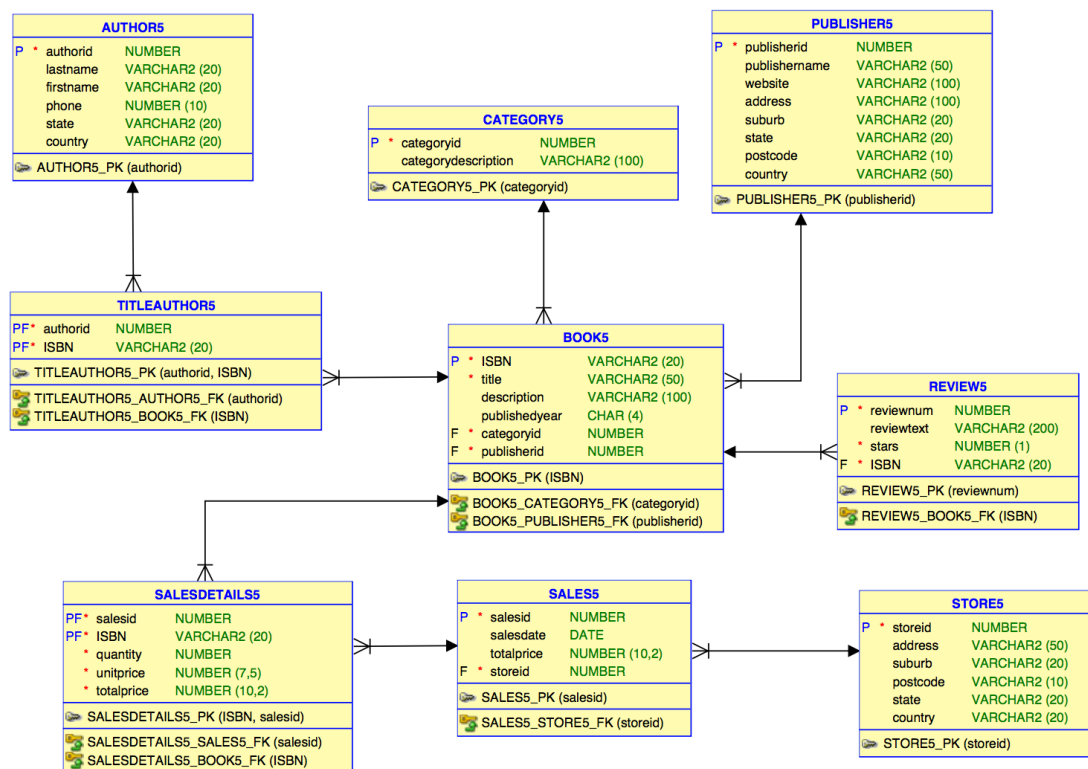# Tutorial 7
Case Study # (BOOK SALES)

1. A Book Sales Case Study – Description

The following is an E/R diagram of an operational database. The system stores information about books, including the authors, publishers, book categories, as well as the reviews that each book has received. The 'stars' attribute in the Review entity records the star rating for each review (e.g. 5 stars for excellent to 1 star for poor, etc). One book may receive many reviews. For simplicity, it is assumed, as also shown in the E/R diagram, that a book will only have one category.

The E/R diagram also includes entities related to sales of books, and the stores which sale the books. Each store has many sales transactions (i.e. the Sales entity), and each sales transaction may include several books (i.e. the SalesDetails entity). The TotalPrice attribute in the SalesDetails entity is basically quantity multiplied by unitprice, whereas the TotalPrice attribute in the Sales entity is the total price for each sales transaction.

