

Sri Lanka Institute of Information Technology

BSc (Hons) in Information Technology Specializing in Data Science

Data Warehousing and Business Intelligence IT3021

Assignment 1 2025

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Step 1: Data Set Selection

Chinook Database

Dataset Selected - Chinook Dataset (click on the text to view the original dataset)

The selected dataset contains digital media store transaction records from the Chinook database, a sample dataset modeled after a digital music store. It includes information on customers, invoices, invoice items, employees, artists, albums, tracks, genres, and media types. The dataset simulates a real-world transactional environment, primarily focused on music purchases, and supports both physical and digital distribution models. Data is organized into multiple interrelated tables such as Customers, Invoices, Tracks, Albums, and Employees, allowing for comprehensive analysis of sales, customer behavior, and business performance. The dataset is well-suited for practicing SQL queries, building ETL workflows, performing data modeling, and developing business intelligence solutions.

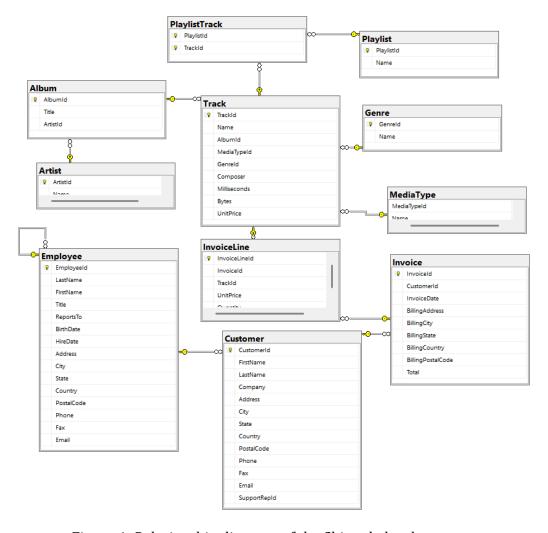


Figure 1: Relationship diagram of the Chinook database

Step 2: Preparation of Data Sources

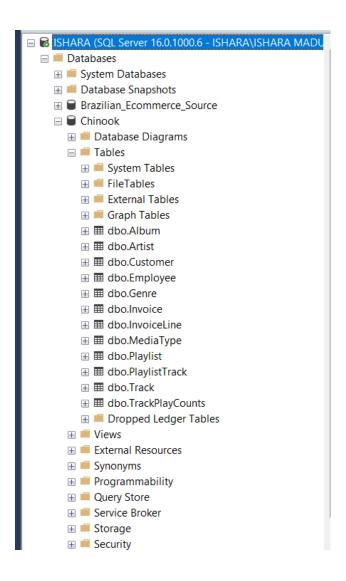
Database Tables (SQL Server)

I kept most of the Chinook tables in their original database format including: Invoice, InvoiceLine, Track, Album, Artist, MediaType, Genre, Customer, Employee

Text Files (.txt)

I exported the following table to text files to serve as a second data source type:

TrackPlayCounts.txt



Step 3: Solution Architecture

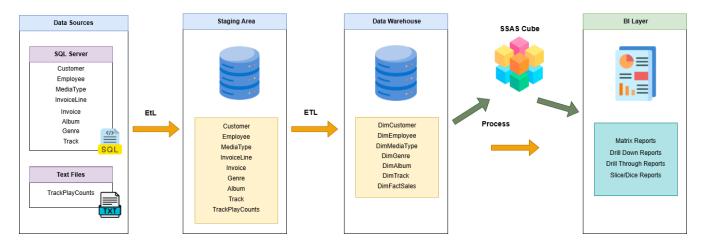


Figure 2: High-level architecture of the Chinook Data Warehouse and BI solution

The architecture consists of the following components:

1. Source Systems:

- Chinook OLTP Database: Contains transactional data.
- o **Text Files**: Includes additional data sources like TrackPlayCounts.txt

2. **Staging Area**:

- o **Staging Database**: Temporary storage for extracted data.
- o **Staging Tables**: Includes tables like StgCustomer, StgInvoice, StgTrack, etc.

3. ETL Process:

- SQL Server Integration Services (SSIS): Platform for extracting, transforming, and loading data.
- o **ETL Packages**: Includes packages for loading dimensions and facts.

4. Data Warehouse (Dimensional Model):

- Fact Tables: FactSales.
- o **Dimension Tables**: DimDate, DimCustomer, DimEmployee, etc.

