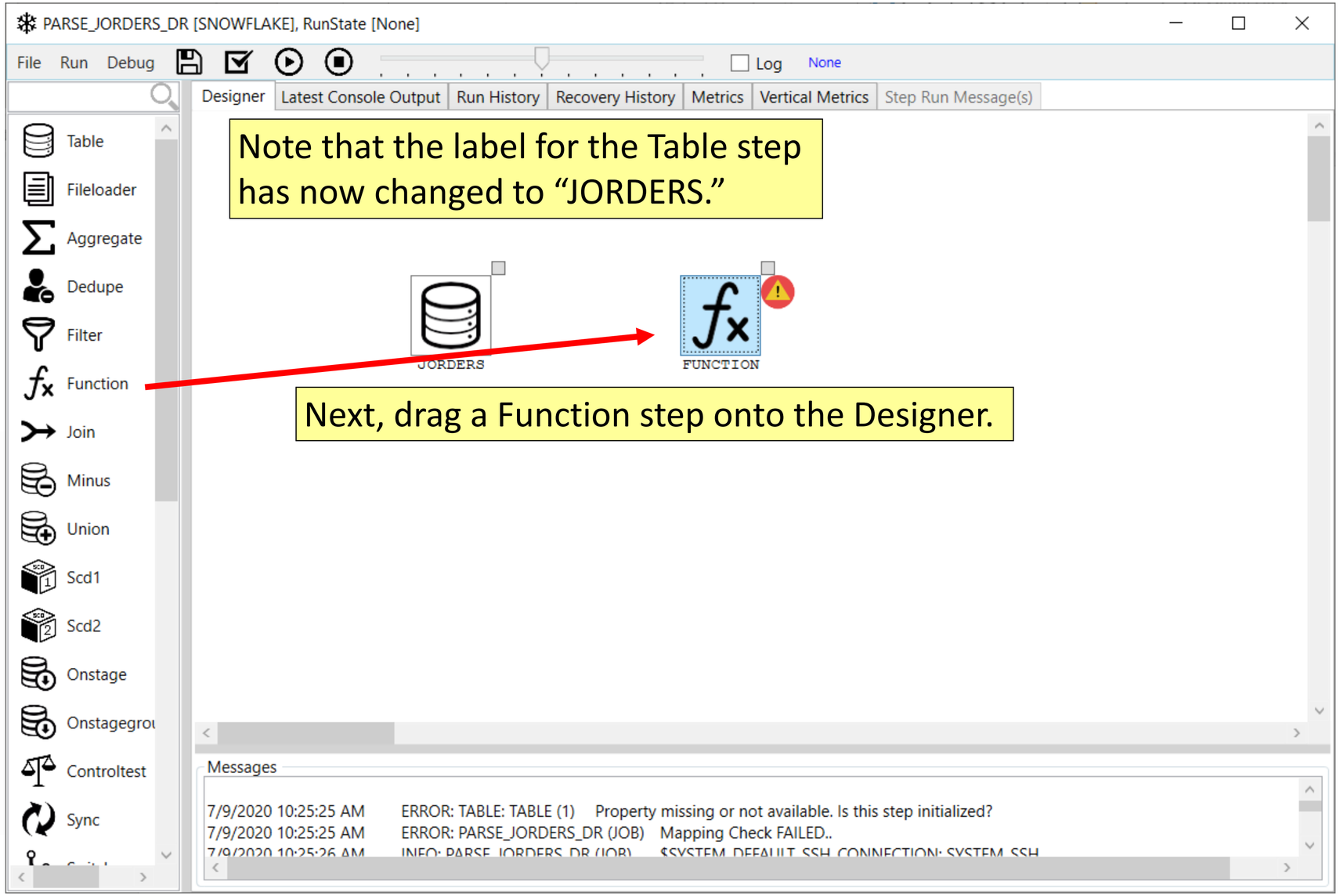
The “Existing” radio button should be selected, meaning we are reading from an existing table.



Click on the “Browse” button.