AUTHOR5

P	* authorid	NUMBER
	lastname	VARCHAR2 (20)
	firstname	VARCHAR2 (20)
	phone	NUMBER (10)
	state	VARCHAR2 (20)
	country	VARCHAR2 (20)

AUTHOR5_PK (authorid)

PUBLISHER5

P	* publisherid	NUMBER
	publishername	VARCHAR2 (50)
	website	VARCHAR2 (100)
	address	VARCHAR2 (100)
	suburb	VARCHAR2 (20)
	state	VARCHAR2 (20)
	postcode	VARCHAR2 (10)
	country	VARCHAR2 (50)

PUBLISHER5_PK (publisherid)

CATEGORY5

P	* categoryid	NUMBER
	categorydescription	VARCHAR2 (100)

CATEGORY5_PK (categoryid)

TITLEAUTHOR5

PF	* authorid	NUMBER
PF	* ISBN	VARCHAR2 (20)

TITLEAUTHOR5_PK (authorid, ISBN)

TITLEAUTHOR5_AUTHOR5_FK (authorid)
TITLEAUTHOR5_BOOK5_FK (ISBN)

BOOK5

P	* ISBN	VARCHAR2 (20)
	* title	VARCHAR2 (50)
	description	VARCHAR2 (100)
	publishedyear	CHAR (4)
F	* categoryid	NUMBER
F	* publisherid	NUMBER

BOOK5_PK (ISBN)

BOOK5_CATEGORY5_FK (categoryid)
BOOK5_PUBLISHER5_FK (publisherid)

REVIEW5

P	* reviewnum	NUMBER
	reviewtext	VARCHAR2 (200)
	* stars	NUMBER (1)
F	* ISBN	VARCHAR2 (20)

REVIEW5_PK (reviewnum)

REVIEW5_BOOK5_FK (ISBN)

SALESDETAILS5

PF	* salesid	NUMBER
PF	* ISBN	VARCHAR2 (20)
	* quantity	NUMBER
	* unitprice	NUMBER (7,5)
	* totalprice	NUMBER (10,2)

SALESDETAILS5_PK (ISBN, salesid)

SALESDETAILS5_SALES5_FK (salesid)
SALESDETAILS5_BOOK5_FK (ISBN)

SALES5

P	* salesid	NUMBER
	salesdate	DATE
	totalprice	NUMBER (10,2)
F	* storeid	NUMBER

SALES5_PK (salesid)

SALES5_STORE5_FK (storeid)

STORE5

P	* storeid	NUMBER
	address	VARCHAR2 (50)
	suburb	VARCHAR2 (20)
	postcode	VARCHAR2 (10)
	state	VARCHAR2 (20)
	country	VARCHAR2 (20)

STORE5_PK (storeid)

The tables form the operational database are as follows and they are in **DTANIAR** account:

DTANIAR.AUTHOR5 (**authorid**, lastname, firstname, phone, state, country)
DTANIAR.BOOK5(**ISBN**, title, description, publishedyear, categoryid, publisherid)
DTANIAR.TITLEAUTHOR5(**authorid**, ISBN)
DTANIAR.CATEGORY5(**categoryid**, categorydescription)
DTANIAR.PUBLISHER5(**publisherid**, publishername, website, address, suburb, state, postcode, country)
DTANIAR.REVIEW5(**reviewnum**, reviewtext, stars, ISBN)
DTANIAR.STORE5(**storied**, address, suburb, postcode, state, country)
DTANIAR.SALES5(**salesid**, salesdate, totalprice, storied)
DTANIAR.SALESDETAILS5(**salesid**, **ISBN**, quantity, unitprice, totalprice)

You are required to design a small data warehouse for analysis purposes. The analysis is needed for identifying at least the following questions:

- What are the *total sales* for each bookstore in a month?
- What is the *number of books* sold for each category?
- What is the book category that has the highest *total sales*?
- What is the *number of reviews* for each category?
- *How many* 5-star *reviews* for each category?

2. Solution Model – using multi-fact

Based on the above requirements, it is clear that there are three fact measures:
1. Total sales,
2. Number of books sold, and
3. Number of reviews

Total sales and *number of books sold* would be useful for the management to understand how the book sales perform. *Number of reviews* would be useful for the marketing department to understand people's perception on certain books and would be able to use this information to launch any marketing campaign.

