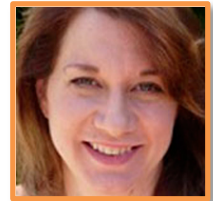


Advanced Integration Services

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pluralsight 
hardcore developer training

Data Warehousing Packages, Part I

Designing Packages for Extract Transform & Load Projects

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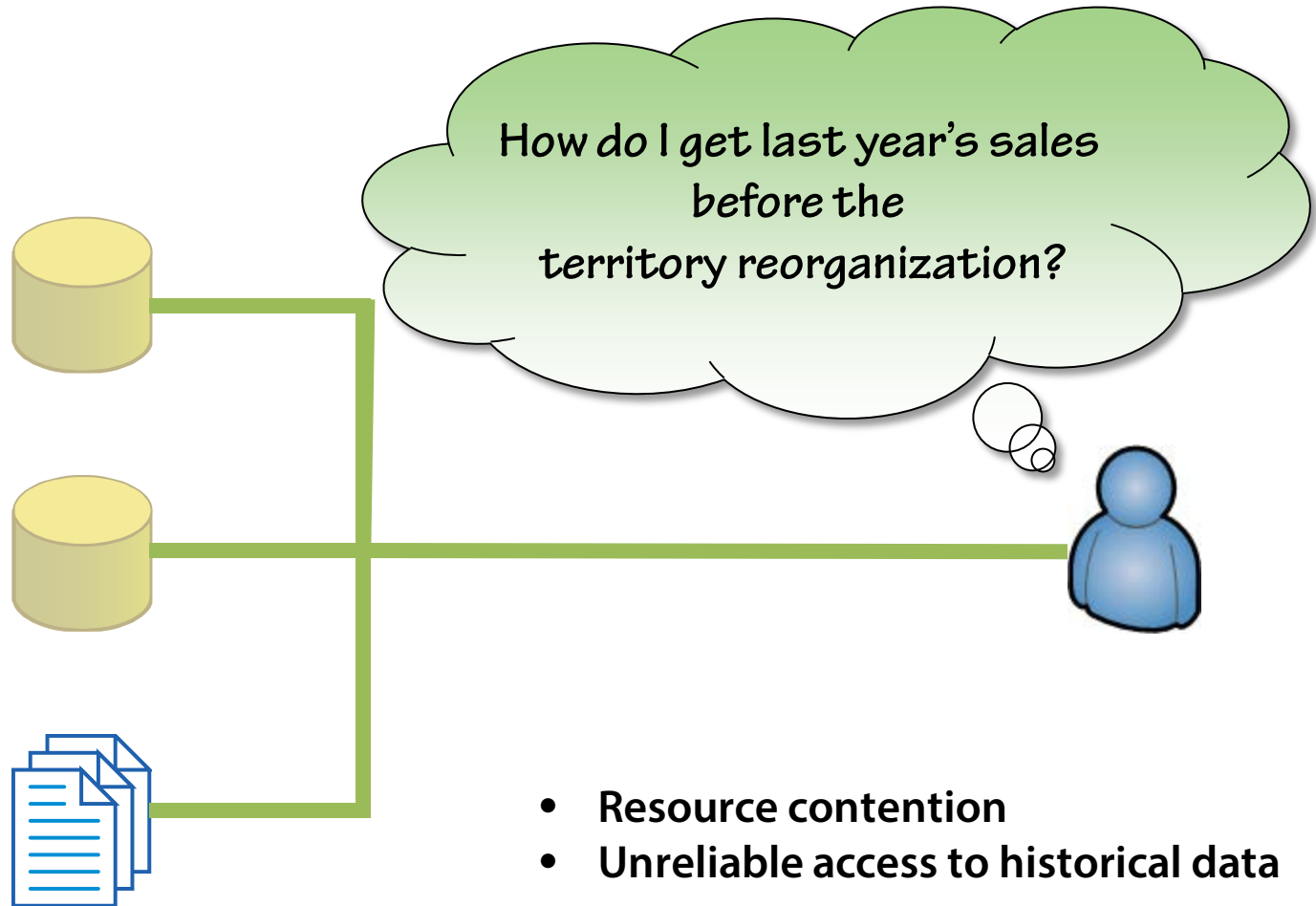
Overview

- Introduction to Data Warehousing
- Dimensional Modeling
- Data Profiling
- ETL Design Patterns

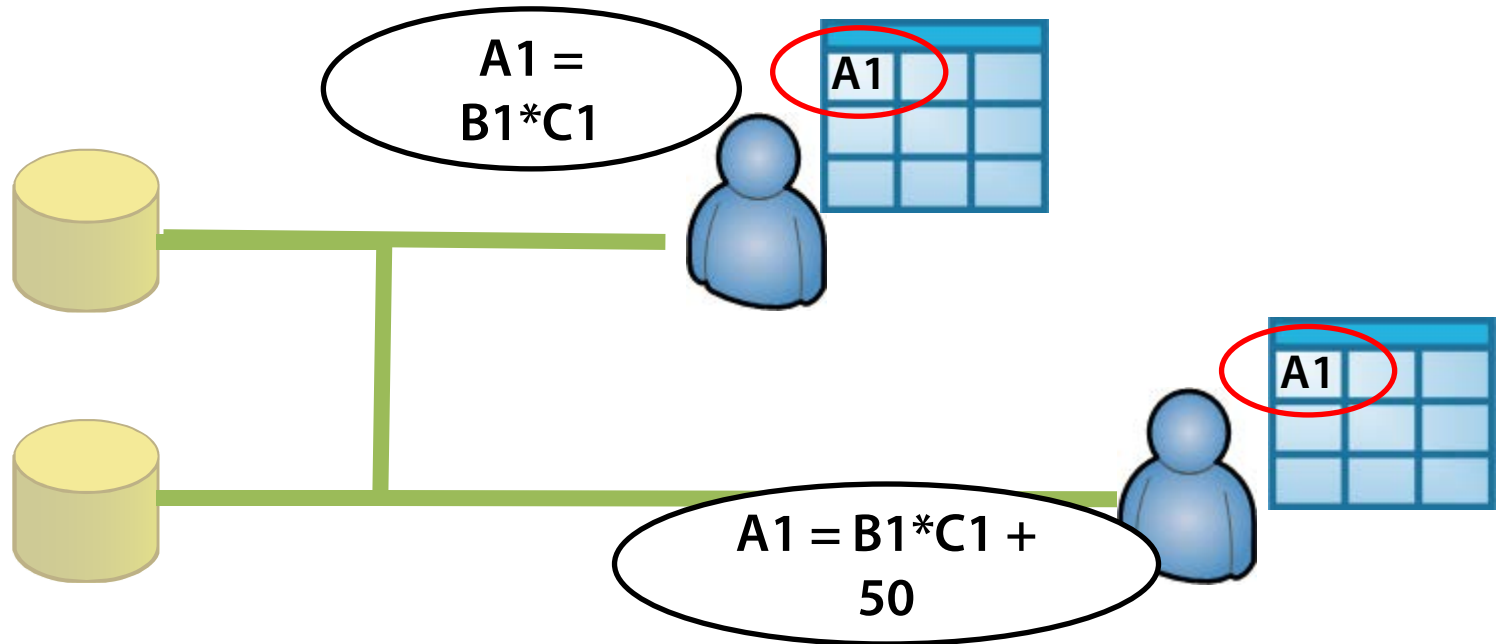
Introduction to Data Warehousing



What's the Problem?

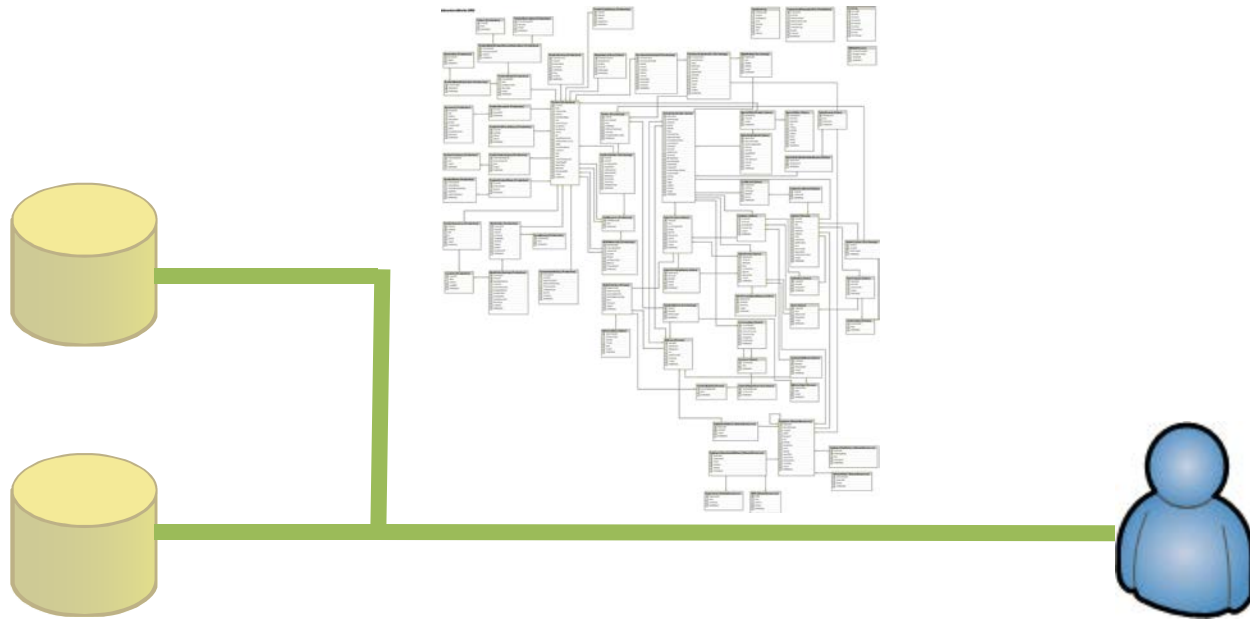


What's the Problem?