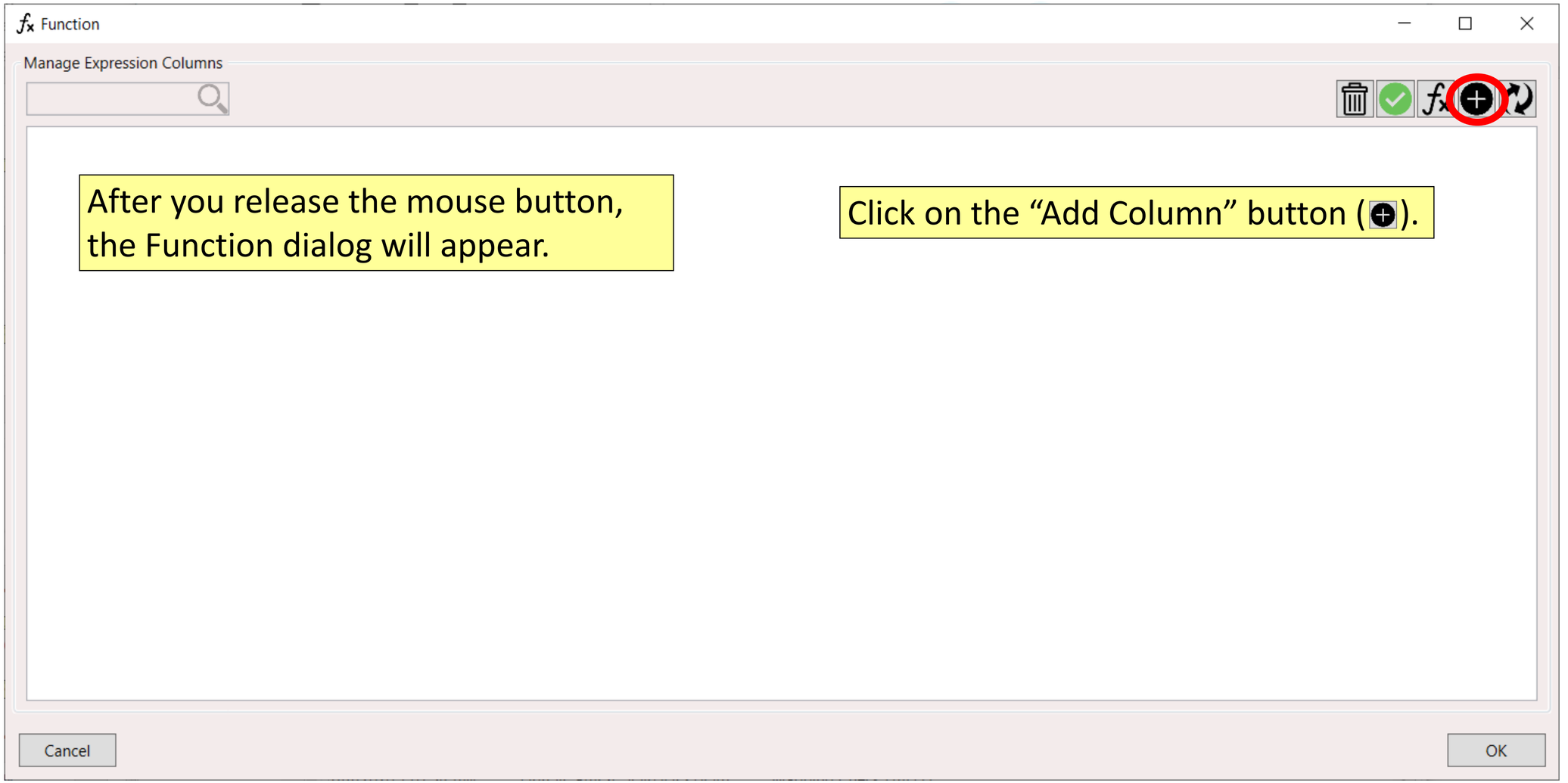


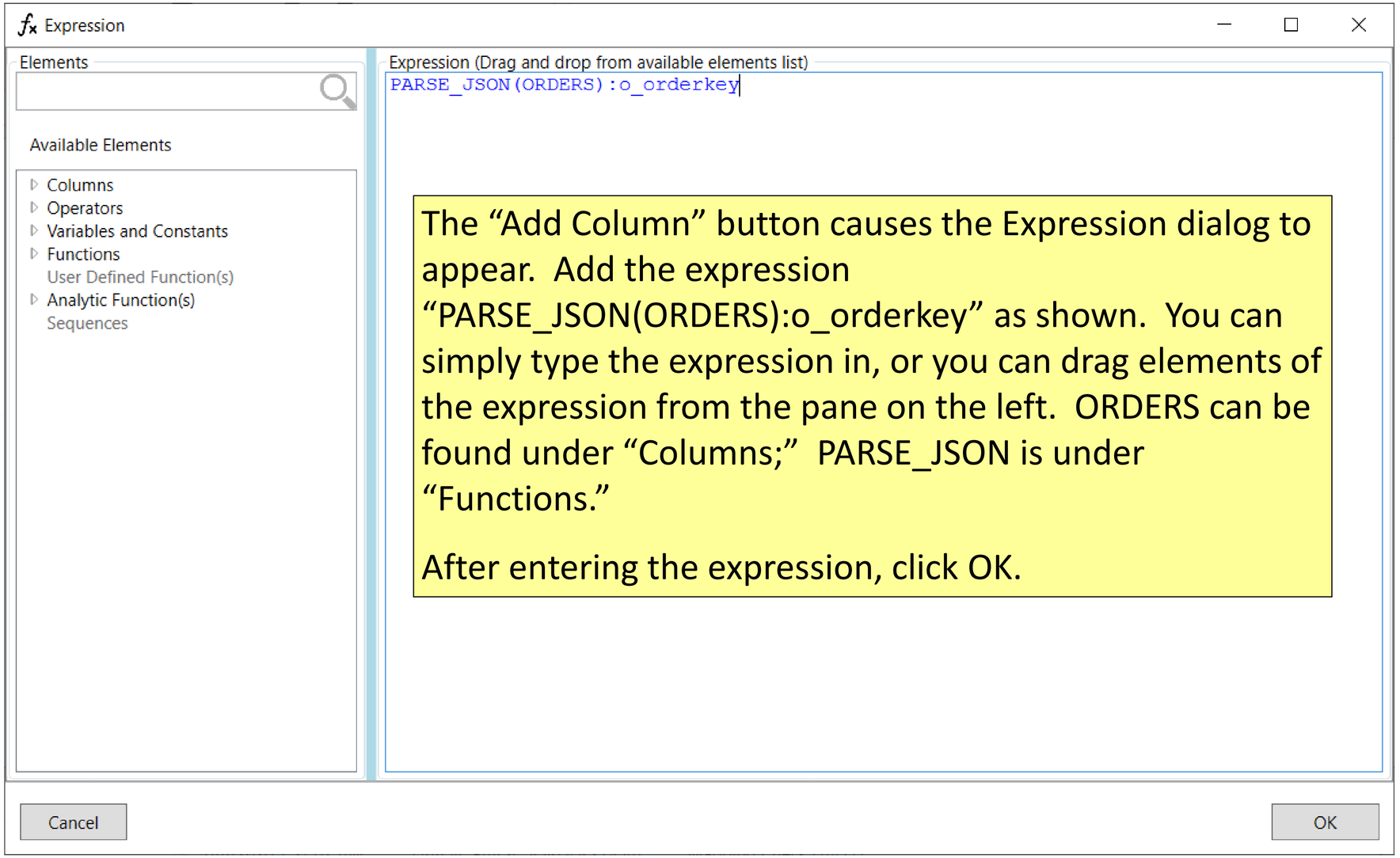


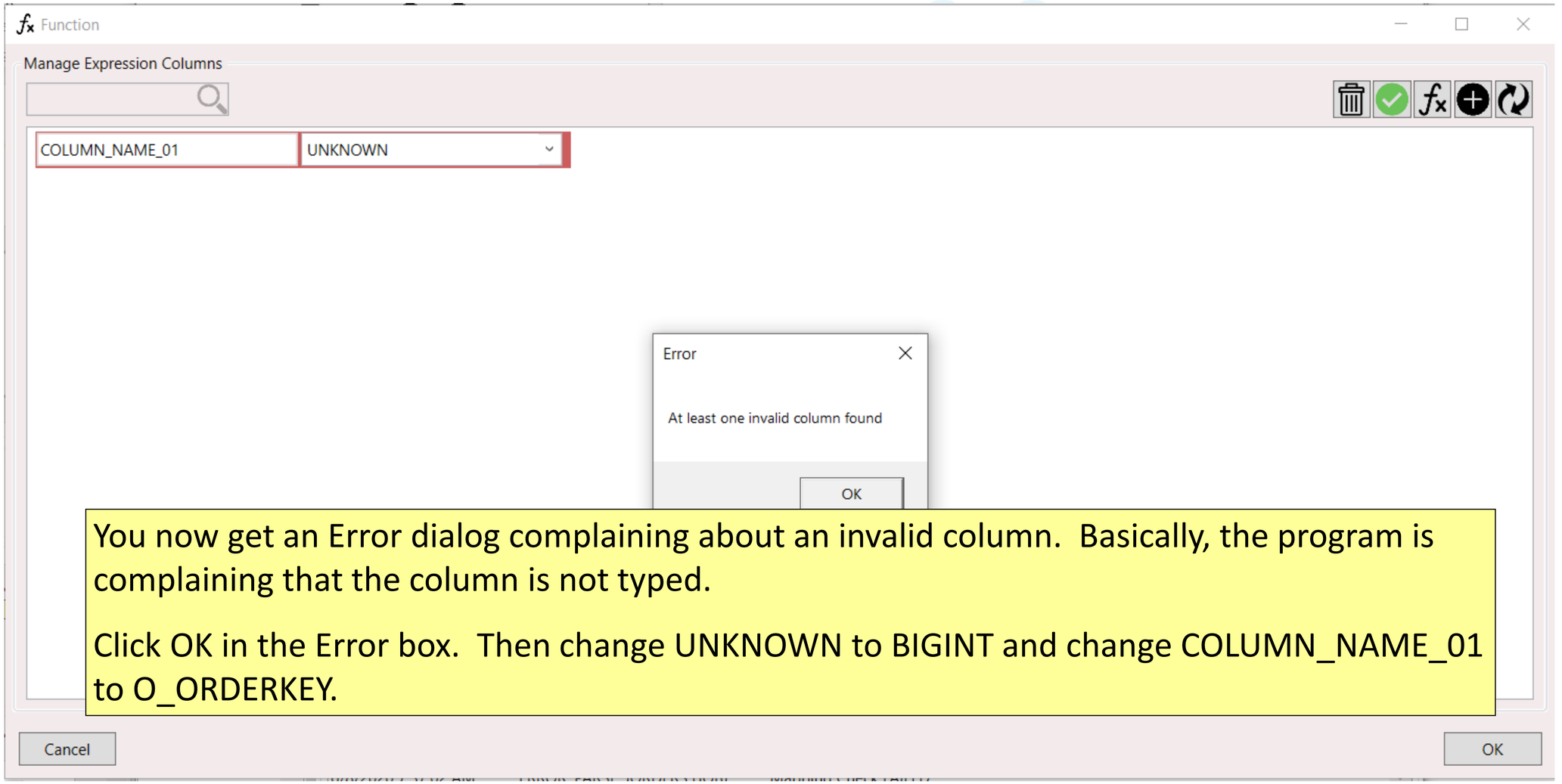


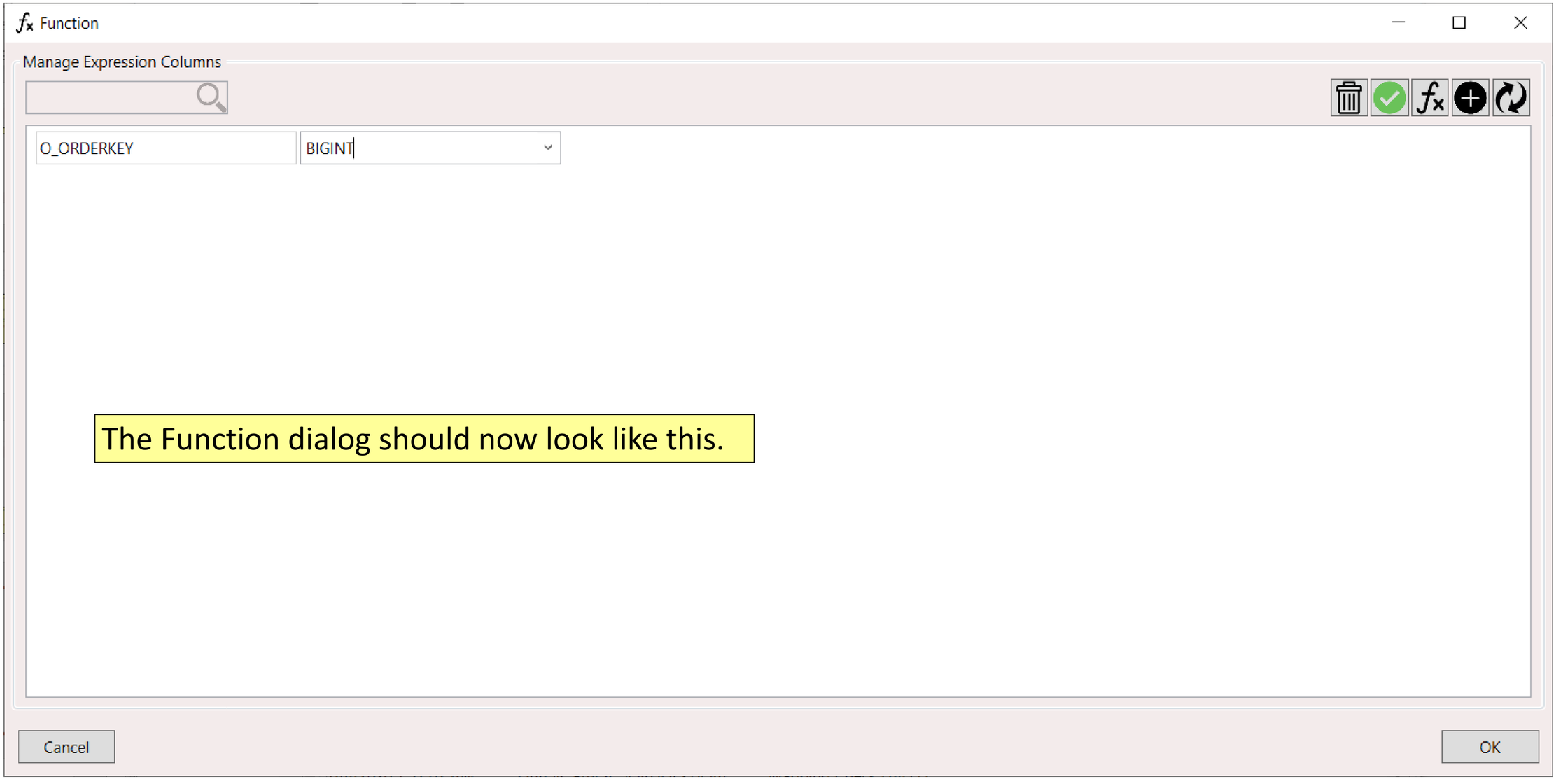
Click in the small box in the upper right corner of the Table step, and, holding down the mouse button, drag the mouse to the Function step.

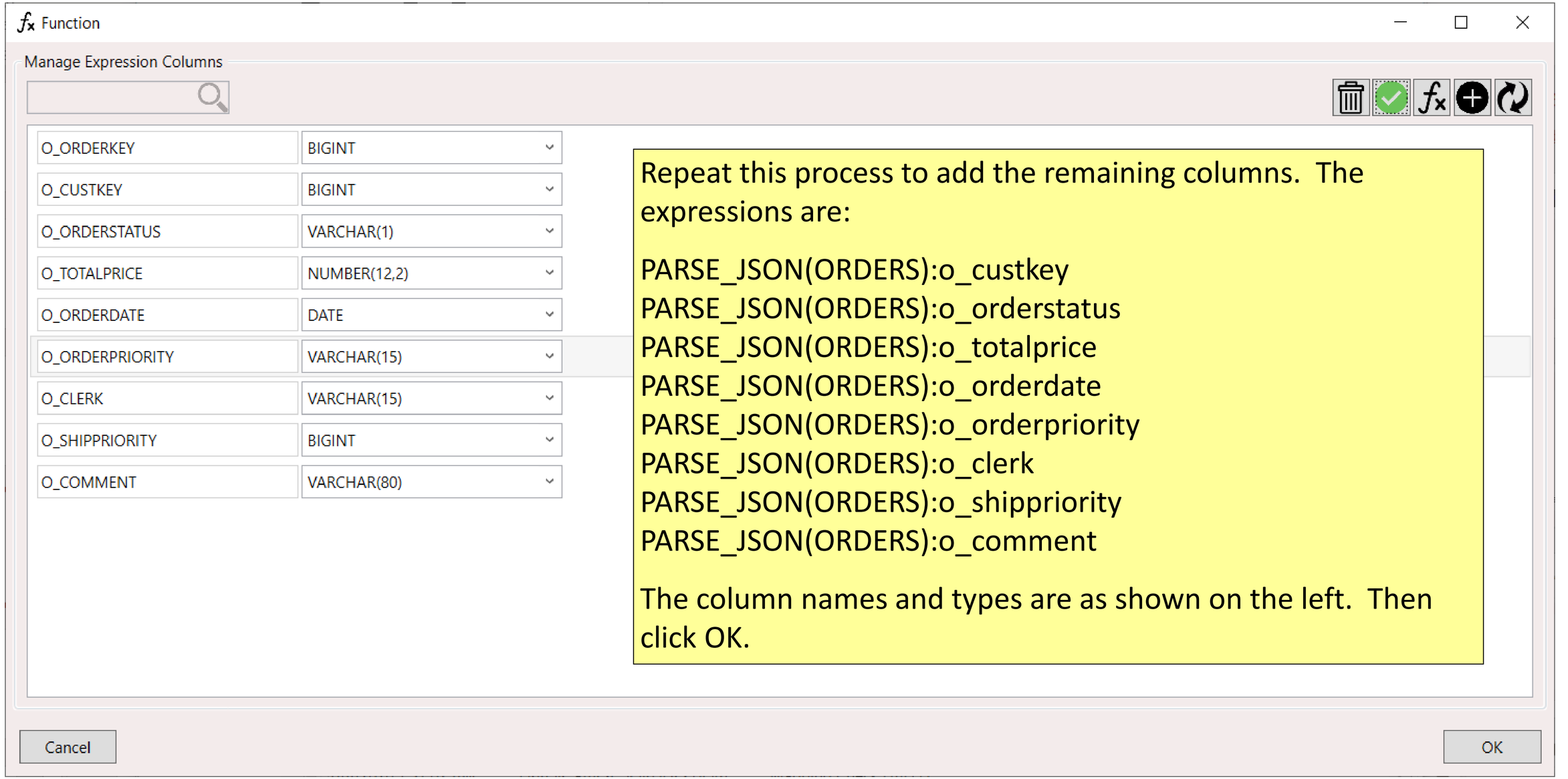
When the mouse is inside the function step (so that the line extending from the JORDERS Table step touches the Function step), release the mouse button.