5. Analytical Processing:

- o **SQL Server Analysis Services (SSAS)**: Used for OLAP cube creation.
- o **Cubes**: Sales cube for analysis.

6. **Reporting Layer**:

- Reporting Services: Used for generating reports.
- Dashboards: Includes reports on sales, customer analysis, and track popularity.

Data Flow:

- 1. Data is extracted and loaded into the staging area.
- 2. Data is cleaned, transformed, and loaded into dimension tables.
- 3. Fact data is loaded after dimensions to maintain integrity.
- 4. Accumulating fact data is updated with transaction completion info.
- 5. SSAS cubes are processed for querying.
- 6. Reports are generated from the cubes and data warehouse.

Step 4: Data Warehouse Design & Development

Dimensional Model

I designed a **snowflake schema** for the Chinook data warehouse.

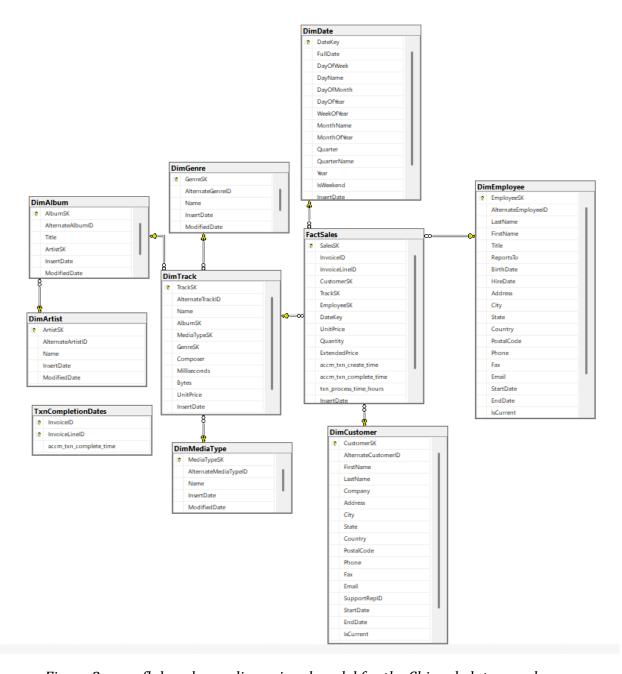


Figure 3: snowflake schema dimensional model for the Chinook data warehouse

Dimension Tables

1. DimDate

- o Primary key: DateKey
- Attributes: FullDate, DayOfWeek, DayName, DayOfMonth, DayOfYear, WeekOfYear, MonthName, MonthOfYear, Quarter, QuarterName, Year, IsWeekend

2. DimCustomer (Type-2 SCD)

- Primary key: CustomerSK
- o Natural key: AlternateCustomerID
- Attributes: FirstName, LastName, Company, Address, City, State, Country, PostalCode, Phone, Fax, Email, SupportRepID
- o SCD fields: StartDate, EndDate, IsCurrent

3. DimEmployee (Type-2 SCD)

- Primary key: EmployeeSK
- o Natural key: AlternateEmployeeID
- Attributes: LastName, FirstName, Title, ReportsTo, BirthDate, HireDate, Address, City, State, Country, PostalCode, Phone, Fax, Email
- o SCD fields: StartDate, EndDate, IsCurrent

4. DimTrack

- Primary key: TrackSK
- o Natural key: AlternateTrackID
- Attributes: Name, AlbumSK, MediaTypeSK, GenreSK, Composer, Milliseconds, Bytes, UnitPrice

5. DimAlbum

- Primary key: AlbumSK
- Natural key: AlternateAlbumID
- o Attributes: Title, ArtistSK

6. DimArtist

o Primary key: ArtistSK

o Natural key: AlternateArtistID

o Attributes: Name

7. DimGenre

Primary key: GenreSK

Natural key: AlternateGenreID

o Attributes: Name

8. **DimMediaType**

o Primary key: MediaTypeSK

o Natural key: AlternateMediaTypeID

o Attributes: Name

Fact Table

FactSales

• Primary key: SalesSK

• Foreign keys: CustomerSK, TrackSK, EmployeeSK, DateKey

• Natural keys: InvoiceID, InvoiceLineID

• Measures: UnitPrice, Quantity, ExtendedPrice

 Accumulating fact fields: accm_txn_create_time, accm_txn_complete_time, txn_process_time_hours