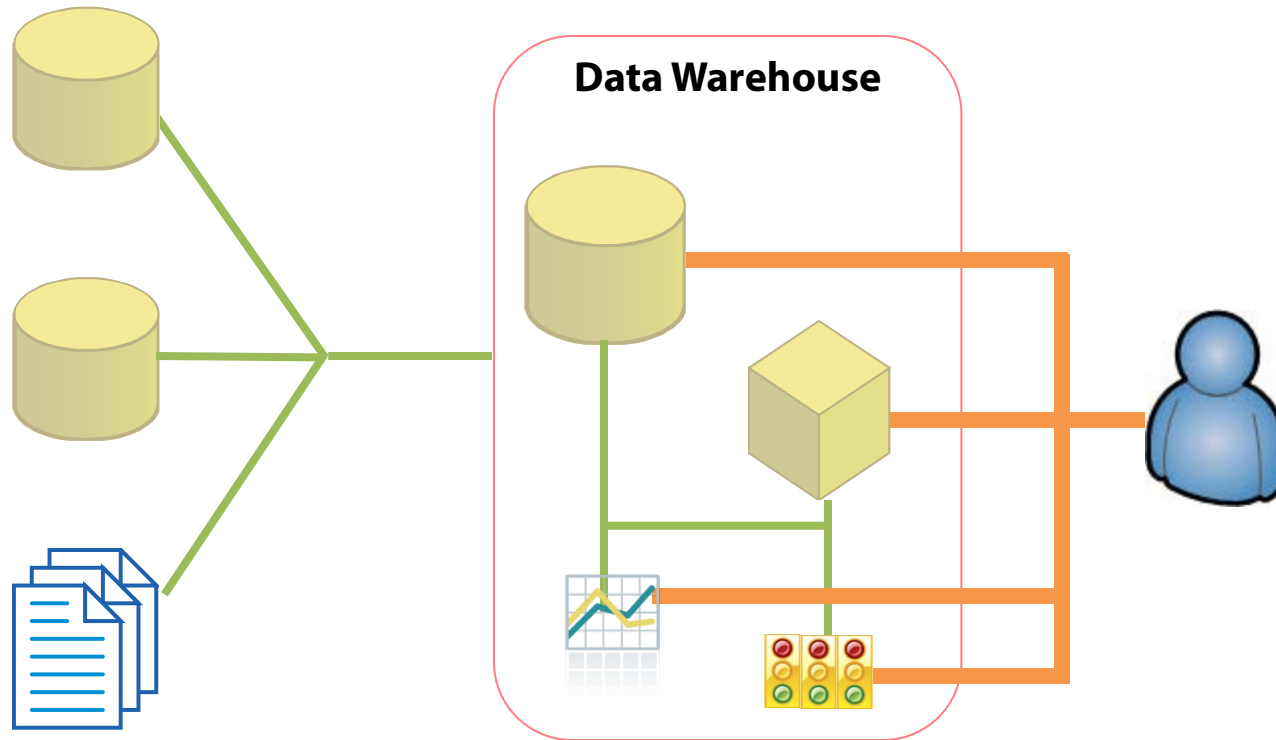
- Resource contention
- Unreliable access to historical data
- Inconsistent application of business rules

What's the Problem?

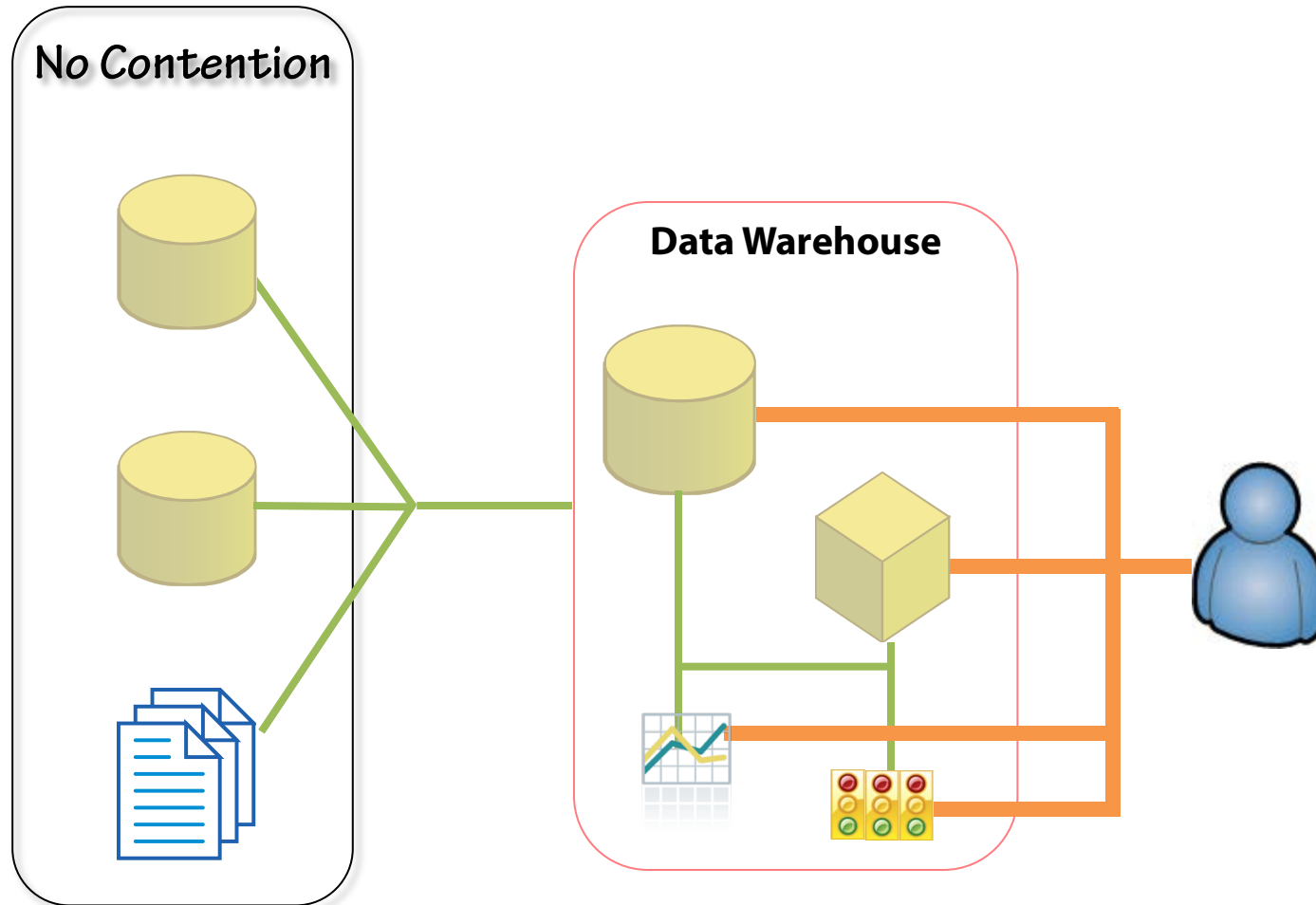


- Resource contention
- Unreliable access to historical data
- Inconsistent application of business rules
- Data structure results in slower, more complex queries