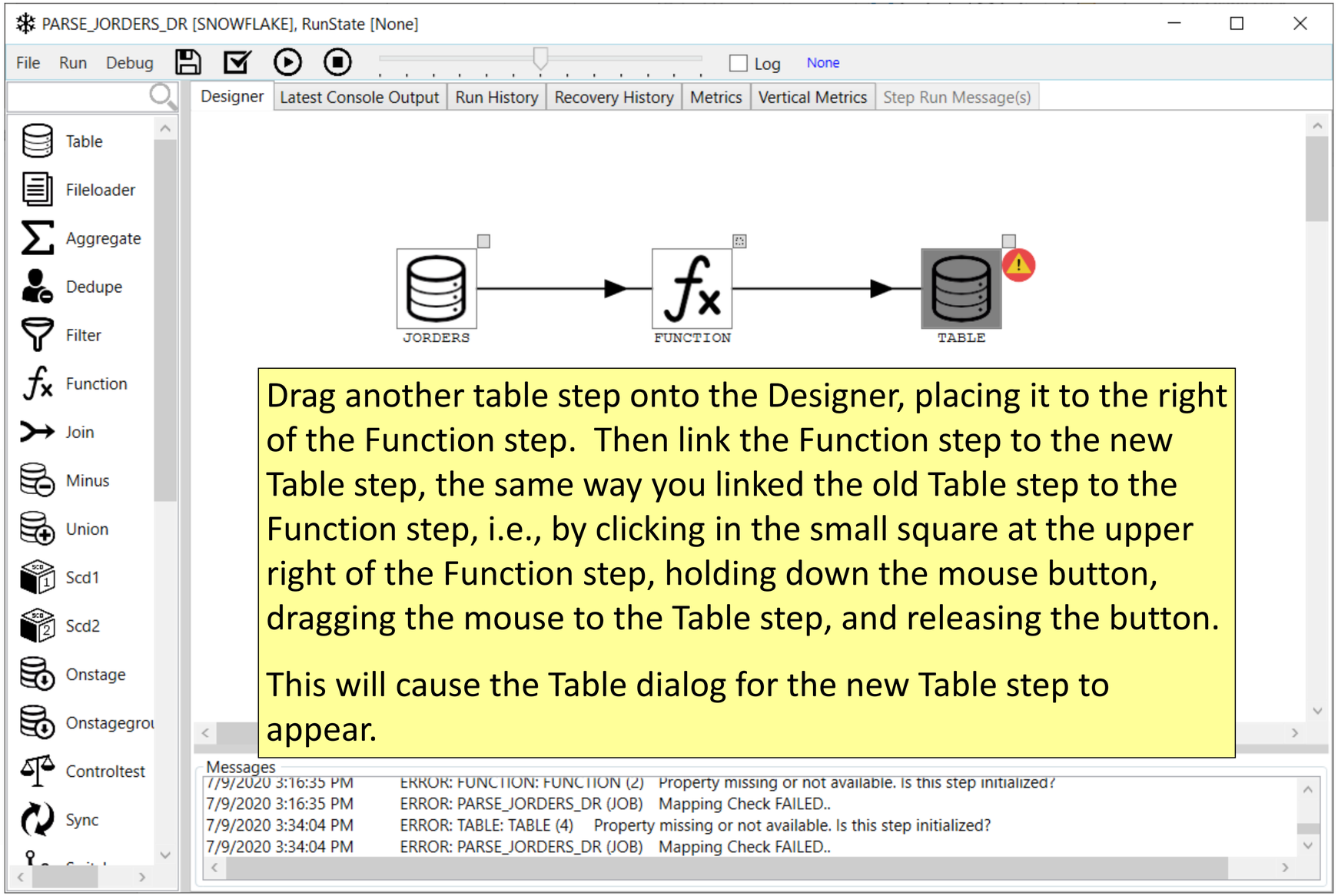


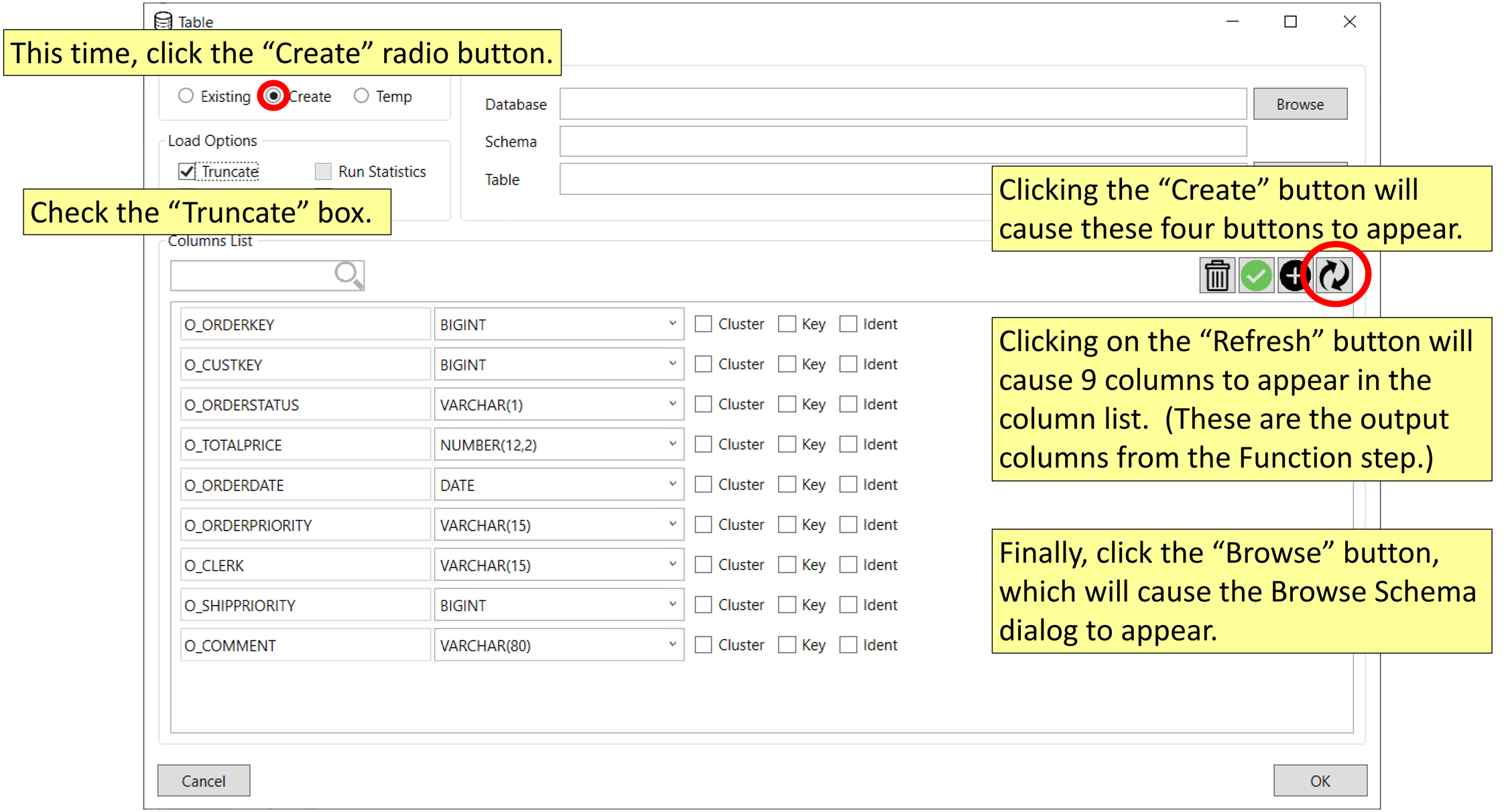


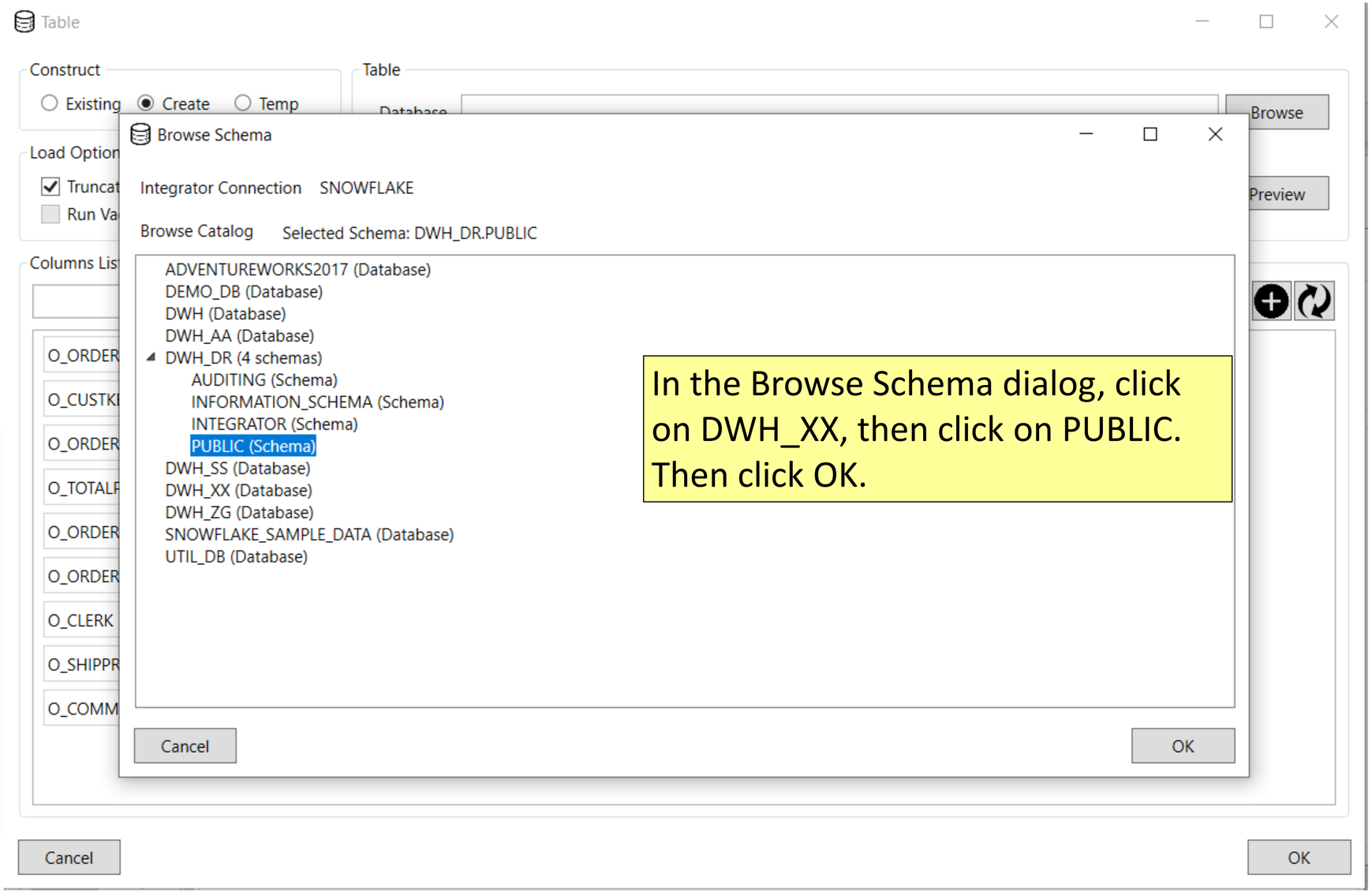


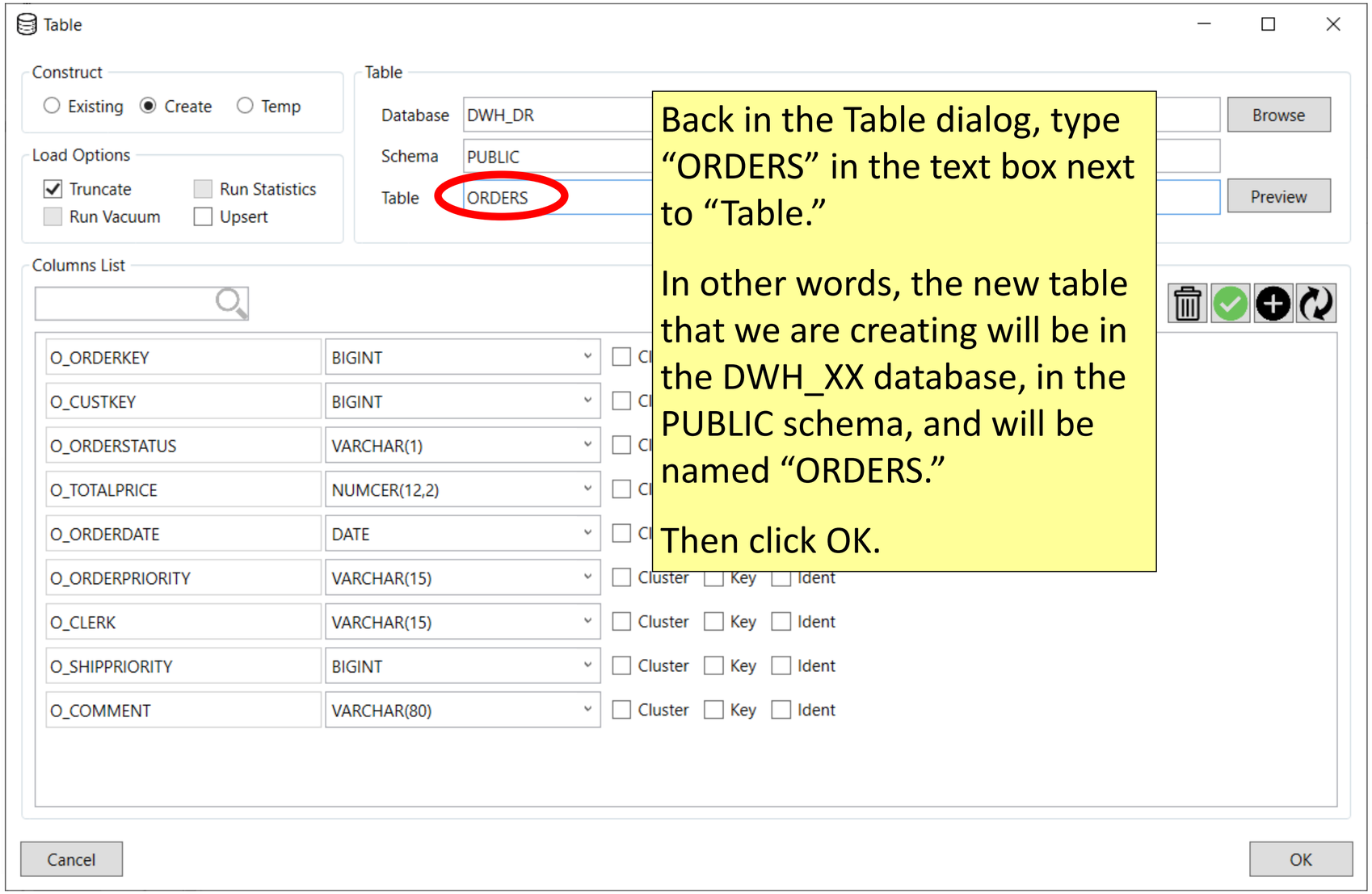








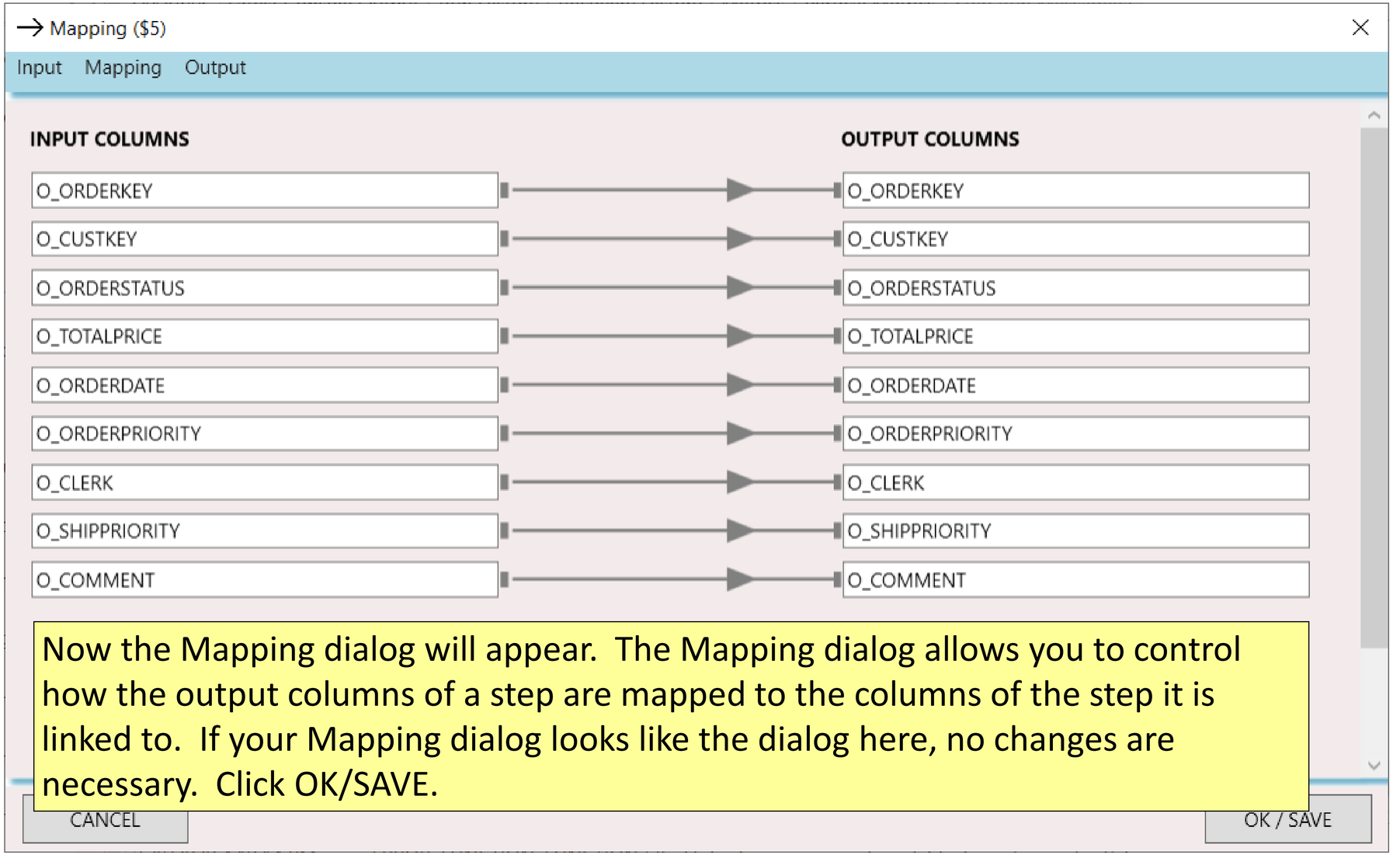


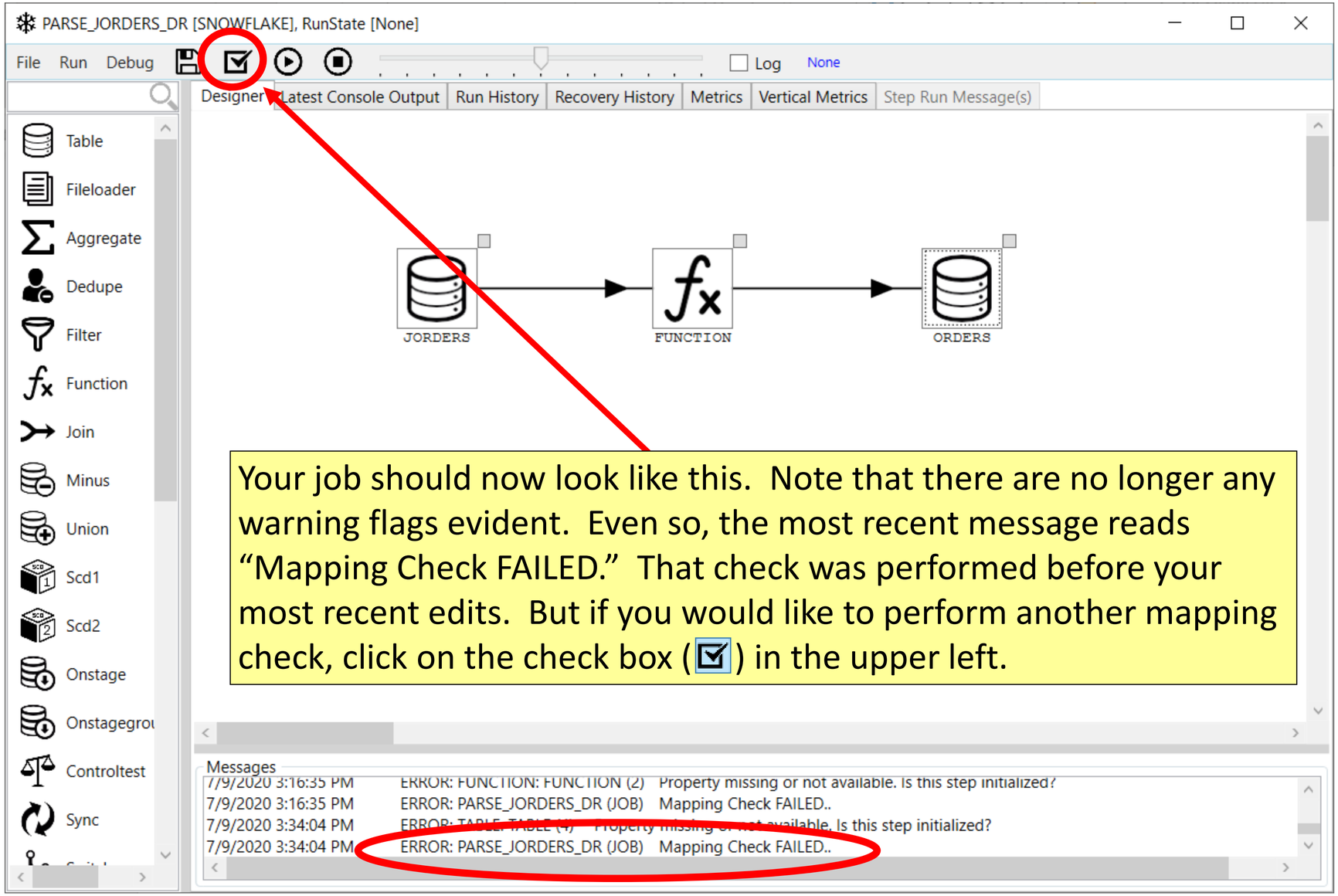


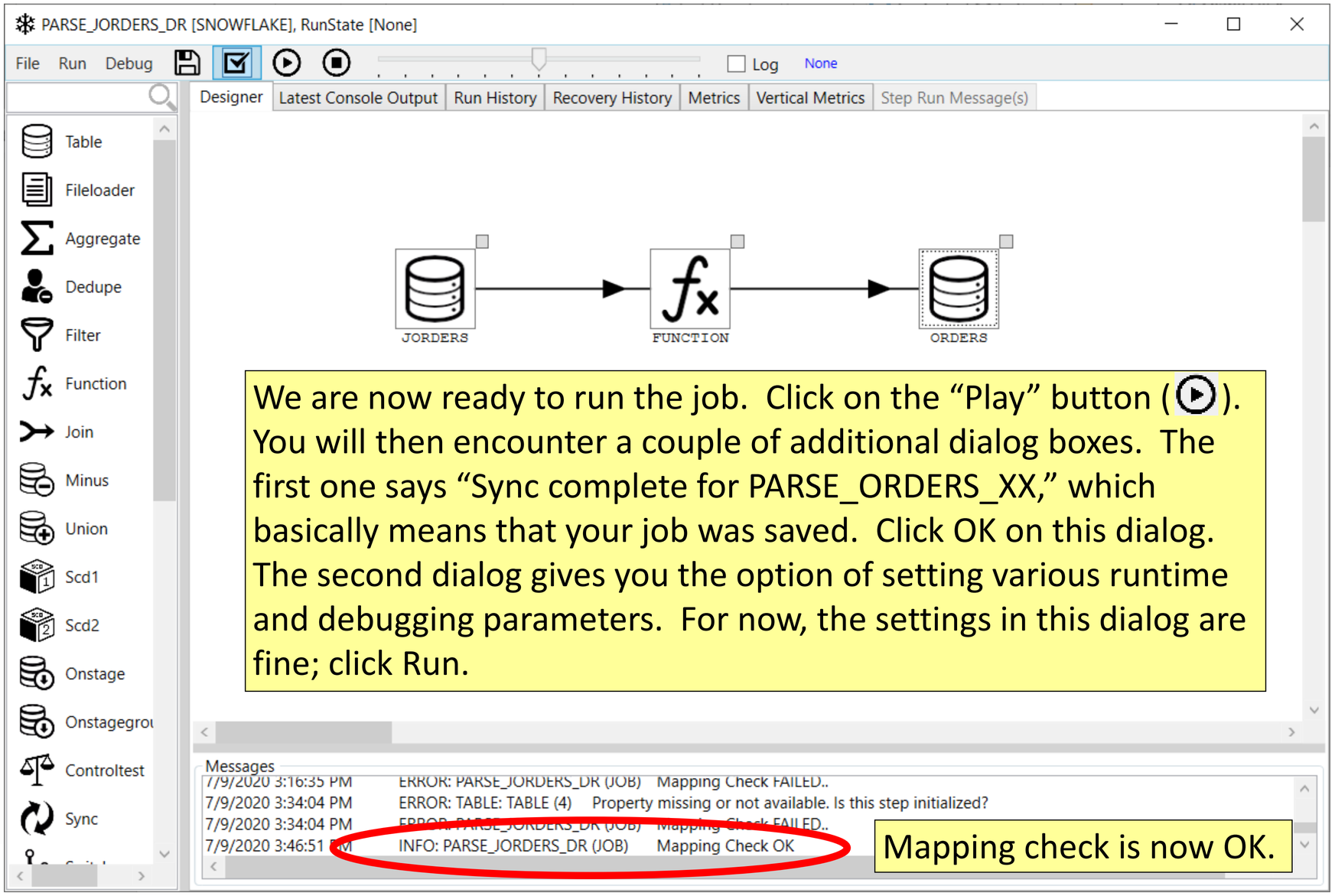
Back in the Table dialog, type "ORDERS" in the text box next to "Table."