Hierarchies

• **Time Hierarchy**: Year \rightarrow Quarter \rightarrow Month \rightarrow Day

• **Geographic Hierarchy**: Country → State → City

• **Music Hierarchy**: Artist \rightarrow Album \rightarrow Track

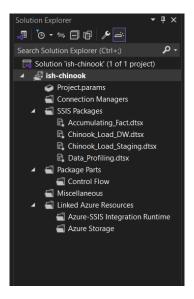
Design Assumptions

- 1. **Customer and Employee Dimensions**: These are implemented as Type-2 SCDs to track changes in addresses, contact information, and job titles over time.
- 2. **Track, Album, Artist, Genre, and MediaType Dimensions**: These are implemented as Type-1 SCDs as historical changes are less important for these entities.
- 3. **Date Dimension**: A complete date dimension was built to support time-based analysis at various levels of granularity.
- 4. **Multiple Foreign Keys in FactSales**: The fact table includes foreign keys to all relevant dimensions to enable multidimensional analysis.
- 5. **Surrogate Keys**: Surrogate keys were used for all dimension tables to improve performance and handle SCD scenarios.

Step 5: ETL Development

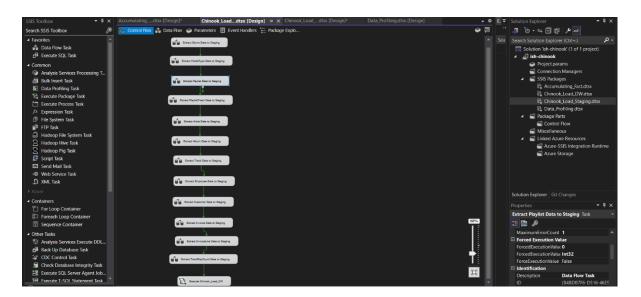
ETL Process Overview

I developed a series of SSIS packages to extract data from multiple source types, transform it according to the data warehouse schema, and load it into the dimensional model:



ETL Packages

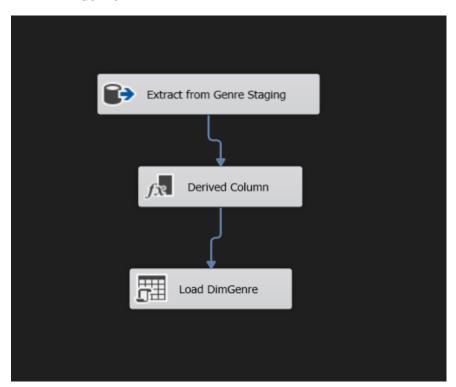
- Chinook_Load_Stagging.dtsx
 - Extract Data from Source to Staging

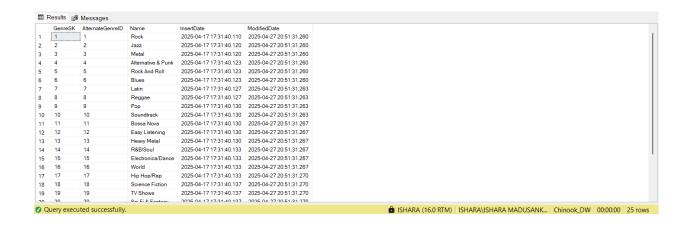


Chinook_Load_DW.dtsx

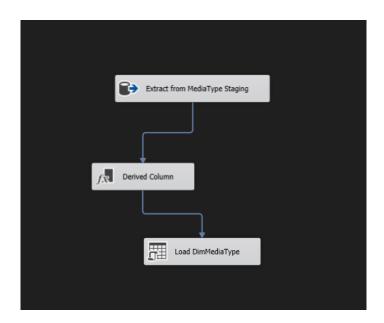
o Loads the Type-1 SCD dimensions (Genre, MediaType, Artist, Album, Track)