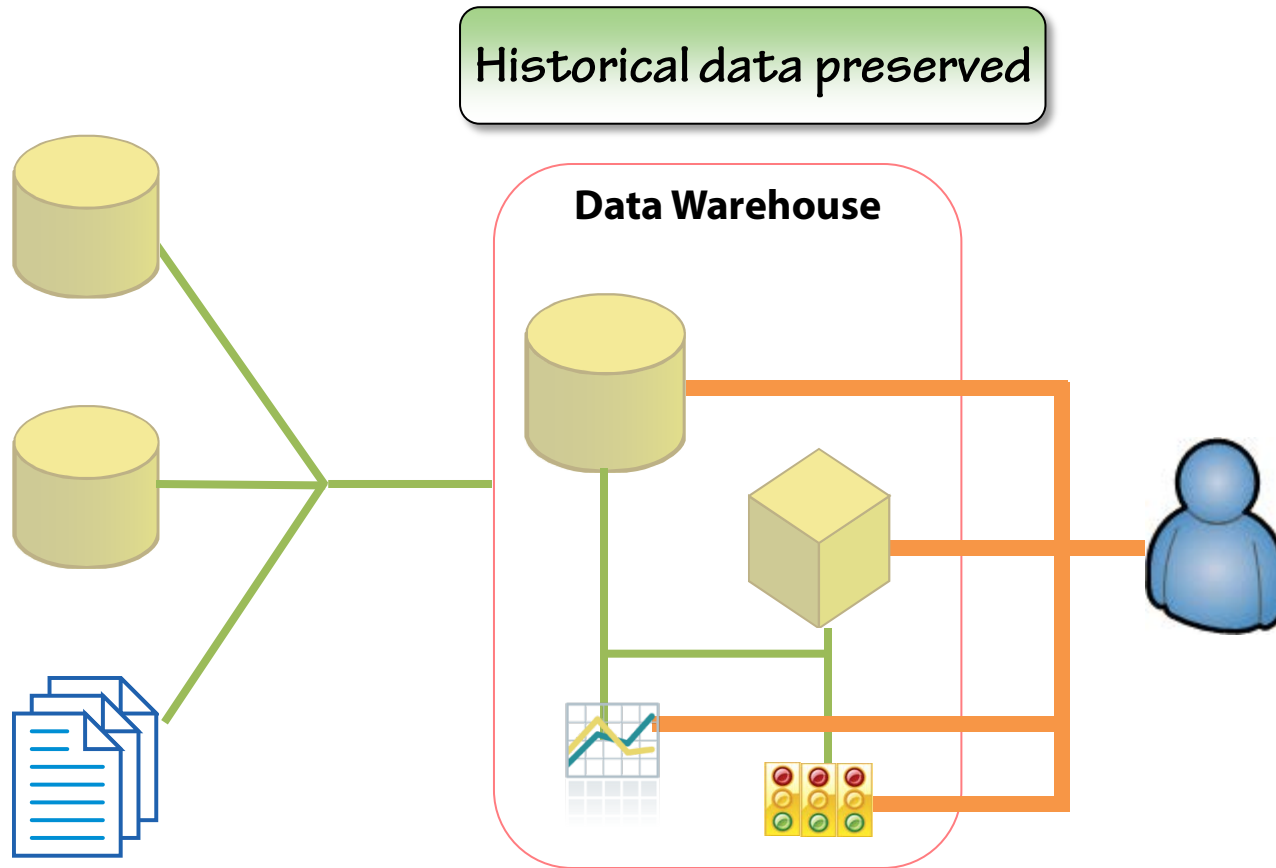
The Data Warehouse Solution



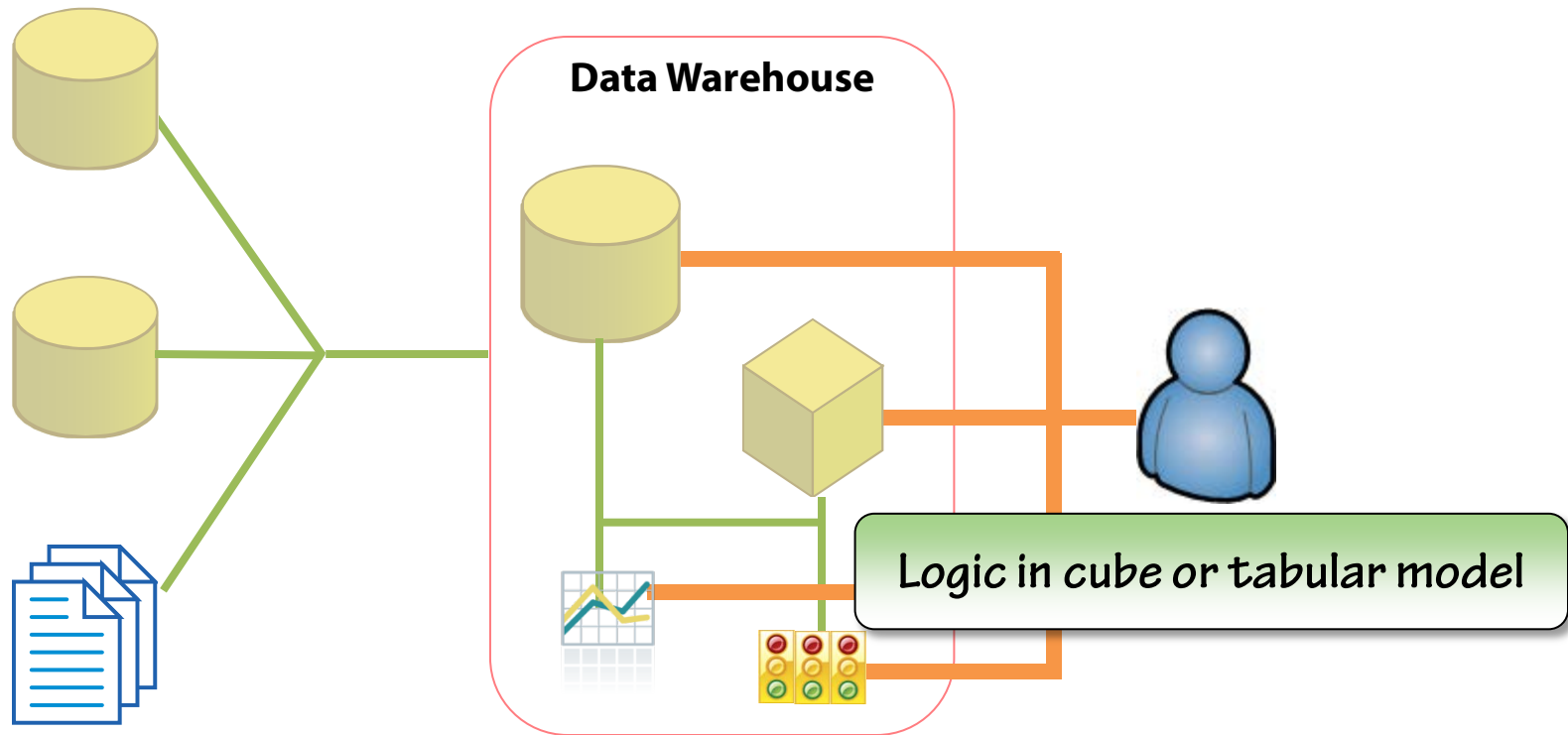
The Data Warehouse Solution



The Data Warehouse Solution

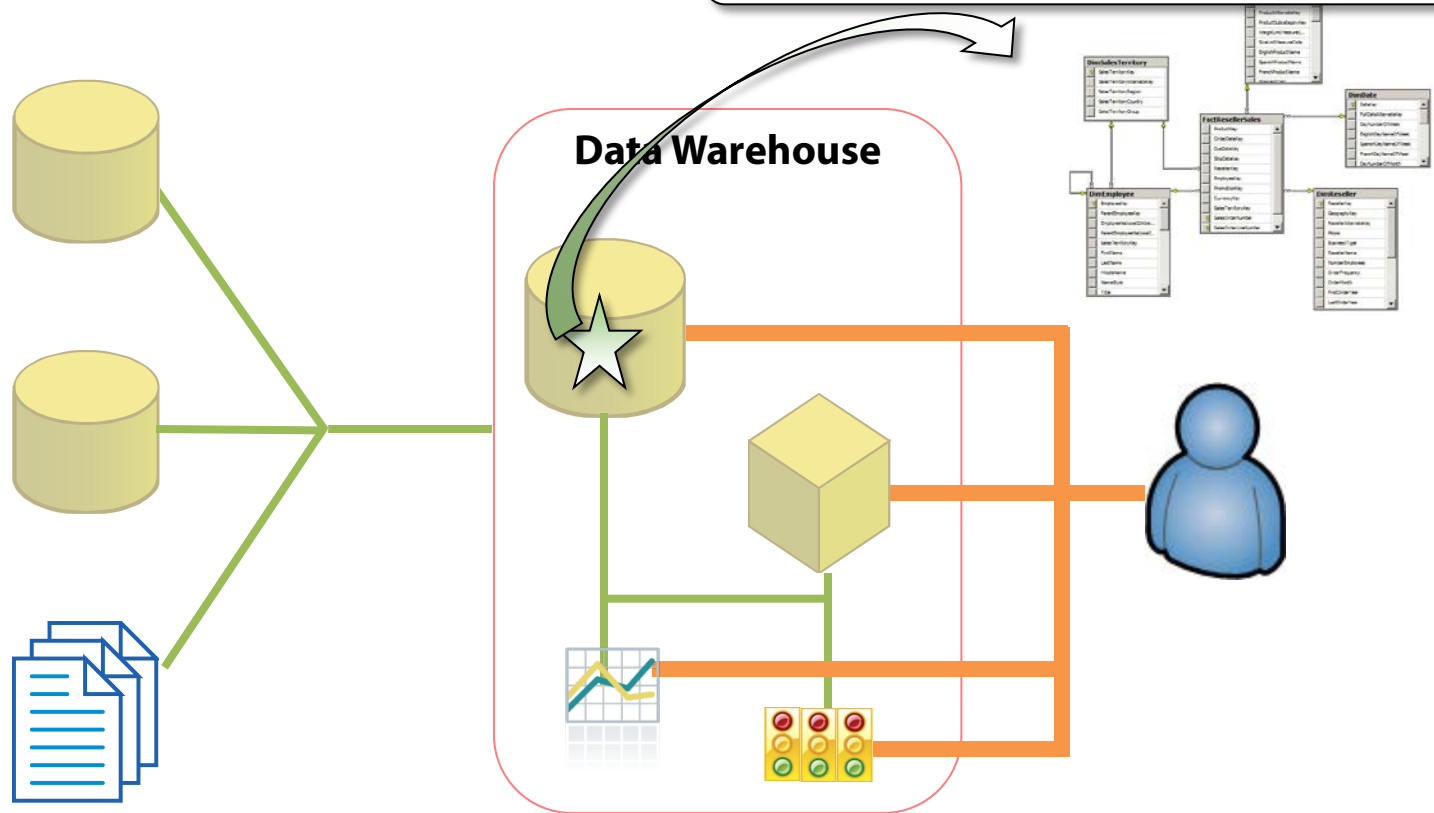