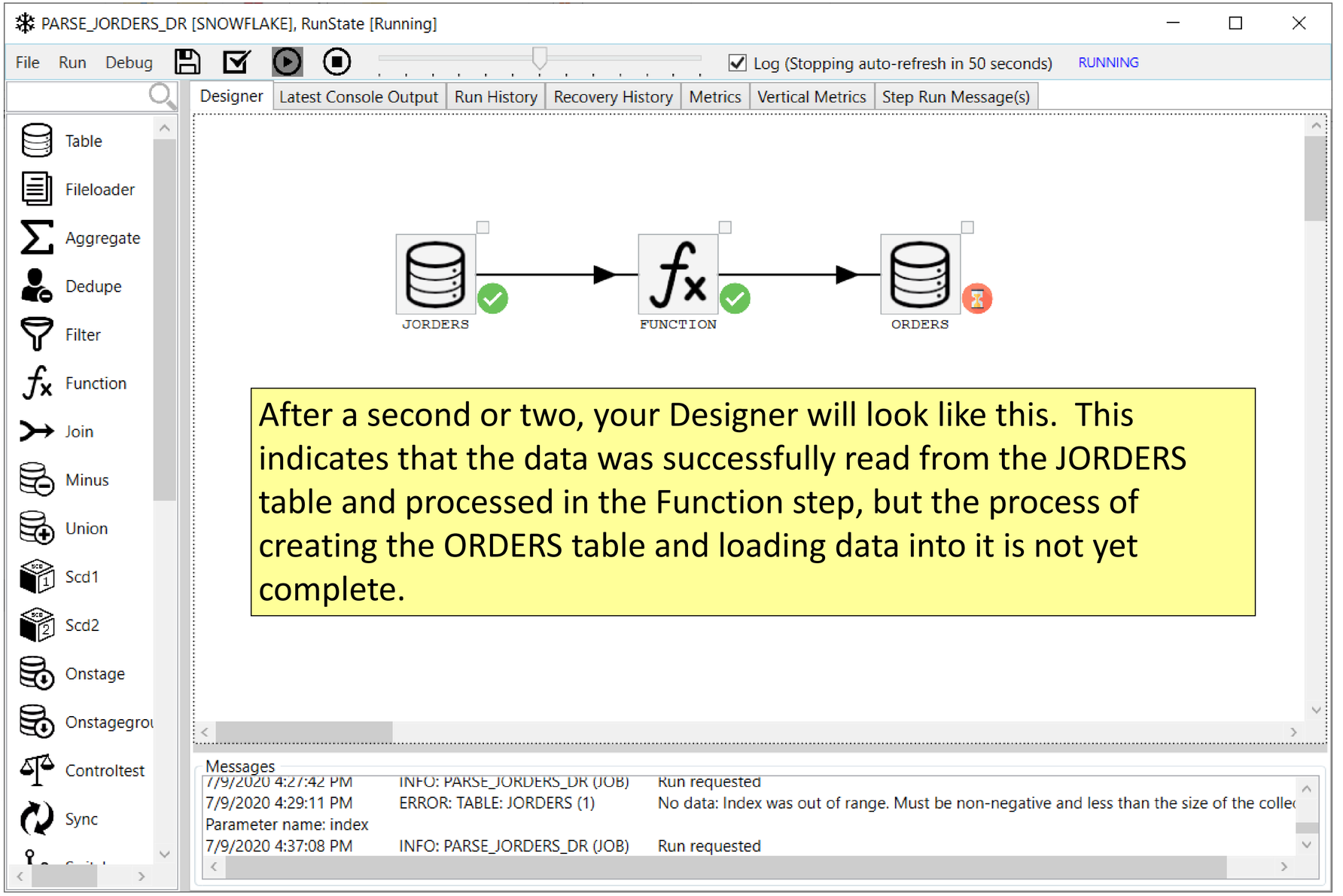
In other words, the new table that we are creating will be in the DWH_XX database, in the PUBLIC schema, and will be named "ORDERS."

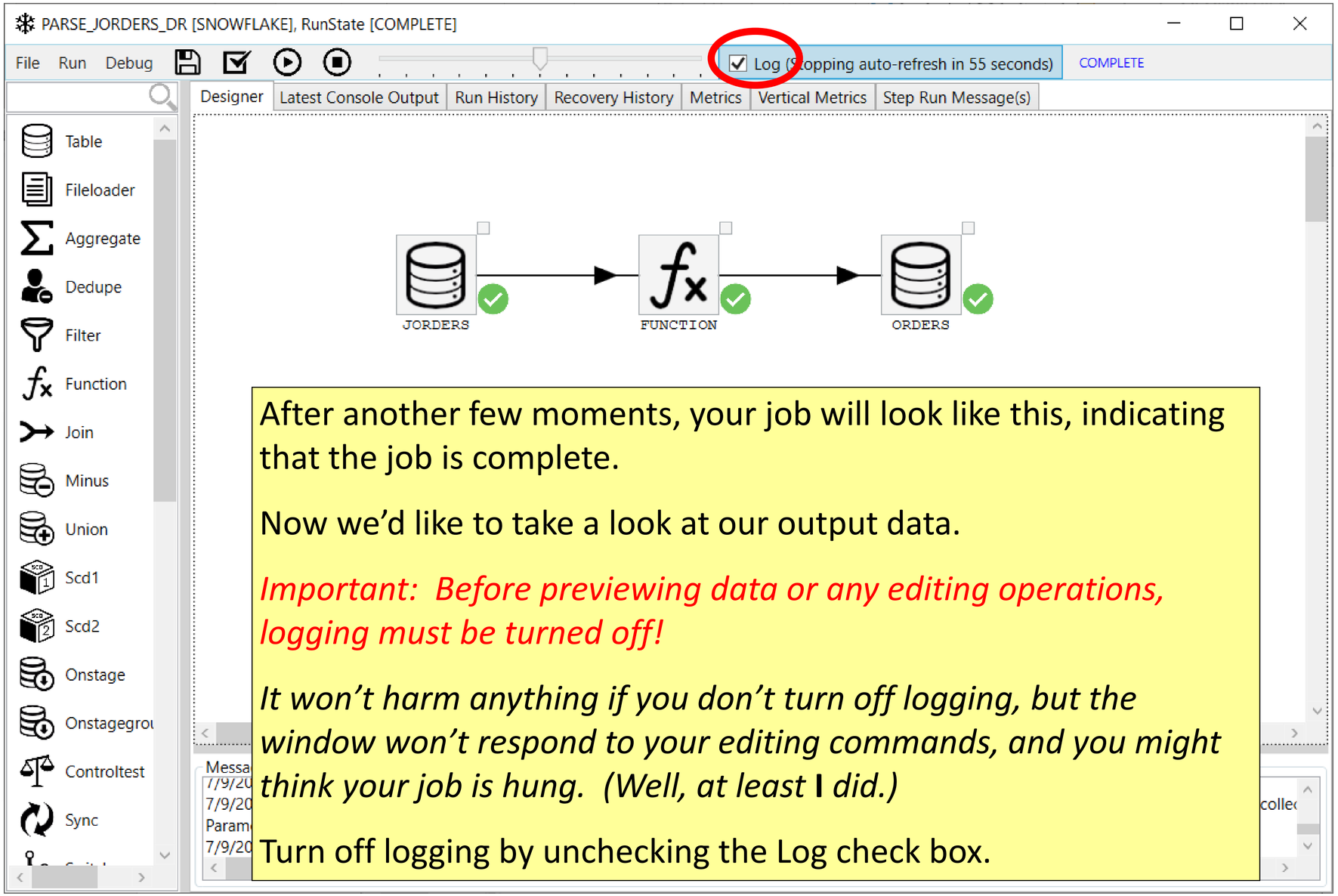
Then click OK.

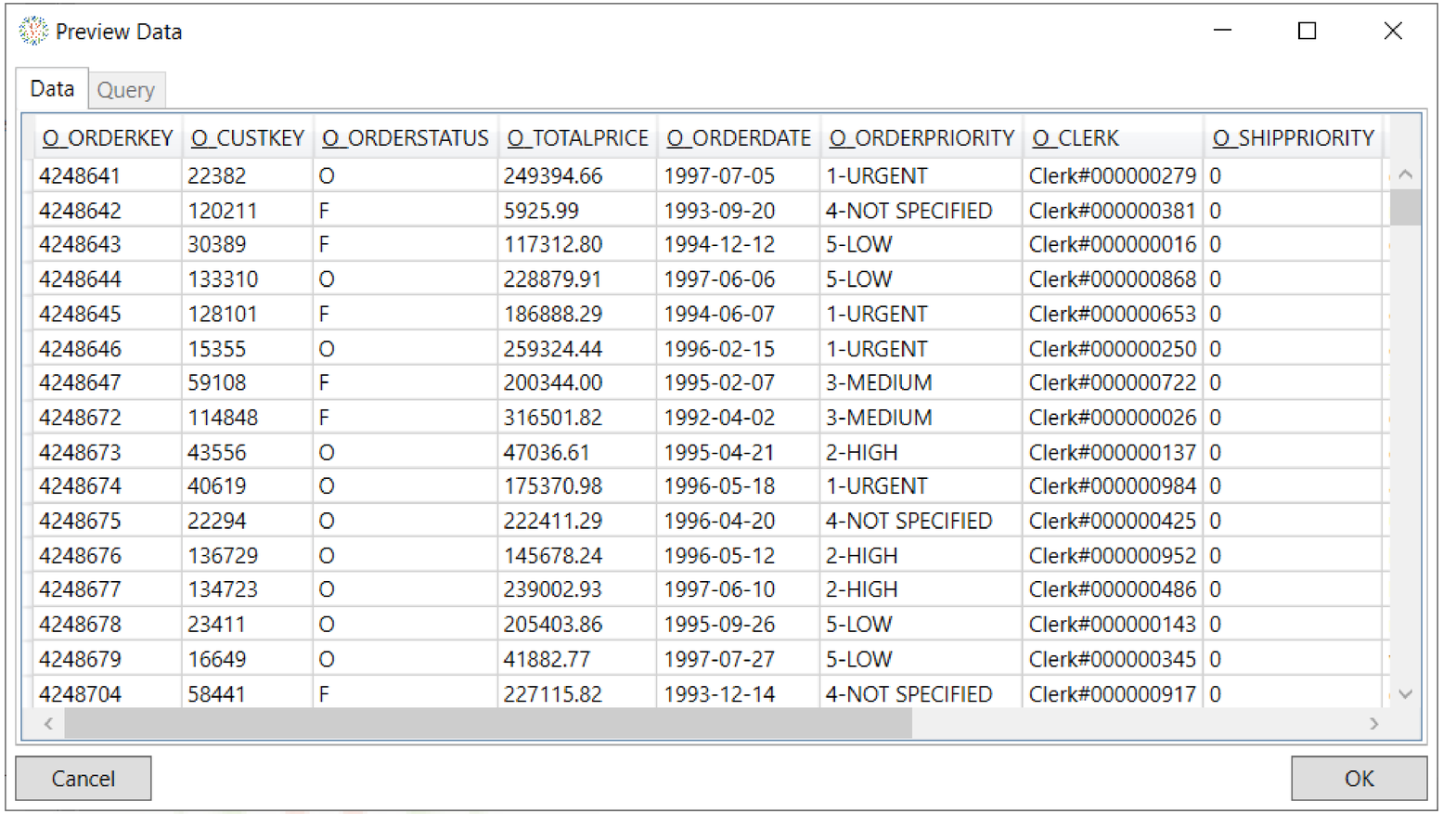












Your data should look something like this.