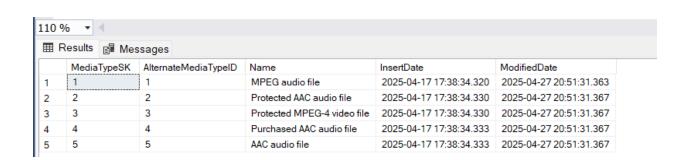
1. Genre



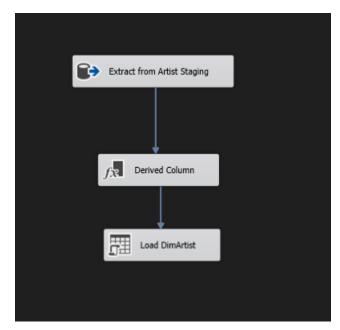


2. MediaType



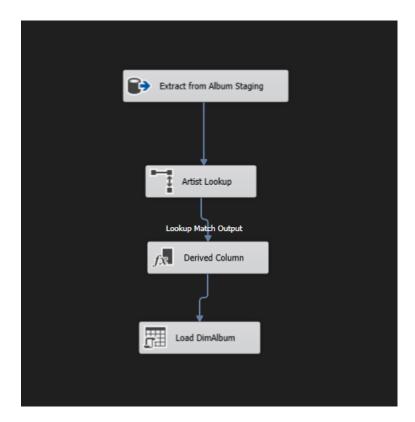


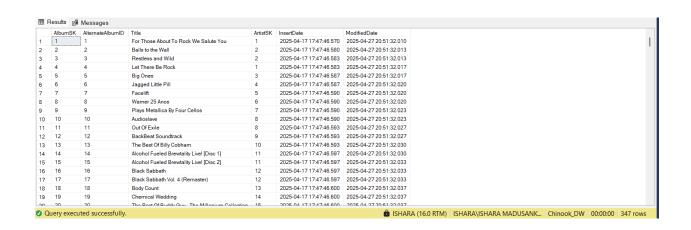
3. Artist



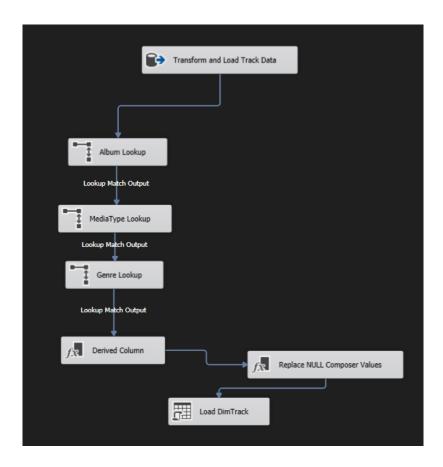


4. Album





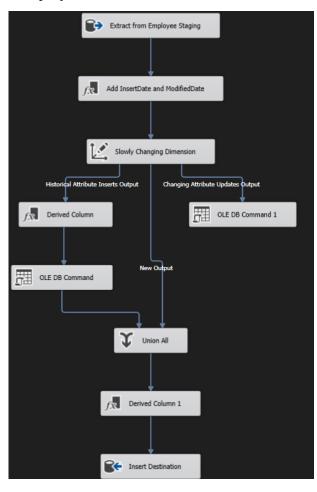
5. Track



	TrackSK	AlternateTrackID	Name	AlbumSK	MediaTypeSK	GenreSK	Composer	Milliseconds	Bytes	UnitPrice	InsertDate	ModifiedDa
1	1	1	For Those About To Rock (We Salute You)	1	1	1	Angus Young, Malcolm Young, Brian Johnson	343719	11170334	0.99	2025-04-17 17:58:40.060	2025-04-27
2	2	2	Balls to the Wall	2	2	1	U. Dirkschneider, W. Hoffmann, H. Frank, P. Balte	342562	5510424	0.99	2025-04-17 17:58:40.067	2025-04-27
3	3	3	Fast As a Shark	3	2	1	F. Baltes, S. Kaufman, U. Dirkscneider & W. Hoff	230619	3990994	0.99	2025-04-17 17:58:40.067	2025-04-27
4	4	4	Restless and Wild	3	2	1	F. Baltes, R.A. Smith-Diesel, S. Kaufman, U. Dirks	252051	4331779	0.99	2025-04-17 17:58:40.070	2025-04-27
5	5	5	Princess of the Dawn	3	2	1	Deaffy & R.A. Smith-Diesel	375418	6290521	0.99	2025-04-17 17:58:40.070	2025-04-27
6	6	6	Put The Finger On You	1	1	1	Angus Young, Malcolm Young, Brian Johnson	205662	6713451	0.99	2025-04-17 17:58:40.070	2025-04-27
7	7	7	Let's Get It Up	1	1	1	Angus Young, Malcolm Young, Brian Johnson	233926	7636561	0.99	2025-04-17 17:58:40.070	2025-04-27