The Data Warehouse Solution

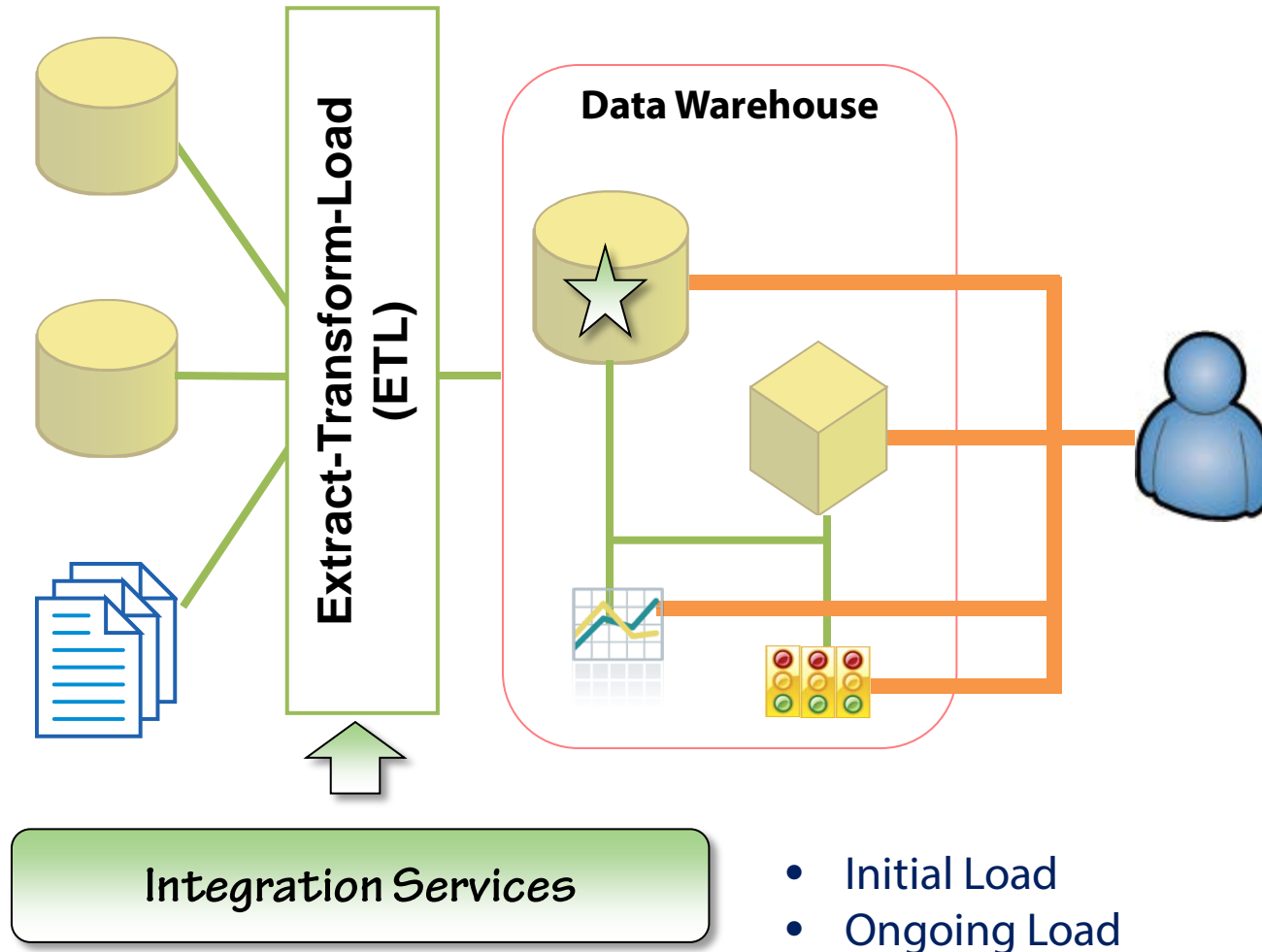


The Data Warehouse Solution

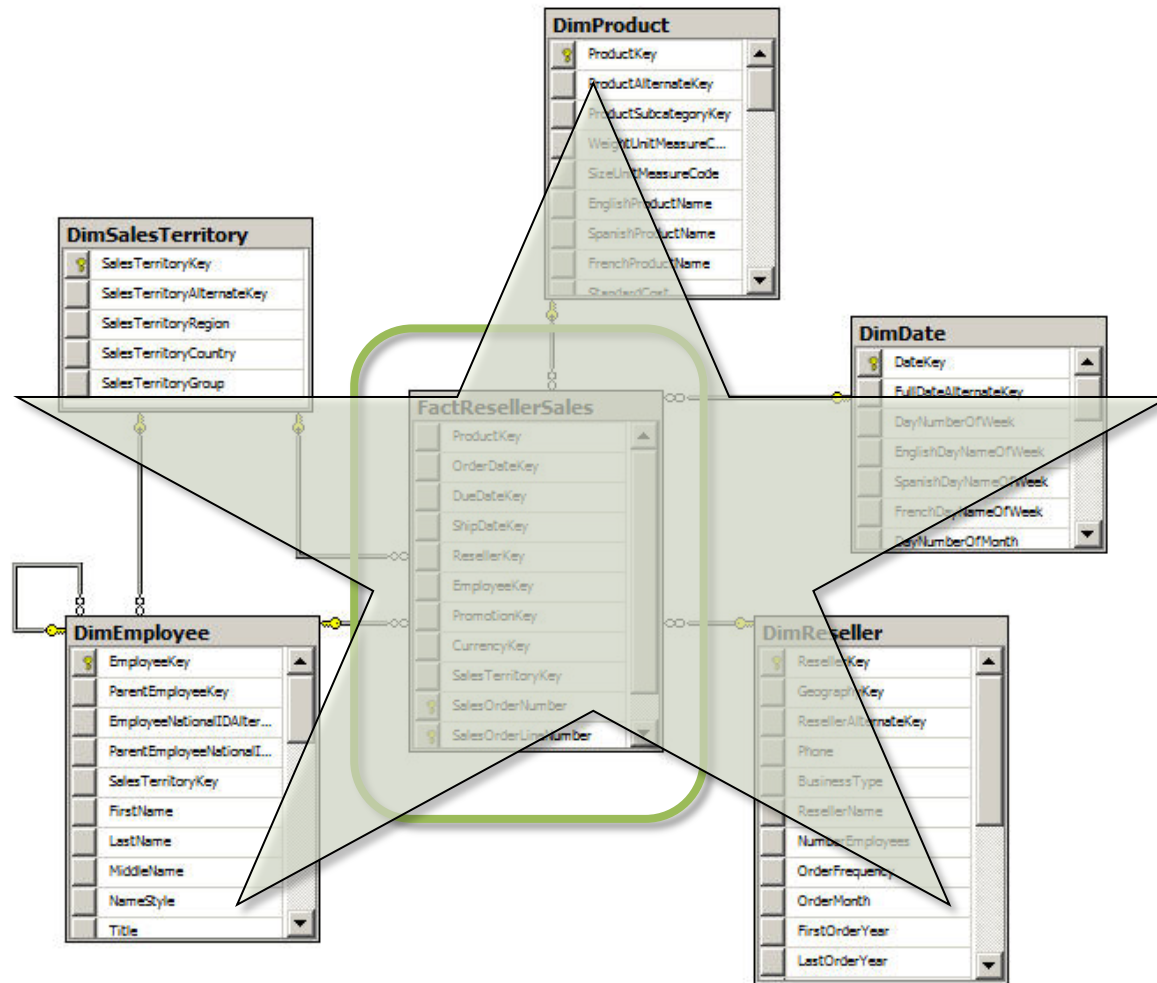
Star Schema (Dimensional Model)