Adding a date dimension

- We've just constructed the ORDERS table, which looks like a good candidate for a fact table.
- Next, we want to make some changes so that we can make interesting date-related queries about orders.

Date-related queries

- We can already make some DW-like date-related queries on the ORDERS table. ORDERS contains the column O_ORDERDATE, so we can write the query

```
select * from ORDERS where O_ORDERDATE between TO_DATE('1998-07-01') AND
TO_DATE('1998-08-31’);
```

  which will retrieve all the orders in 1998 between July and August.

- But suppose we want to retrieve all the orders for Wednesdays in 1998? Or suppose we wanted to know which day of the week had the most orders? What if we wanted to exclude holidays?

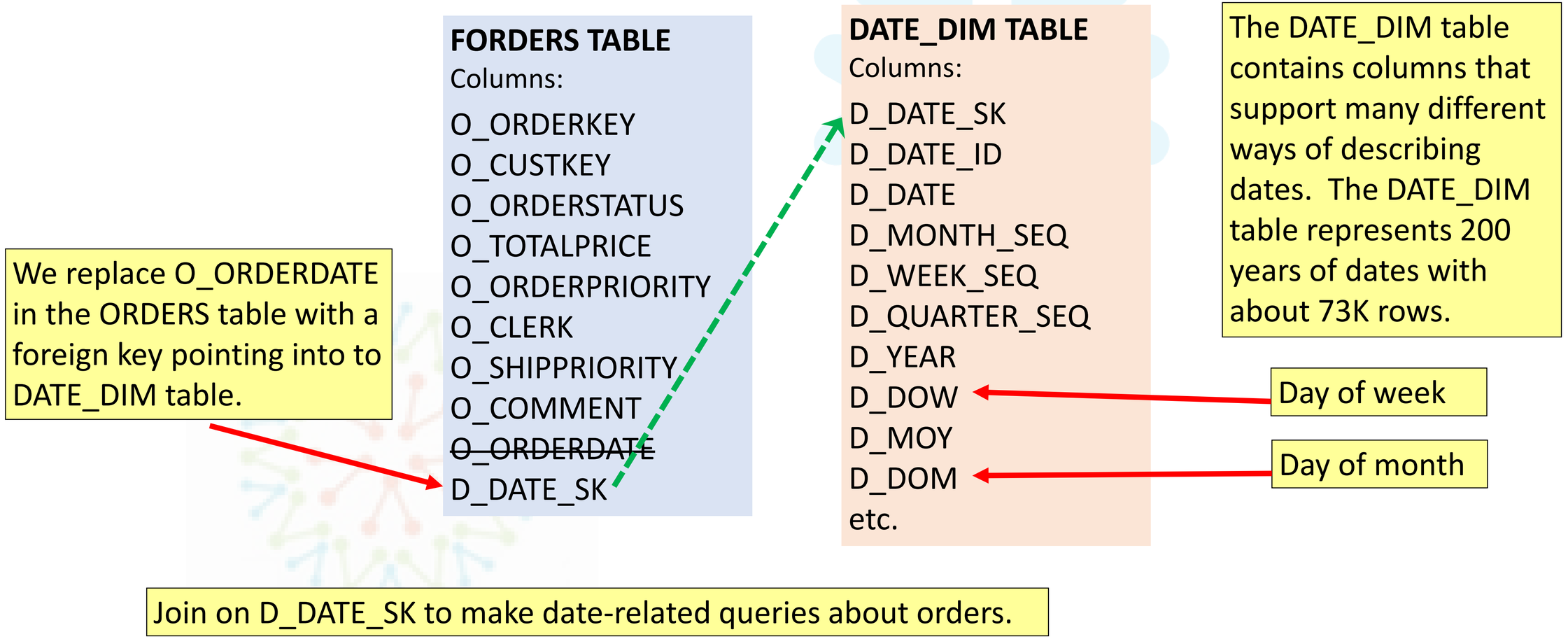
Date-related queries, cont.

- One way of handling these kinds of queries is to add a set of new columns to the ORDER table, with new ways of representing dates.
- New columns might include DAY_OF_WEEK, DAY_OF_MONTH, MONTH, YEAR, HOLIDAY, WEEKEND, QUARTER, and so on.
- Is this an ideal solution? Well, it has the following drawbacks:
  - Other fact tables will probably require the same changes, and the new date-related columns will need to be maintained in multiple places.
  - Fact tables tend to be long (e.g., billions of rows). Adding new columns to a long table is costly in terms of storage.
  - (That was a No.)

The Date Dimension Table

- A better solution is to gather all the date representations in a single table, called the *date dimension* table.
- This table is then *joined* to the ORDERS table and other fact tables when we want to make date-related queries.
- The computational cost of the join, even for large tables, is small. Platforms like Snowflake perform well on such operations.

The Date Dimension Table



Querying a joined fact and dimension table

To find all the orders that occurred on Wednesdays in 1998:

```
SELECT * from FORDERS F, DATE_DIM D where F.D_DATE_SK = D.D_DATE_SK and D.D_YEAR
= 1998 and D.D_DOW = 3;
```

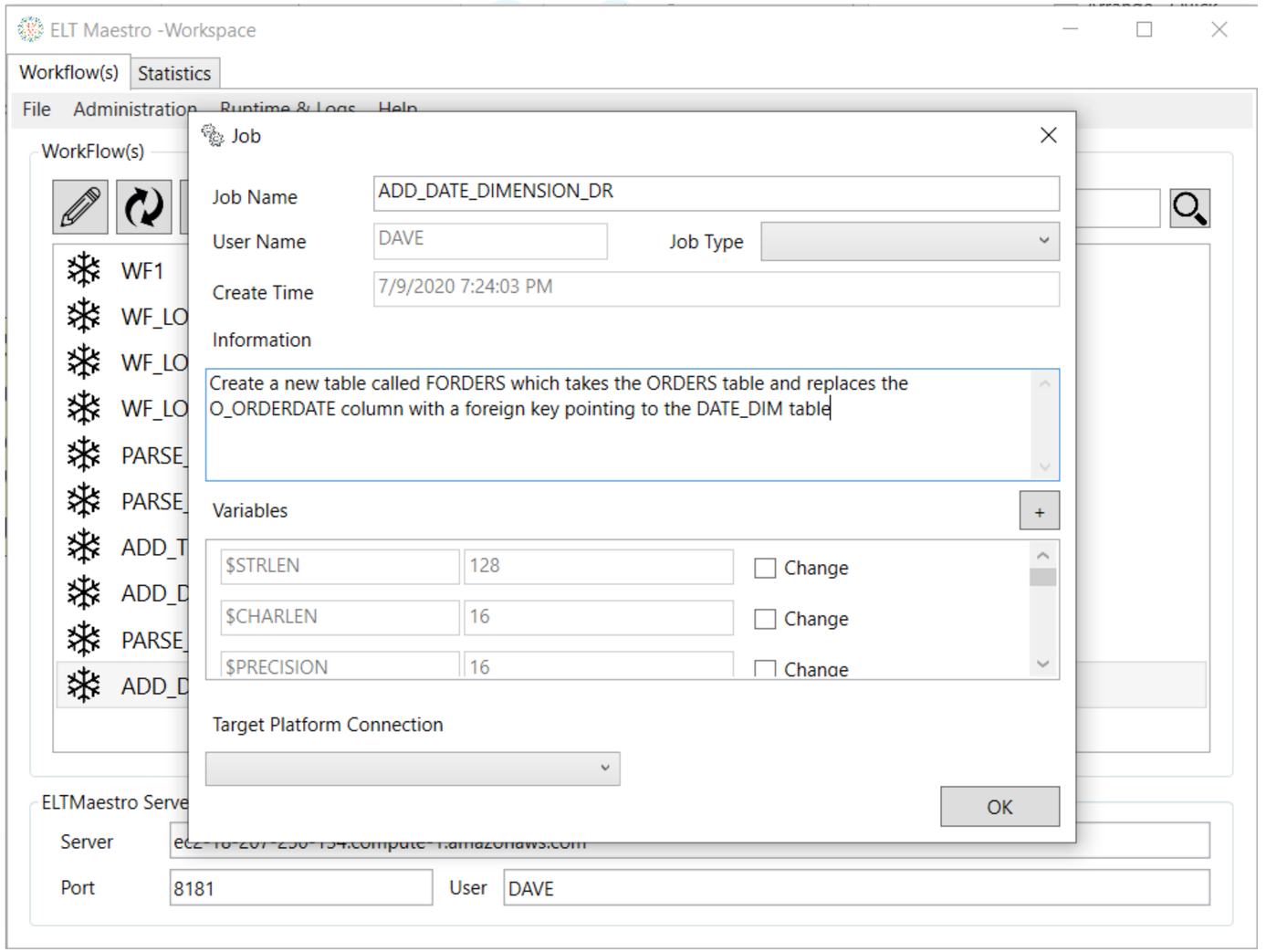
Which year between 1995 and 2000 had the most successful 4th quarter (as measured by order count)?

```
SELECT count(*) C, D.D_YEAR Y FROM FORDERS F, DATE_DIM D where F.D_DATE_SK =
D.D_DATE_SK and D.D_YEAR BETWEEN 1995 AND 2000 AND D.D_QOY = 4 GROUP BY Y
ORDER BY C; -- Gives results for all quarters in order; use max to select best.
```

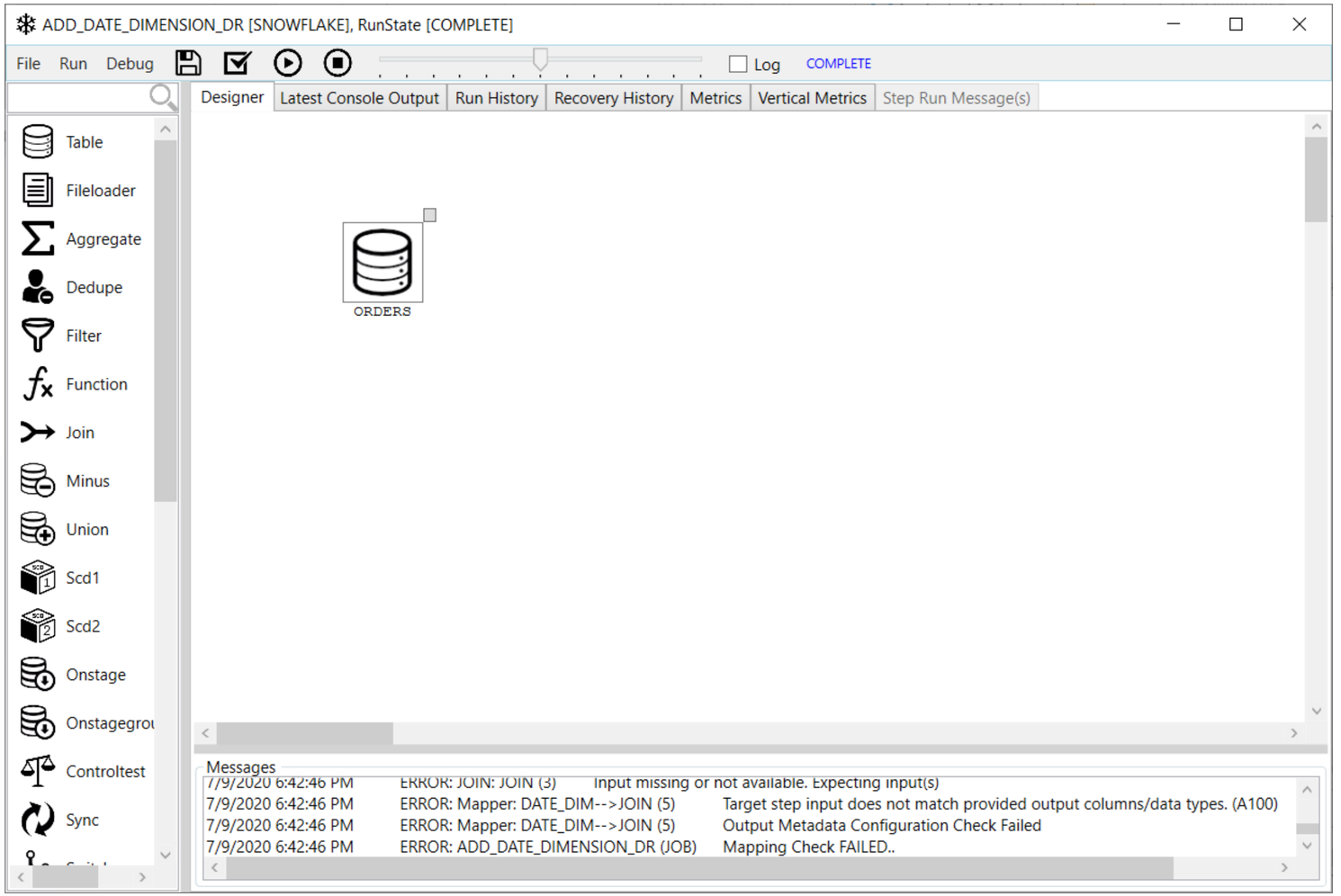
Which year between 1995 and 2000 had the most successful 4th quarter (as measured by sum of total price)?

```
SELECT sum(F.O_TOTALPRICE ) S, D.D_YEAR Y FROM FORDERS F, DATE_DIM D where
F.D_DATE_SK = D.D_DATE_SK and D.D_YEAR BETWEEN 1995 AND 2000 AND D.D_QOY = 4
GROUP BY Y ORDER BY S;
```