В	8	8	Inject The Venom	1	1	1	Angus Young, Malcolm Young, Brian Johnson	210834	6852860	0.99	2025-04-17 17:58:40.070	2025-04-27
9	9	9	Snowballed	1	1	1	Angus Young, Malcolm Young, Brian Johnson	203102	6599424	0.99	2025-04-17 17:58:40.073	2025-04-27
10	10	10	Evil Walks	1	1	1	Angus Young, Malcolm Young, Brian Johnson	263497	8611245	0.99	2025-04-17 17:58:40.073	2025-04-27
11	11	11	C.O.D.	1	1	1	Angus Young, Malcolm Young, Brian Johnson	199836	6566314	0.99	2025-04-17 17:58:40.073	2025-04-27
12	12	12	Breaking The Rules	1	1	1	Angus Young, Malcolm Young, Brian Johnson	263288	8596840	0.99	2025-04-17 17:58:40.077	2025-04-27
13	13	13	Night Of The Long Knives	1	1	1	Angus Young, Malcolm Young, Brian Johnson	205688	6706347	0.99	2025-04-17 17:58:40.077	2025-04-27
14	14	14	Spellbound	1	1	1	Angus Young, Malcolm Young, Brian Johnson	270863	8817038	0.99	2025-04-17 17:58:40.077	2025-04-27
15	15	15	Go Down	4	1	1	AC/DC	331180	10847611	0.99	2025-04-17 17:58:40.077	2025-04-27
16	16	16	Dog Eat Dog	4	1	1	AC/DC	215196	7032162	0.99	2025-04-17 17:58:40.080	2025-04-27
17	17	17	Let There Be Rock	4	1	1	AC/DC	366654	12021261	0.99	2025-04-17 17:58:40.080	2025-04-27
18	18	18	Bad Boy Boogie	4	1	1	AC/DC	267728	8776140	0.99	2025-04-17 17:58:40.080	2025-04-27
10	10	10	DLI OLIIJ	A		4	ACIDO	225041	10017110	0.00	2025 04 17 17.50.40 000	2025 04 27

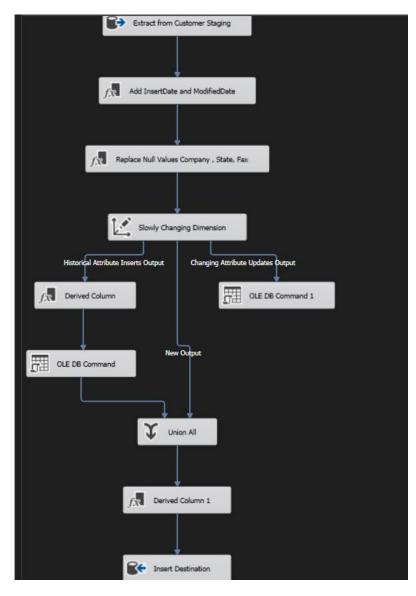
Loads the Type-2 SCD dimensions (Customer, Employee)