The Data Warehouse Solution

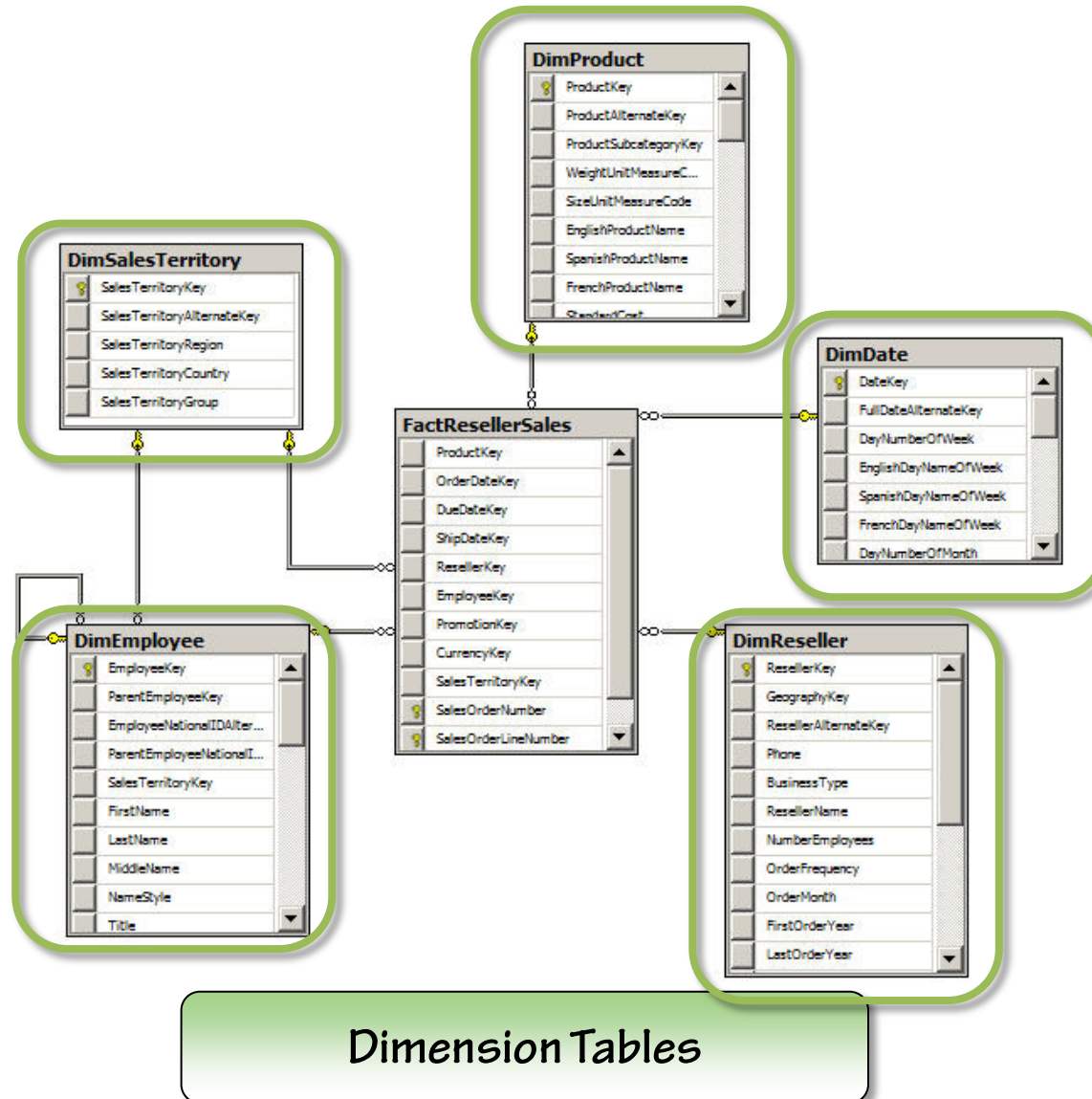


Dimensional Modeling



Fact Table

Dimensional Modeling



Dimensional Modeling

Fact Table Characteristics

	ProductKey	OrderDateKey	DueDateKey	ShipDateKey	ResellerKey	EmployeeKey	Pr...	Curre...	SalesTer...	SalesOrderN...	SalesOr...	Re...	OrderQ...	UnitPrice	ExtendedA...	UnitPric...	Disc...	ProductStandardCost	TotalProductCost	SalesAmount	TaxAmt	Freight	CarrierTr
1	349	20050701	20050713	20050708	676	285	1	100	5	SO43659	1	1	1	2024.994	2024.994	0	0	1898.0944	1898.0944	2024.994	161.9995	50.6249	4911-403
2	350	20050701	20050713	20050708	676	285	1	100	5	SO43659	2	1	3	2024.994	6074.982	0	0	1898.0944	5694.2832	6074.982	485.9986	151.8746	4911-
3	351	20050701	20050713	20050708	676	285	1	100	5	SO43659	3	1	1	2024.994	2024.994	0	0	1898.0944	1898.0944	2024.994	161.9995	50.6249	4911-4
4	344	20050701	20050713	20050708	676	285	1	100	5	SO43659	4	1	1	2039.994	2039.994	0	0	1912.1544	1912.1544	2039.994	163.1995	50.9999	4911-403
5	345	20050701	20050713	20050708	676	285	1	100	5	SO43659	5	1	1	2039.994	2039.994	0	0	1912.1544	1912.1544	2039.994	163.1995	50.9999	4911-40
6	346	20050701	20050713	20050708	676	285	1	100	5	SO43659	6	1	2	2039.994	4079.988	0	0	1912.1544	3824.3088	4079.988	326.399	101.9997	4911-40
7	347	20050701	20050713	20050708	676	285	1	100	5	SO43659	7	1	1	2039.994	2039.994	0	0	1912.1544	1912.1544	2039.994	163.1995	50.9999	4911-40
8	229	20050701	20050713	20050708	676	285	1	100	5	SO43659	8	1	3	28.8404	86.5212	0	0	31.7244	95.1732	86.5212	6.9217	2.163	4911-45

Foreign Keys to Dimensions
Integer data type
Composite Key

Facts
Smallest possible data type
Usually additive

Degenerate Dimension Columns

Dimensional Modeling

Dimension Table Characteristics

Dimension columns:
Labels, grouping, filtering,
sorting, drilling
All data types allowed