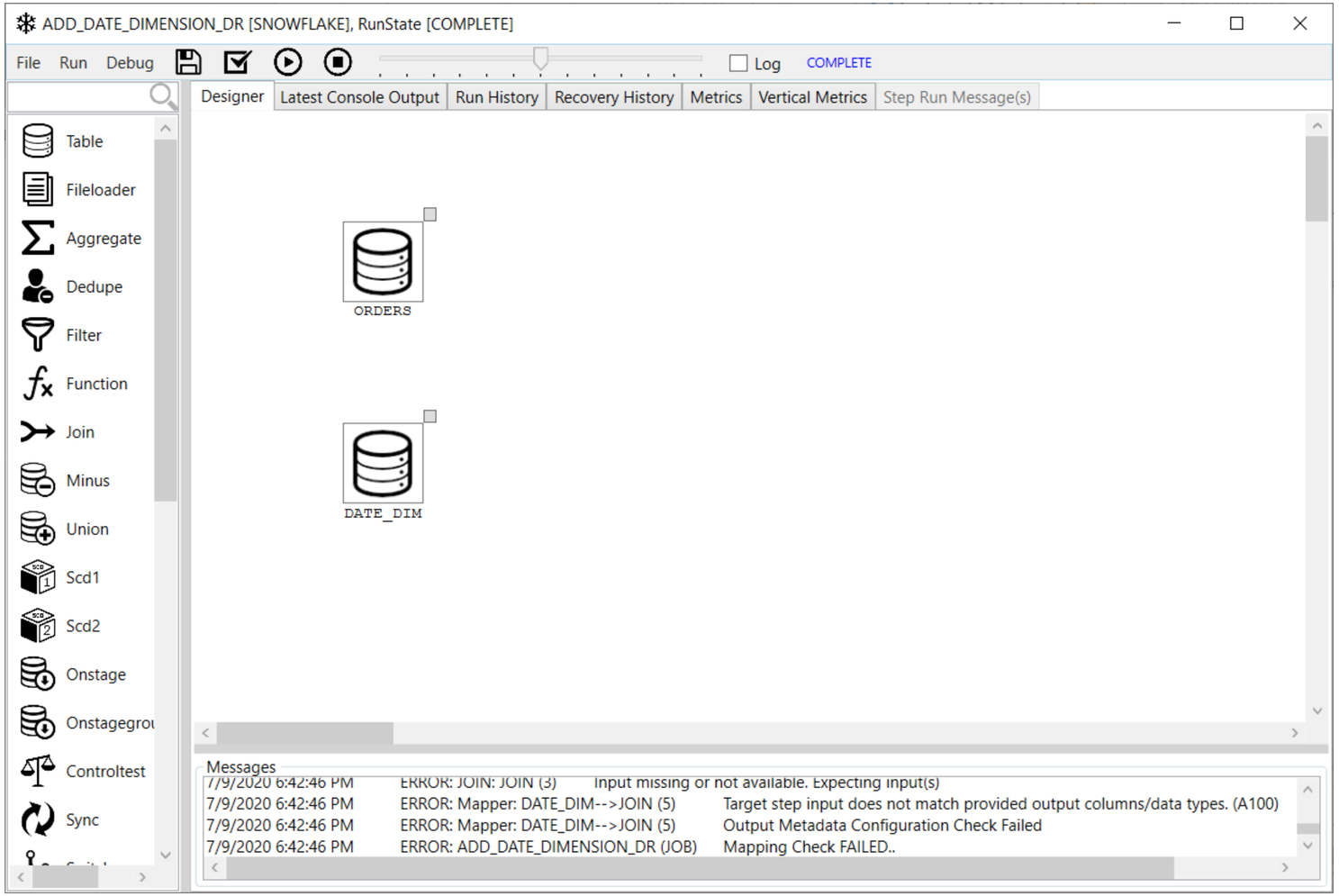
Starting in the Workspace, create a new job called ADD_DATE_DIMENSION_XX. When the UI asks if you want to edit it, click Yes.



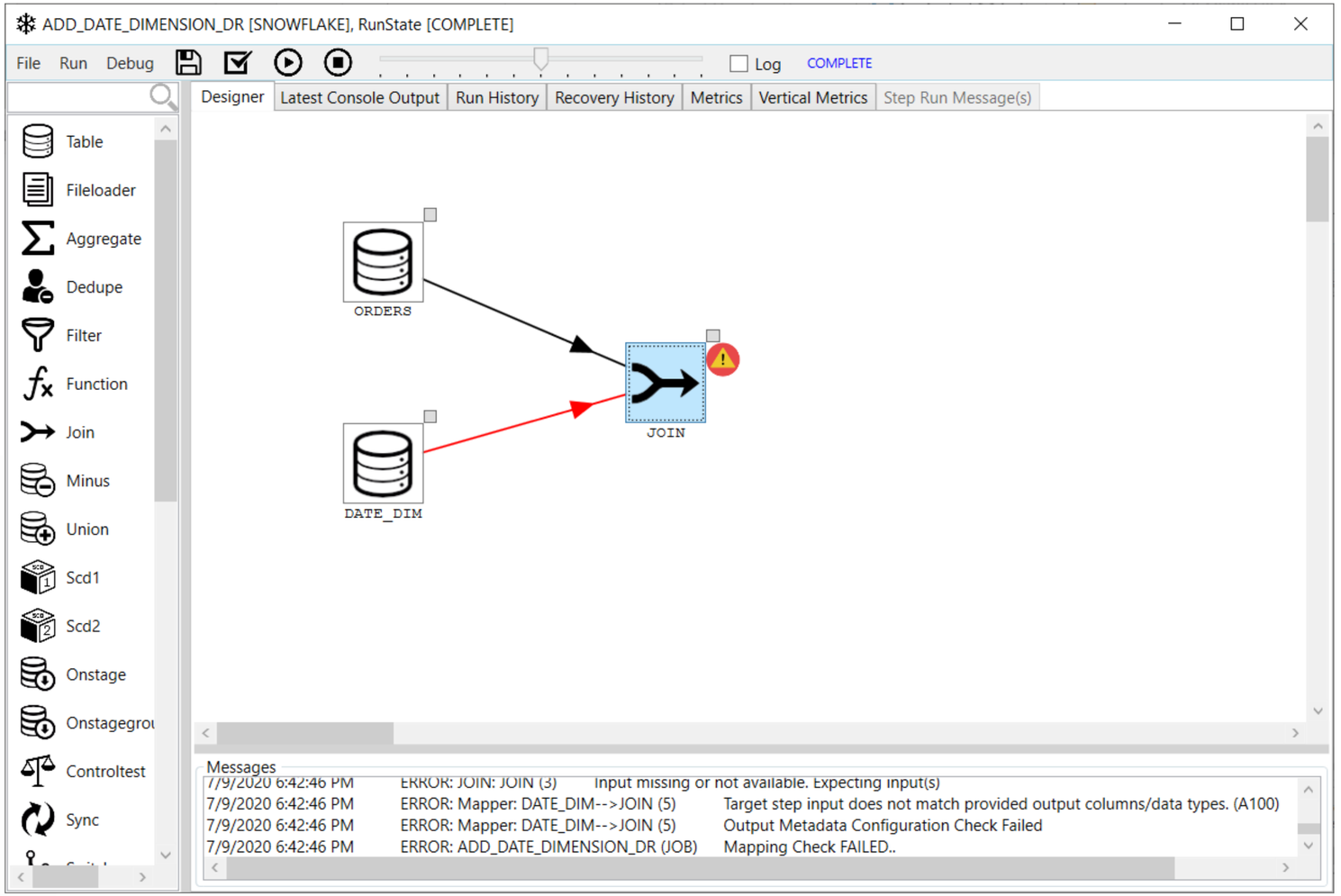
Drag a table step onto the Designer area of your new job. Make sure the “Existing” radio button is selected and click the “Browse” button. Select DWH_XX.PUBLIC.ORDERS. Click OK to exit the Browse dialog, and click OK again to exit the Table dialog.



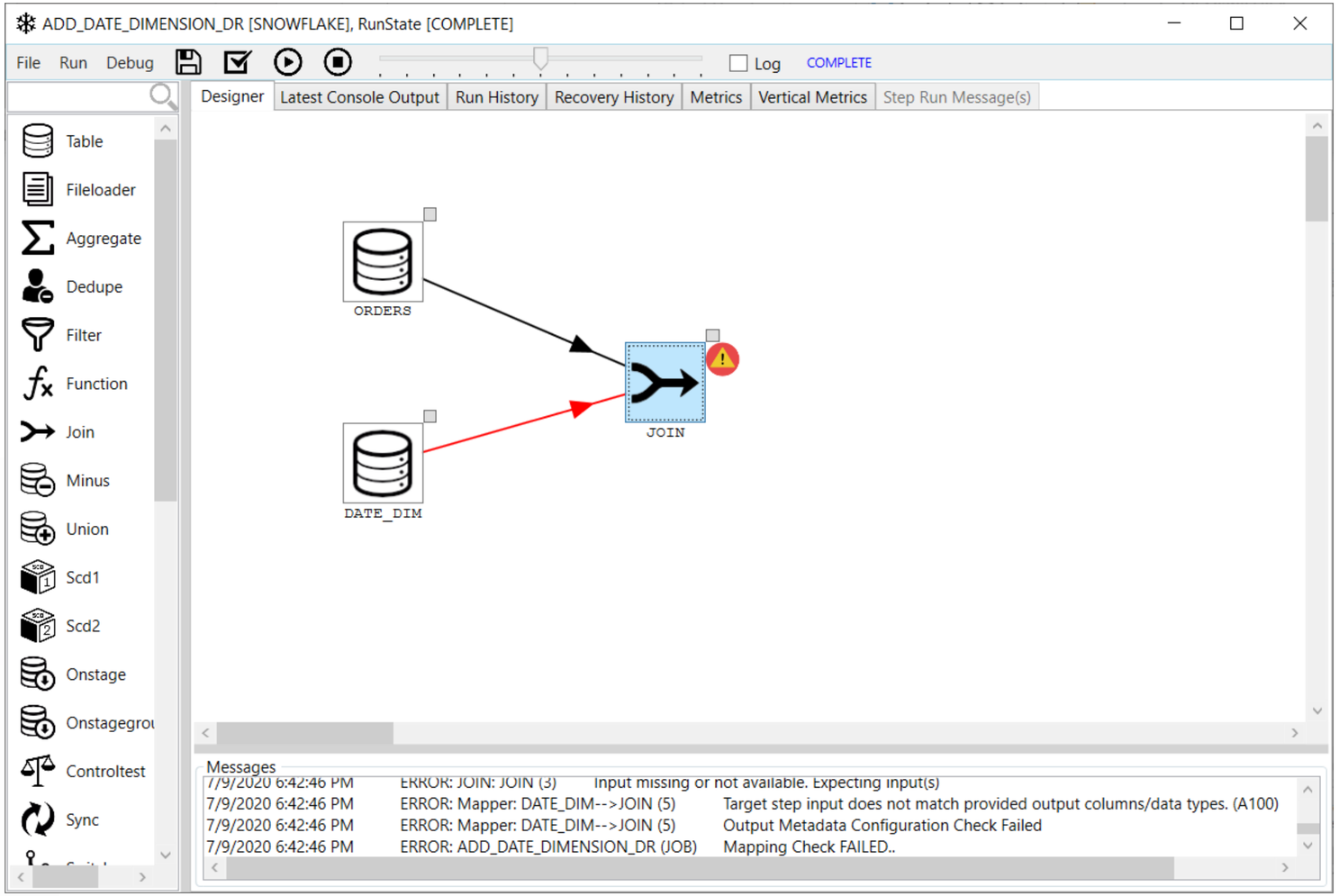
Repeat the steps from the last slide, but this time select the DATE_DIM table.



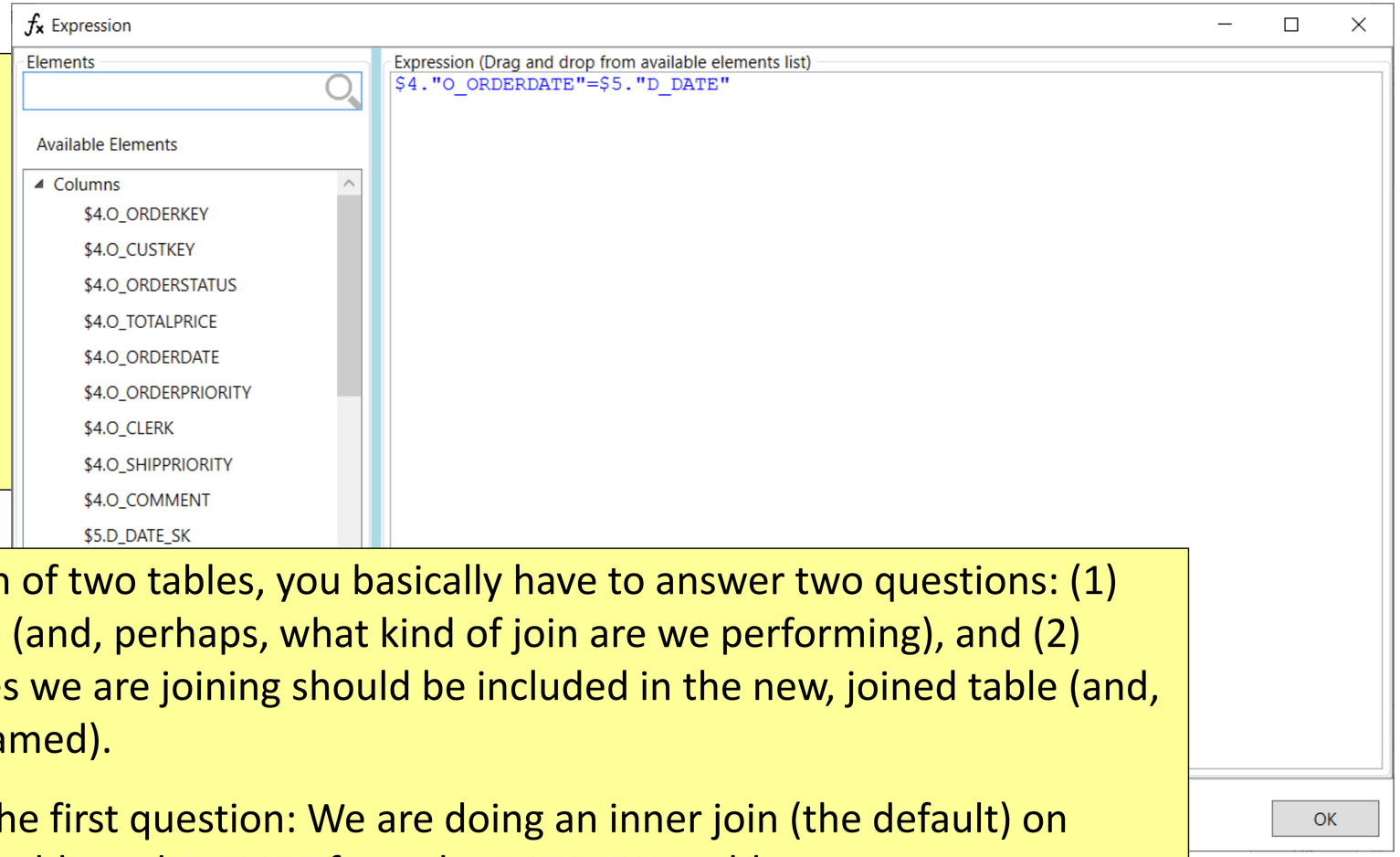
Drag a Join step onto the Designer and Join the two table steps to it as shown.



Double-click on the Join step to edit its properties. In the drop-down box labeled “First Join Source,” choose the number corresponding to “ORDER” (probably $4). Then click the button that says “Add.” Leave the Type as Inner Join, and in the drop-down box corresponding to “Join With,” choose the number corresponding to “DATE_DIM” (probably $5). Then click the button that says Expr.