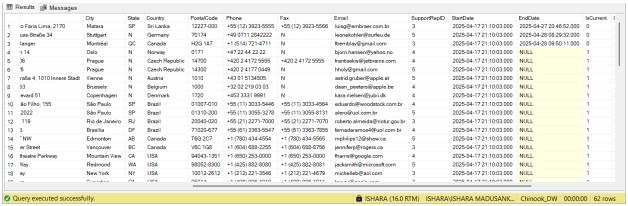
1. Employee



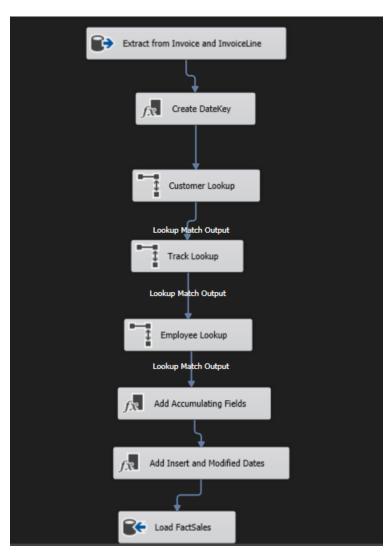


2. Customer





Loads the FactSales table after all dimensions are loaded



	SalesSK	InvoiceID	InvoiceLineID	CustomerSK	TrackSK	EmployeeSK	DateKey	UnitPrice	Quantity	ExtendedPrice	accm_txn_create_time	accm_txn_complete_time	txn_process_time_hours	InsertDate	N
ı	4	2	4	21	8	6	20210102	0.99	1	0.99	2021-01-02 00:00:00.000	2021-01-06 00:00:00.000	96	2025-04-17 21:45:27.790	2
5	5	2	5	21	10	6	20210102	0.99	1	0.99	2021-01-02 00:00:00.000	2021-01-05 00:00:00.000	72	2025-04-17 21:45:27.790	2
6	6	2	6	21	12	6	20210102	0.99	1	0.99	2021-01-02 00:00:00.000	2021-01-08 00:00:00.000	144	2025-04-17 21:45:27.790	2
7	7	3	7	25	16	6	20210103	0.99	1	0.99	2021-01-03 00:00:00.000	2021-01-10 00:00:00.000	168	2025-04-17 21:45:27.790	2
3	8	3	8	25	20	6	20210103	0.99	1	0.99	2021-01-03 00:00:00.000	2021-01-09 00:00:00.000	144	2025-04-17 21:45:27.790	2
)	9	3	9	25	24	6	20210103	0.99	1	0.99	2021-01-03 00:00:00.000	2021-01-08 00:00:00.000	120	2025-04-17 21:45:27.790	2
0	10	3	10	25	28	6	20210103	0.99	1	0.99	2021-01-03 00:00:00.000	2021-01-07 00:00:00.000	96	2025-04-17 21:45:27.790	2
11	11	3	11	25	32	6	20210103	0.99	1	0.99	2021-01-03 00:00:00.000	2021-01-09 00:00:00.000	144	2025-04-17 21:45:27.790	2
2	12	3	12	25	36	6	20210103	0.99	1	0.99	2021-01-03 00:00:00.000	2021-01-06 00:00:00.000	72	2025-04-17 21:45:27.790	2
3	13	4	13	31	42	7	20210106	0.99	1	0.99	2021-01-06 00:00:00.000	2021-01-09 00:00:00.000	72	2025-04-17 21:45:27.790	2
4	14	4	14	31	48	7	20210106	0.99	1	0.99	2021-01-06 00:00:00.000	2021-01-12 00:00:00.000	144	2025-04-17 21:45:27.790	2
15	15	4	15	31	54	7	20210106	0.99	1	0.99	2021-01-06 00:00:00.000	2021-01-10 00:00:00.000	96	2025-04-17 21:45:27.790	2
6	16	4	16	31	60	7	20210106	0.99	1	0.99	2021-01-06 00:00:00.000	2021-01-12 00:00:00.000	144	2025-04-17 21:45:27.790	2
7	17	4	17	31	66	7	20210106	0.99	1	0.99	2021-01-06 00:00:00.000	2021-01-10 00:00:00.000	96	2025-04-17 21:45:27.790	2
8	18	4	18	31	72	7	20210106	0.99	1	0.99	2021-01-06 00:00:00.000	2021-01-11 00:00:00.000	120	2025-04-17 21:45:27.790	2
9	19	4	19	31	78	7	20210106	0.99	1	0.99	2021-01-06 00:00:00.000	2021-01-13 00:00:00.000	168	2025-04-17 21:45:27.790	2
0	20	4	20	31	84	7	20210106	0.99	1	0.99	2021-01-06 00:00:00.000	2021-01-09 00:00:00.000	72	2025-04-17 21:45:27.790	2
1	21	4	21	31	90	7	20210106	0.99	1	0.99	2021-01-06 00:00:00.000	2021-01-10 00:00:00.000	96	2025-04-17 21:45:27.790	2
^	22	-	22	40	00	c	20210111	0.00	4	0.00	2021 01 11 00:00:00 000	2021 01 14 00:00:00 000	70	2025 04 17 21.45.27 700	-

Data_Profiling.dtsx

- Check for null or missing values.
- Check data types (integer, string, date, etc.).
- Find minimum, maximum, average values (for numeric data).
- Detect duplicate rows.





Accumulating_Fact.dtsx

- o Updates the accumulating fact fields in FactSales
- o Reads from TxnCompletionDates.txt to update completion times

Step 6: ETL Development - Accumulating Fact Tables

Accumulating Fact Implementation

For this requirement, I extended the FactSales table with additional columns to track the lifecycle of transactions:

- accm_txn_create_time: Set to the invoice date when records are created
- accm_txn_complete_time: Updated later from a separate data source
- txn_process_time_hours: Calculated as the difference in hours between create and complete times