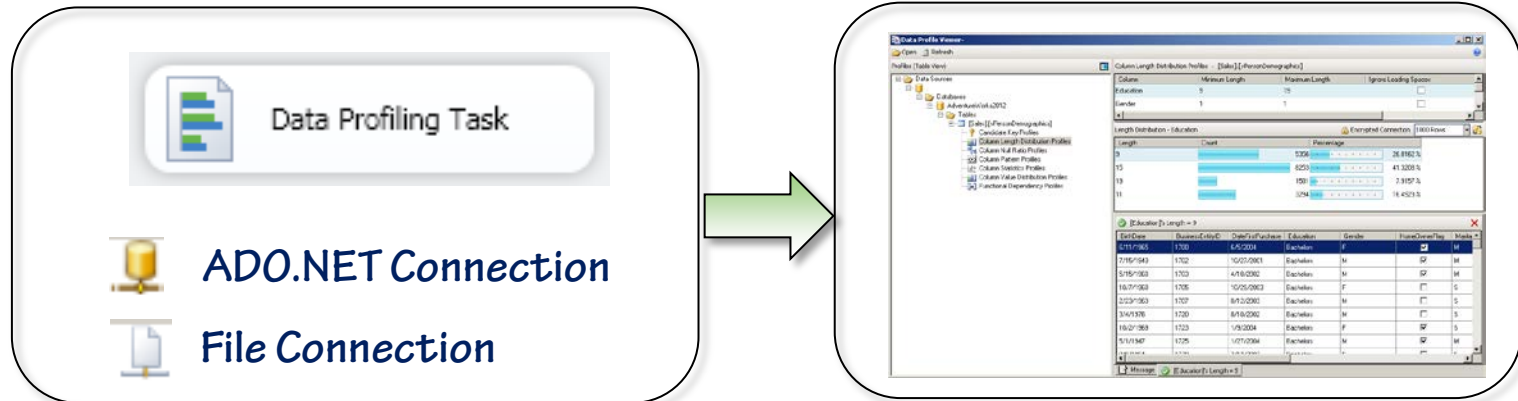
	CustomerKey	GeographyKey	CustomerAlternateKey	Title	FirstName	MiddleName	LastName	NameStyle	BirthDate	MaritalStatus	Suffix	Gender	EmailAddress	YearlyIncome	TotalChildren	NumberChildrenAtHome	EnglishEducation	SpanishEducation
1	11000	26	AW00011000	NULL	Jon	V	Yang	0	1966-04-08	M	NULL	M	jon24@adventure-works.com	90000.00	2	0	Bachelors	Licenciatura
2	11001	37	AW00011001	NULL	Eugene	L	Huang	0	1965-05-14	S	NULL	M	eugene10@adventure-works.com	60000.00	3	3	Bachelors	Licenciatura
3	11002	31	AW00011002	NULL	Ruben	NULL	Torres	0	1965-08-12	M	NULL	M	ruben35@adventure-works.com	60000.00	3	3	Bachelors	Licenciatura
4	11003	11	AW00011003	NULL	Christy	NULL	Zhu	0	1968-02-15	S	NULL	F	christy12@adventure-works.com	70000.00	0	0	Bachelors	Licenciatura
5	11004	19	AW00011004	NULL	Elizabeth	NULL	Johnson	0	1968-08-08	S	NULL	F	elizabeth5@adventure-works.com	80000.00	5	5	Bachelors	Licenciatura
6	11005	22	AW00011005	NULL	Julio	NULL	Ruiz	0	1965-08-05	S	NULL	M	julio1@adventure-works.com	70000.00	0	0	Bachelors	Licenciatura
7	11006	8	AW00011006	NULL	Janet	G	Alvarez	0	1965-12-06	S	NULL	F	janet9@adventure-works.com	70000.00	0	0	Bachelors	Licenciatura
8	11007	40	AW00011007	NULL	Marco	NULL	Mehta	0	1964-05-11	M	NULL	M	marco14@adventure-works.com	60000.00	3	3	Bachelors	Licenciatura

Primary key
Surrogate Key
or
YYYYMMDD for Date Dimension

Business or Natural Key

	DateKey	FullDateAlternateKey	DayNumberOfWeek	EnglishDayName	SpanishDayName
1	20040101	2004-01-01	5	Thursday	Jueves
2	20040102	2004-01-02	6	Friday	Viernes
3	20040103	2004-01-03	7	Saturday	Sabado
4	20040104	2004-01-04	1	Sunday	Domingo
5	20040105	2004-01-05	2	Monday	Lunes
6	20040106	2004-01-06	3	Tuesday	Martes
7	20040107	2004-01-07	4	Wednesday	Miercoles
8	20040108	2004-01-08	5	Thursday	Jueves