The Expression dialog will appear. Expand the Columns section in the Available Elements list on the left, and drag the columns “4."O_ORDERDATE“ and $5."D_DATE“ onto the Expression area, setting them equal as shown here. Then click OK.

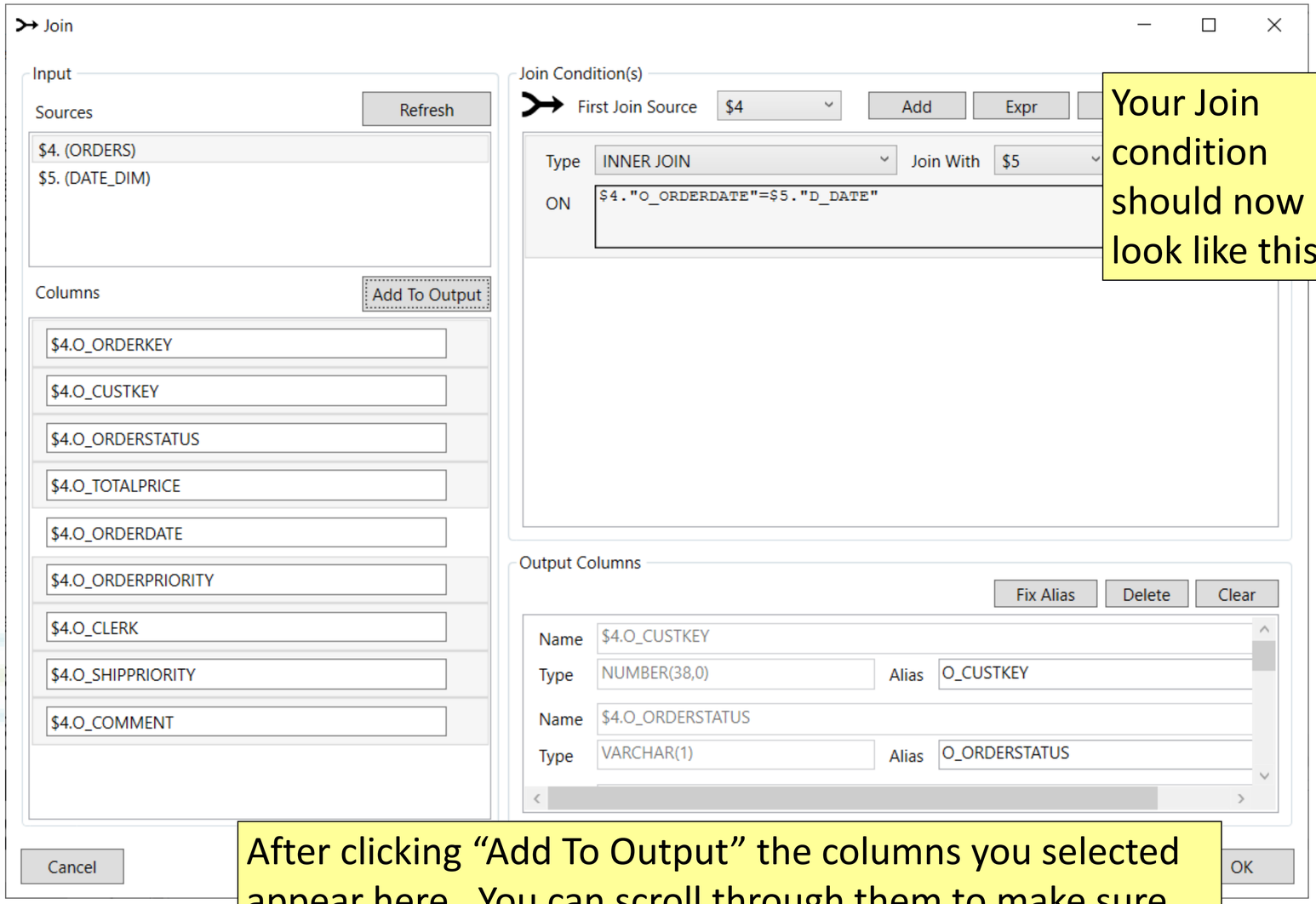


What’s going on? To specify a join of two tables, you basically have to answer two questions: (1) What column(s) are we joining on (and, perhaps, what kind of join are we performing), and (2) What columns from the two tables we are joining should be included in the new, joined table (and, perhaps, how should they be renamed).

At this point, we have answered the first question: We are doing an inner join (the default) on O_ORDERDATE from the ORDERS table and D_DATE from the DATE_DIM table.

The rest of this section is devoted the second question: Specifying which columns from ORDERS and DATE_DIM will be included in the new FORDERS table.

Now select “$4.(ORDERS)” under Sources. This will cause the columns from the ORDERS table to appear in the Columns box below. Select all of the columns *except* O_ORDERDATE. (Hold down the control key while clicking to make multiple selections.) Then click on the “Add To Output” button.

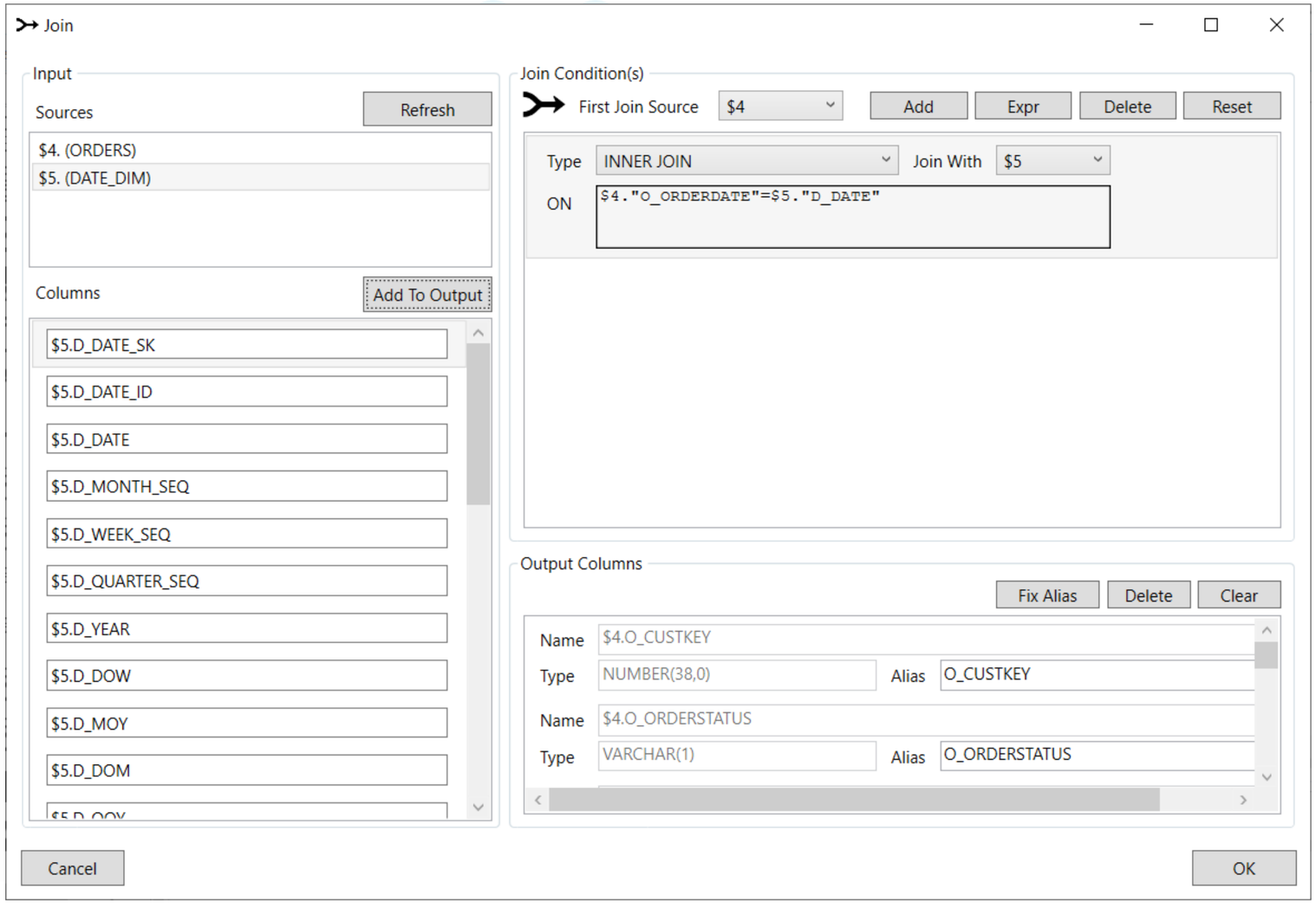


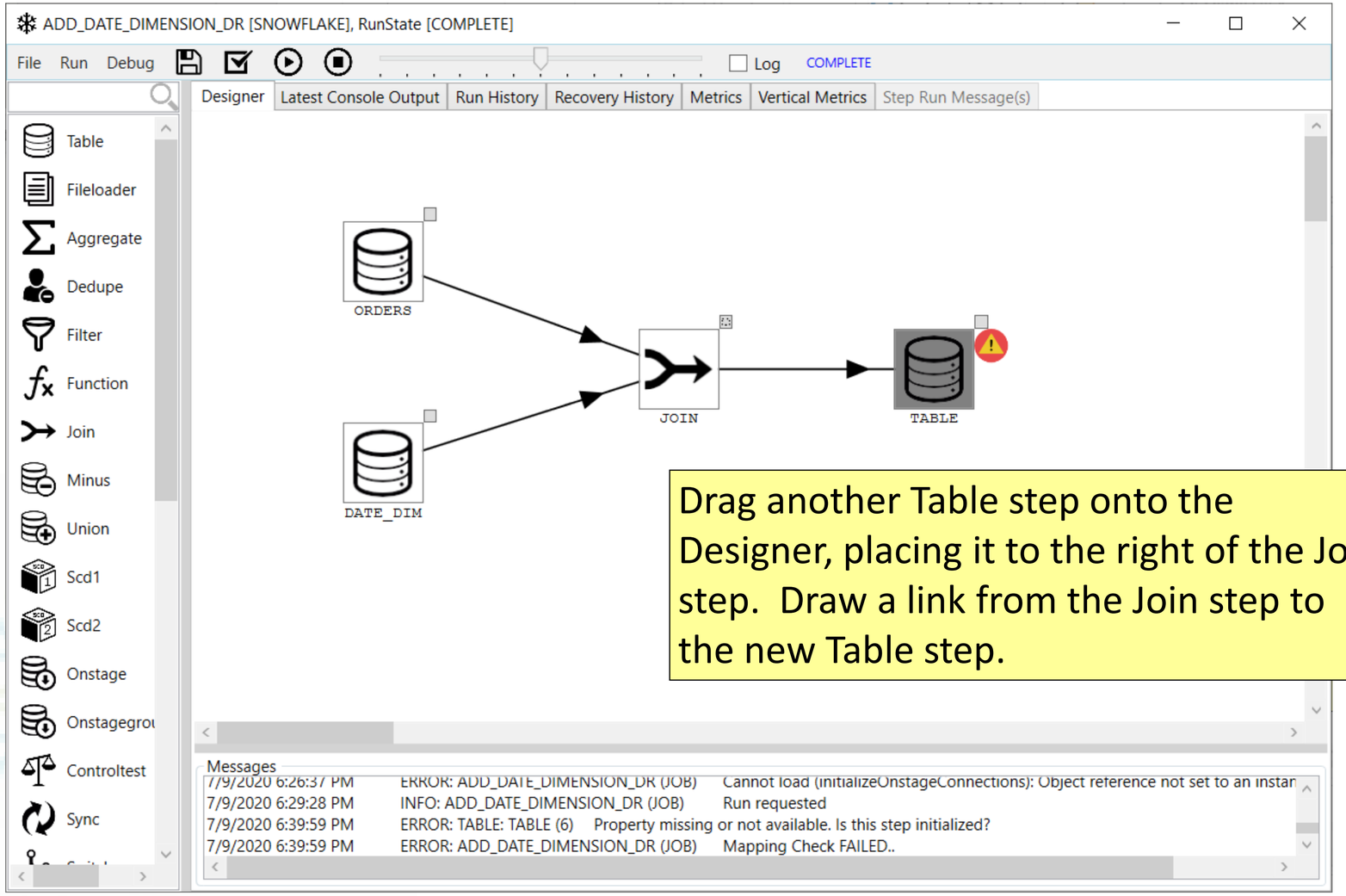
Your Join condition should now look like this.

After clicking “Add To Output” the columns you selected appear here. You can scroll through them to make sure you got all the ORDERS columns except O_ORDERDATE.

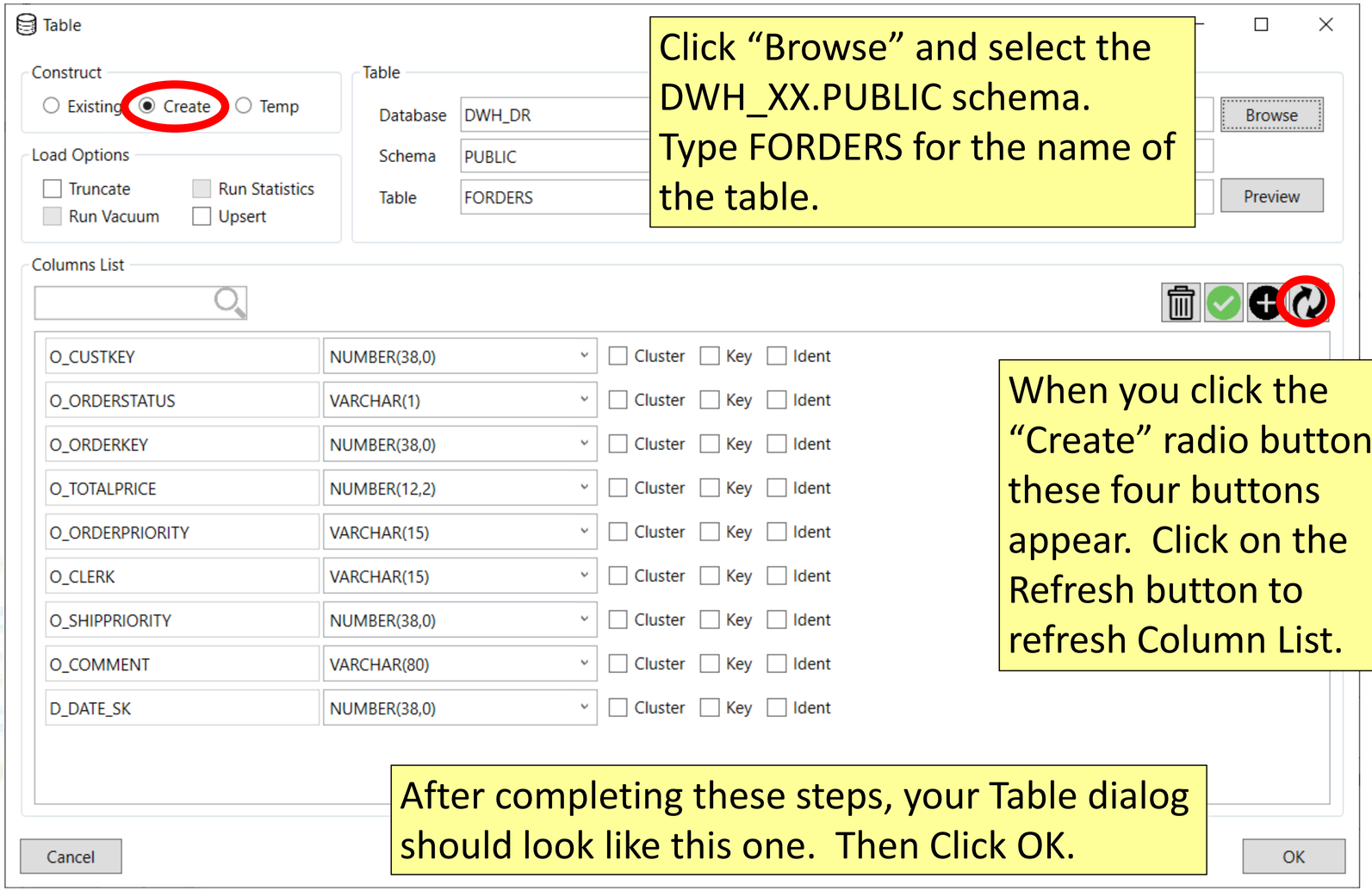
Next, select “$5.(DATE_DIM)” under Sources. From the list of columns below, just select D_DATE_SK. Then click “Add To Output.”