Data Profiling



Profile Type

Description

➔ **Candidate Key Profile**

Uniqueness of values and violations

➔ **Column Length Distribution Profile**

Distinct length of column values as percentage of total rows

➔ **Column Null Ratio Profile**

Ratio of NULL records in column to overall

Column Pattern Profile

Regular expressions for found patterns

➔ **Column Statistics Profile**

Min, max, mean, and std dev

Column Value Distribution Profile

Distinct values as count and percent

Functional Dependency Profile

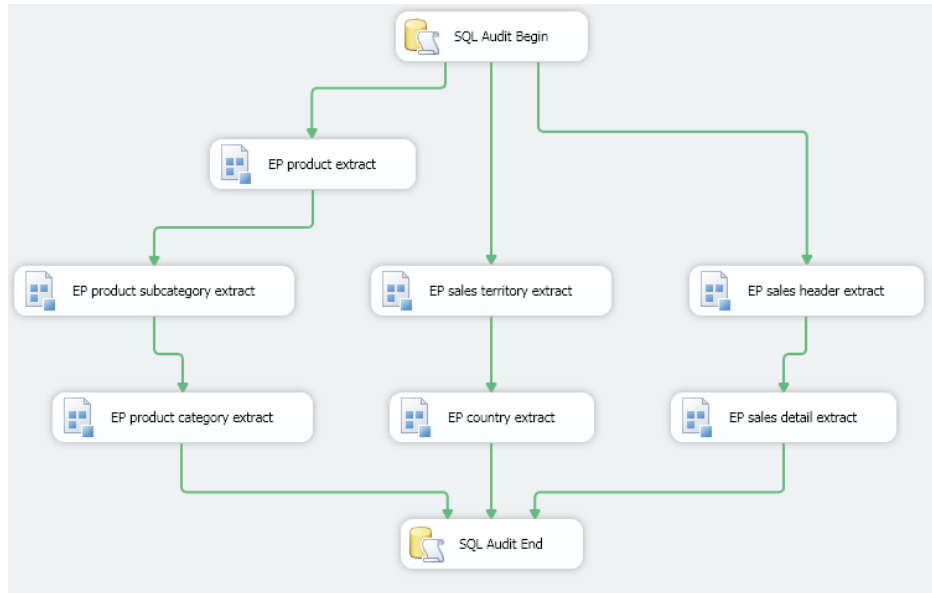
Strength of dependency between columns

➔ **Value Inclusion Profile**

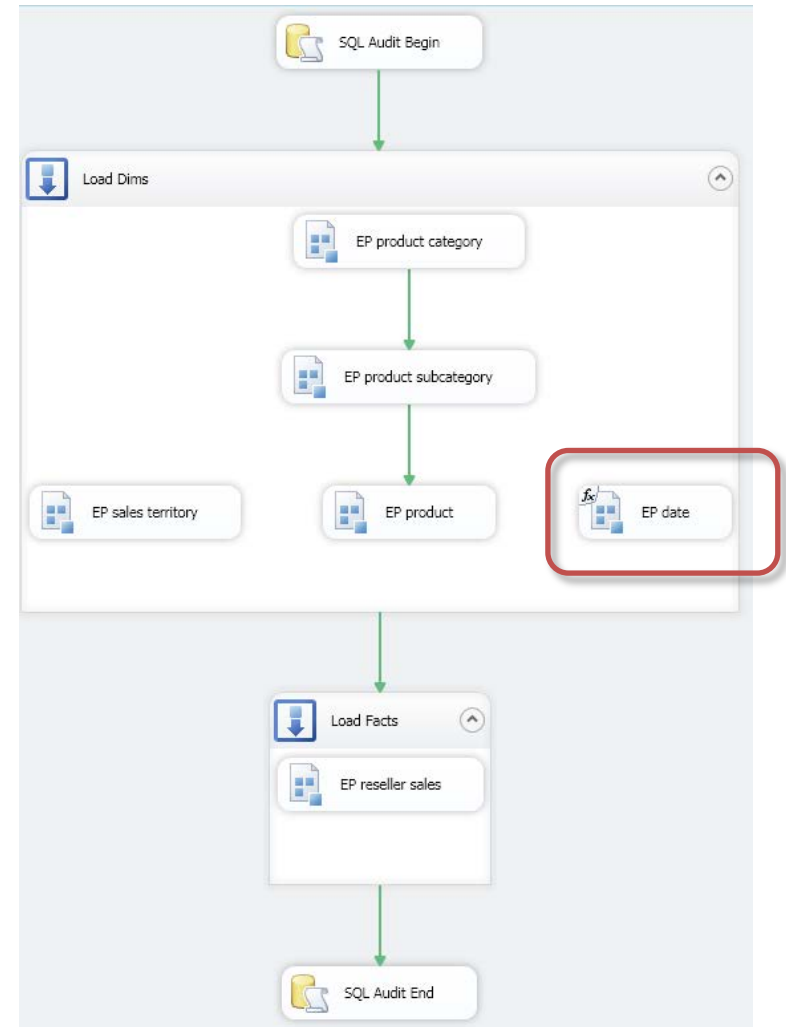
Existence of value in lookup table

ETL Design Patterns

Master Extract Package

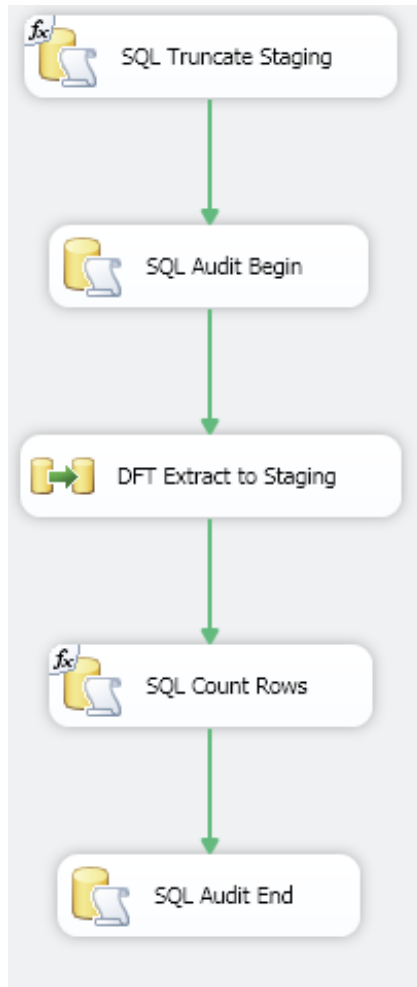


Master Transform-Load Package



Create snapshot of database
to simplify error recovery

Extract Package



Truncate staging before extraction

Add record to audit table

Extract data from source and load into staging table

Count records in staging table

Update audit record

Extract Data Flow

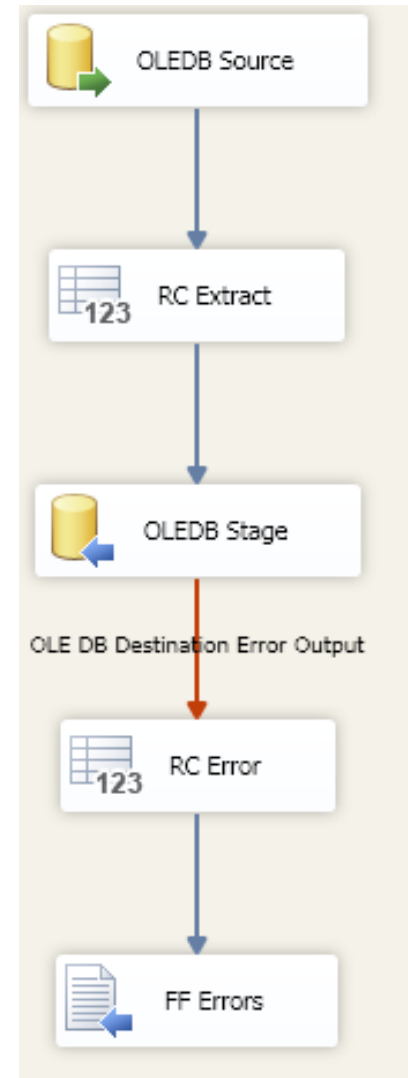
Connect to source

Store extracted row count in variable

Load extracted records into staging table

Store error row count in variable

Save error records



Load Patterns

Fact Loads

Source

[illegible]

Fact Table

Index	OrderDate	OrderType	ShipTo	ProductCode	Quantity	ProductType	Category	SubCategory	SubSubCategory	ProductDescription	OrderStatus	
143	2006/6/1	2005/1/1	2005/1/1	676	205	1	100	5	100A0050	1	1	1
154	2006/6/1	2005/1/1	2005/1/1	676	205	1	100	5	100A0050	2	1	1
165	2006/6/1	2005/1/1	2005/1/1	676	205	1	100	5	100A0050	3	1	1
177	2006/6/1	2005/1/1	2005/1/1	676	205	1	100	5	100A0050	4	1	1
148	2006/6/1	2005/1/1	2005/1/1	676	205	1	100	5	100A0050	5	1	1
149	2006/6/1	2005/1/1	2005/1/1	676	205	1	100	5	100A0050	6	1	2
146	2006/6/1	2005/1/1	2005/1/1	676	205	1	100	5	100A0050	7	1	1
225	2006/6/1	2006/1/1	2005/1/1	676	205	1	100	5	100A0050	8	1	1
226	2006/6/1	2006/1/1	2005/1/1	676	205	1	100	5	100A0050	9	1	3
227	2006/6/1	2006/1/1	2005/1/1	676	205	1	100	5	100A0050	10	1	1
218	2006/6/1	2006/1/1	2005/1/1	676	205	1	100	5	100A0050	11	10	1
223	2006/6/1	2006/1/1	2005/1/1	676	205	1	100	5	100A0050	12	1	2
220	2006/6/1	2006/1/1	2005/1/1	676	205	1	100	5	100A0050	13	1	1
228	2006/6/1	2006/1/1	2005/1/1	676	205	1	100	5	100A0050	14	1	1
224	2006/6/1	2006/1/1	2005/1/1	676	205	1	100	5	100A0050	15	1	1
222	2006/6/1	2006/1/1	2005/1/1	676	205	1	100	5	100A0050	16	1	1
221	2006/6/1	2006/1/1	2005/1/1	676	205	1	100	5	100A0050	17	1	1
229	2006/6/1	2006/1/1	2005/1/1	676	205	1	100	5	100A0050	18	1	1
227	2006/6/1	2006/1/1	2005/1/1	676	205	1	100	5	100A0050	19	1	1
226	2006/6/1	2006/1/1	2005/1/1	676	205	1	100	5	100A0050	20	1	1
225	2006/6/1	2006/1/1	2005/1/1	676	205	1	100	5	100A0050	21	1	1
224	2006/6/1	2006/1/1	2005/1/1	676	205	1	100	5	100A0050	22	1	1
223	2006/6/1	2006/1/1	2005/1/1	676	205	1	100	5	100A0050	23	1	1
222	2006/6/1	2006/1/1	2005/1/1	676	205	1	100	5	100A0050	24	1	1
221	2006/6/1	2006/1/1	2005/1/1	676	205	1	100	5	100A0050	25	1	1
220	2006/6/1	2006/1/1	2005/1/1	676	205	1	100	5	100A0050	26	1	1
219	2006/6/1	2006/1/1	2005/1/1	676	205	1	100	5	100A0050	27	1	1
218	2006/6/1	2006/1/1	2005/1/1	676	205	1	100	5	100A0050	28	1	1
217	2006/6/1	2006/1/1	2005/1/1	676	205	1	100	5	100A0050	29	1	1
216	2006/6/1	2006/1/1	2005/1/1	676	205	1	100	5	100A0050	30	1	1
215	2006/6/1	2006/1/1	2005/1/1	676	205	1	100	5	100A0050	31	1	1
214	2006/6/1	2006/1/1	2005/1/1	676	205	1	100	5	100A0050	32	1	1
213	2006/6/1	2006/1/1	2005/1/1	676	205	1	100	5	100A0050	33	1	1
212	2006/6/1	2006/1/1	2005/1/1	676	205	1	100	5	100A0050	34	1	1
211	2006/6/1	2006/1/1	2005/1/1	676	205	1	100	5	100A0050	35	1	1
210	2006/6/1	2006/1/1	2005/1/1	676	205	1	100	5	100A0050	36	1	1
209	2006/6/1	2006/1/1	2005/1/1	676	205	1	100	5	100A0050	37	1	1
208	2006/6/1	2006/1/1	2005/1/1	676	205	1	100	5	100A0050	38	1	1
207	2006/6/1	2006/1/1	2005/1/1	676	205	1	100	5	100A0050	39	1	1
206	2006/6/1	2006/1/1	2005/1/1	676	205	1	100	5	100A0050	40	1	1
205	2006/6/1	2006/1/1	2005/1/1	676	205	1	100	5	100A0050	41	1	1
204	2006/6/1	2006/1/1	2005/1/1	676	205	1	100	5	100A0050	42	1	1
203	2006/6/1	2006/1/1	2005/1/1	676	205	1	100	5	100A0050	43	1	1
202	2006/6/1	2006/1/1	2005/1/1	676	205	1	100	5	100A0050	44	1	1
201	2006/6/1	2006/1/1	2005/1/1	676	205	1	100	5	100A0050	45	1	1
200	2006/6/1	2006/1/1	2005/1/1	676	205	1	100	5	100A0050	46	1	1
199	2006/6/1	2006/1/1	2005/1/1	676	205	1	100	5	100A0050	47	1	1
198	2006/6/1	2006/1/1	2005/1/1	676	205	1	100	5	100A0050	48	1	1
197	2006/6/1	2006/1/1	2005/1/1	676	205	1	100	5	100A0050	49	1	1
196	2006/6/1	2006/1/1	2005/1/1	676	205	1	100	5	100A0050	50	1	1

Extract only new records
and load into
transactional fact table

Dimension Loads

Source

[illegible]

Dimension Table

1	AP-0201	NALL	NALL	NALL	Adjustable Race	NALL	0	NA
2	SF-012	NALL	NALL	NALL	Bearing Oil	NALL	0	NA
3	DE-2149	NALL	NALL	NALL	10 S-8 Tearing	NALL	0	NA
4	HS-2700	NALL	NALL	NALL	Resistor Red String	NALL	0	NA
5	RL-2638	NALL	NALL	NALL	Rode	NALL	0	NA
6	CN-005	NALL	NALL	NALL	Lit Container	NALL	0	Flash

Exists?
Change rules?