Verify that the output columns consist of the ORDER table’s columns, with O_DATEDATE replaced by D_DATE_SK. Then click OK.





As soon as you connect the link to the new Table step, the Table dialog will appear. Change the “Construct” radio button from “Existing” to “Create.”

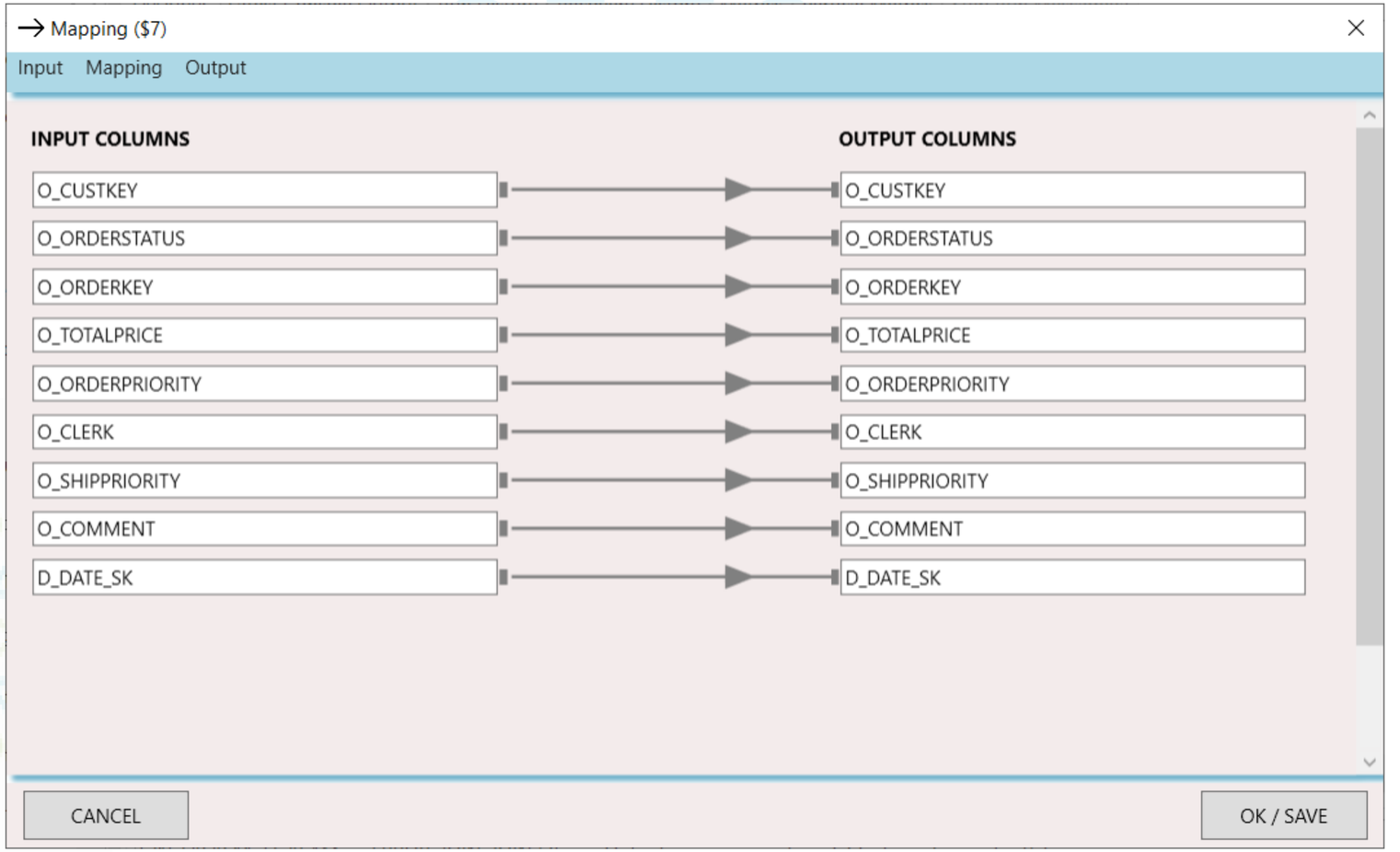


Click “Browse” and select the DWH_XX.PUBLIC schema. Type FORDERS for the name of the table.

When you click the “Create” radio button, these four buttons appear. Click on the Refresh button to refresh Column List.

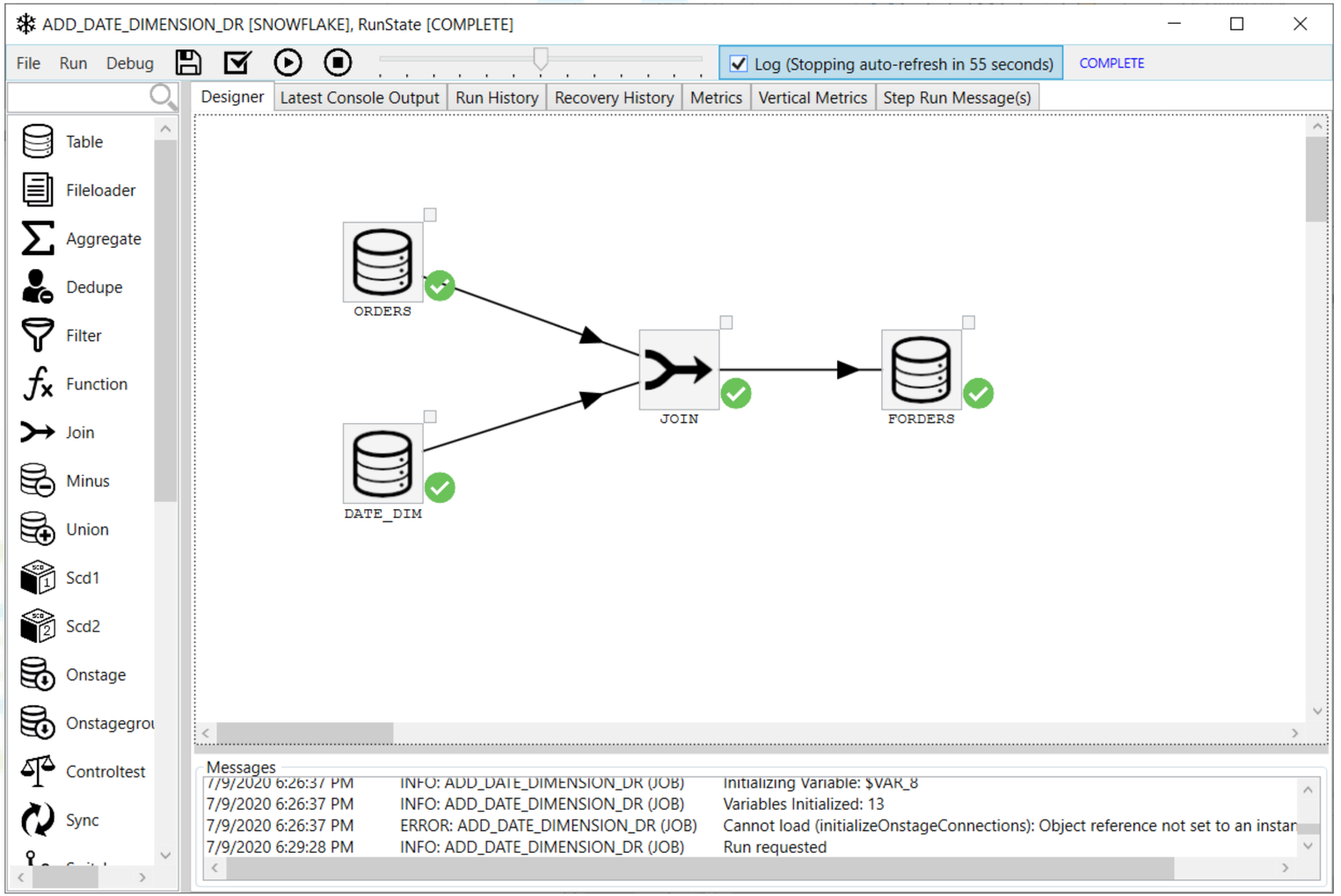
After completing these steps, your Table dialog should look like this one. Then Click OK.

The Mapping dialog will appear. Click OK/SAVE.

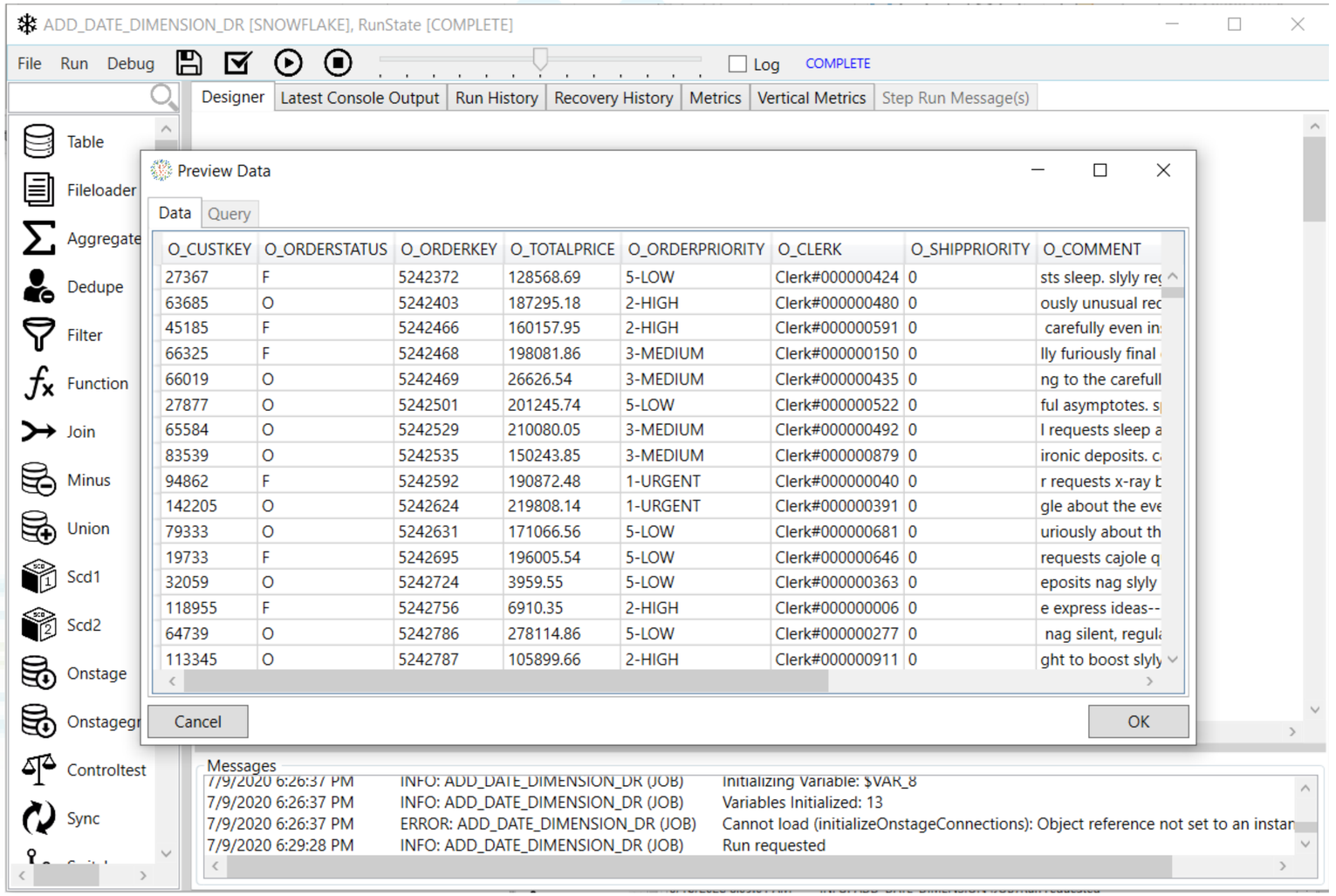


Run the job: Click the Play button (▶), then click OK in the following two dialog boxes.

After the run completes, uncheck the Log check box.



Right-click on the FORDERS table step and choose “Preview” from the context Menu to check your results.



Run the following queries:

To find all the orders that occurred on Wednesdays in 1998:

```
SELECT * from FORDERS F, DATE_DIM D where F.D_DATE_SK = D.D_DATE_SK and D.D_YEAR
= 1998 and D.D_DOW = 3;
```

Which year between 1995 and 2000 had the most successful 4th quarter (as measured by order count)?

```
SELECT count(*) C, D.D_YEAR Y FROM FORDERS F, DATE_DIM D where F.D_DATE_SK =
D.D_DATE_SK and D.D_YEAR BETWEEN 1995 AND 2000 AND D.D_QOY = 4 GROUP BY Y
ORDER BY C; -- Gives results for all quarters in order; use max to select best.
```

Which year between 1995 and 2000 had the most successful 4th quarter (as measured by sum of total price)?

```
SELECT sum(F.O_TOTALPRICE ) S, D.D_YEAR Y FROM FORDERS F, DATE_DIM D where
F.D_DATE_SK = D.D_DATE_SK and D.D_YEAR BETWEEN 1995 AND 2000 AND D.D_QOY = 4
GROUP BY Y ORDER BY S;
```

What we've learned

- Basic concepts: Data warehouse, data mart, fact, dimension, ETL, ELT.
- How organization into facts and dimensions enables analysts to make powerful queries against their business data.
- Hands-on experience with ETL/ELT – the process of transforming operational data into data suitable for a DW.
- A first look at a date dimension table – the most important dimension table in most DWs.
- Hands-on experience with ELTMaestro, and use of three critical steps: Function, Join, and Table.