Extract all records
Exists? Update if changes (maybe)

Load Patterns

Fact Loads

Source

OrderID	ProductID	OrderDate	ShipDate	Status	OrderSubID	ProductSubID	AccessionNumber	CustomerID
43693	5	2005-07-01 00:00:00	2005-07-13 00:00:00	5	0	SC43693	PC52145307	29625
43692	2	2005-07-01 00:00:00	2005-07-13 00:00:00	5	0	SC43692	PC1808912700	29672
43691	2	2005-07-01 00:00:00	2005-07-13 00:00:00	5	0	SC43691	PC1808912700	29672
43692	2	2005-07-01 00:00:00	2005-07-13 00:00:00	5	0	SC43692	PC1808912700	29672
43693	2	2005-07-01 00:00:00	2005-07-13 00:00:00	5	0	SC43693	PC1808912700	29672
43694	2	2005-07-01 00:00:00	2005-07-13 00:00:00	5	0	SC43694	PC1808912700	29672

Fact Table

ProductID	OrderDate	ShipDate	Status	OrderSubID	ProductSubID	AccessionNumber	CustomerID
491	2005/07/01	2005/07/13	5	0	SC43693	1	1
351	2005/07/01	2005/07/13	5	0	SC43692	2	3
351	2005/07/01	2005/07/13	5	0	SC43693	3	1
344	2005/07/01	2005/07/13	5	0	SC43692	4	1
345	2005/07/01	2005/07/13	5	0	SC43693	5	1
346	2005/07/01	2005/07/13	5	0	SC43692	6	2

Extract only new records
and load into
transactional fact table

Dimension Loads

Source

ProductID	Name	ProductNumber	Material	FinishedGoodFlag	Color	ItemCodeLevel	ProductPart	StandardCost	UnitPrice	Size	SpecialMeasureCode	WeightMeasureCode
1	Adjustable Frame	AB-5001	8	0	NULL	1000	750	0.00	3.00	NULL	NULL	NULL
2	Bearing Ball	BA-6327	8	0	NULL	1000	750	0.00	3.00	NULL	NULL	NULL
3	Ball Bearing	BE-2349	1	0	NULL	800	600	0.00	3.00	NULL	NULL	NULL
4	Headset Ball Bearing	BE-2349	8	0	NULL	800	600	0.00	3.00	NULL	NULL	NULL
714	Blade	BL-2036	1	0	NULL	900	600	0.00	3.00	NULL	NULL	NULL
317	LL Crankarm	CA-5985	8	0	Black	500	375	0.00	3.00	NULL	NULL	NULL
318	ML Crankarm	CA-6738	8	0	Black	500	375	0.00	3.00	NULL	NULL	NULL
319	HL Crankarm	CA-7493	8	0	Black	500	375	0.00	3.00	NULL	NULL	NULL
320	Chainring Bolt	CR-2903	8	0	Silver	1000	750	0.00	3.00	NULL	NULL	NULL

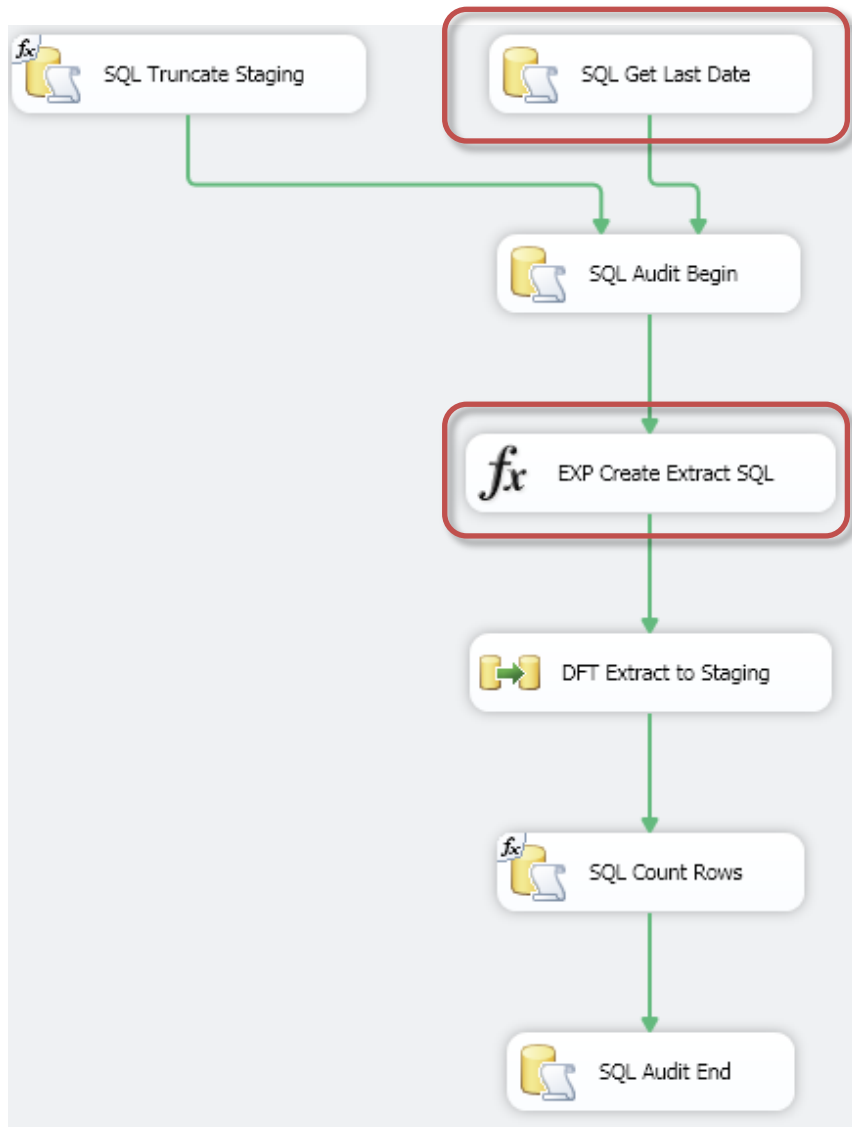
Dimension Table

ProductID	ProductSubID	ProductSubID	WeightMeasureCode	SpecialMeasureCode	ColorCode	ProductPart	StandardCost	UnitPrice	Size	SpecialMeasureCode	WeightMeasureCode
1	AB-5001	NULL	NULL	NULL	Adjustable Frame	750	0.00	3.00	NULL	NULL	NULL
2	BA-6327	NULL	NULL	NULL	Bearing Ball	750	0.00	3.00	NULL	NULL	NULL
3	BE-2349	NULL	NULL	NULL	Ball Bearing	600	0.00	3.00	NULL	NULL	NULL
4	BE-2349	NULL	NULL	NULL	Headset Ball Bearing	600	0.00	3.00	NULL	NULL	NULL
5	BL-2036	NULL	NULL	NULL	Blade	600	0.00	3.00	NULL	NULL	NULL
6	CA-5985	NULL	NULL	NULL	LL Crankarm	375	0.00	3.00	NULL	NULL	NULL

9	CR-2903	NULL	NULL	NULL	Chainring Bolt	750	0.00	3.00	NULL	NULL	NULL
---	---------	------	------	------	----------------	-----	------	------	------	------	------

Extract all records
Exists? Update if changes (maybe)
Load new records

Fact Extract for Ongoing Load



Look up max date for related fact table,
store in MaxDateTime variable

Project Parameter

Name	Data type	Value	Sensitive	Required
<input checked="" type="checkbox"/> initialLoad	Boolean	False	False	True

Create SQL statement for extract
based on initialLoad value

```
@[User::ExtractSQL]
=[$Project::initialLoad] ?
@[User::ExtractSQL] :
@[User::ExtractSQL] + " where OrderDate
> '" + (DT_WSTR, 50) (DT_DBTIMESTAMP)
@[User::MaxDateTime] + "' "
```


Summary

- **Introduction to Data Warehousing**
 - Resources, history, business rules, data structures
- **Dimensional Modeling**
 - Star schema, act tables, dimension tables
- **Data Profiling**
 - ADO.NET connection, File connection, Data Profile Viewer
- **ETL Design Patterns**
 - Master packages, extract package template, fact versus dimension loads

Resources

- **Microsoft Data Warehouse Toolkit, Second Edition**
 - <http://tinyurl.com/qf84vl7>
- **Kimball Group**
 - <http://kimballgroup.com>
- **Using Star Join and Few-Outer-Row Optimizations to Improve Data Warehousing Queries**
 - <http://tinyurl.com/nyvww6j>
- **Integration Services Error and Message Reference**
 - <http://tinyurl.com/mo796jp>