Potentially, there can be many dimensions. However, based on the above requirements, we limit the dimensions to the following four dimensions:
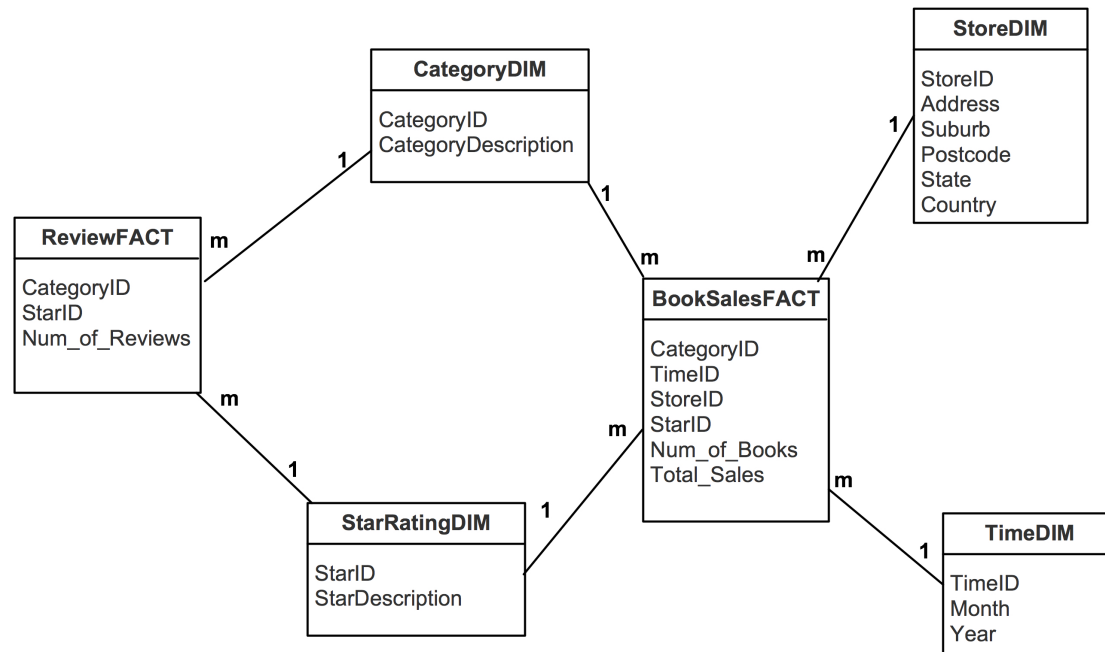1. Store dimension,
2. Time dimension,
3. Book category dimension, and
4. Star rating dimension.

In summary, the first subject: "book sales" will be the first fact, with all the four dimensions (e.g. Store, Time, Category, and Star Rating dimensions). The fact measures are total sales, and number of books sold.

The second subject is "reviews", with only two dimensions: Category, and Star Rating dimensions. There is only one fact measure, which is number of reviews.

The star schema will then have two fact entities: Book sales fact, and Review fact. Note that the category and star rating dimensions are shared by the two facts.

The multi-fact star schema for this case study is as follows:

Your tasks:
   a. Create a dimension table called TimeDim.
   b. Create a dimension table called StoreDim.
   c. Create a dimension table called CategoryDim.
   d. Create a dimension table called StarRatingDim. This table will have 6 records (0 for 'Unknown', 1 for 'Poor', 2 for 'Not Good', 3 for 'Average', 4 for 'Good', 5 for 'Excellent')
   e. Create a fact table called ReviewFact.
   f. Create a tempfact table called TempBookWithStar. (<u>NOTE</u>: Books without review should be included in the result, and it should get a ZERO in the Star).
   g. Create a tempfact table called TempBookWithAvgStar. (<u>NOTE</u>: Calculate the average of stars by each book and each category using TempBookWithStar. The average of stars should be an integer either 0 or 1,2,3,4,5).
   h. Create the final fact table called BookSalesFact. (<u>NOTE</u>: starid in the fact table is the average of stars).

Hints:

1. Please make sure there are 6 required records in StarRatingDim. Think about that can you create it by coping REVIEW table or create it manually.
2. Be careful to create the table TempBookWithStar. The tempfact table should include the books without reviews. Thus, we have to use OUTER JOIN to create the tempfact table.

> SELECT * FROM dtaniar.book5 b, dtaniar.review5 r
> WHERE b.ISBN=r.ISBN(+);
>
> OR
>
> SELECT * FROM dtaniar.book5 b LEFT JOIN dtaniar.review5 r
> ON b.ISBN=r.ISBN;

3. When creating the table TempBookWithStar, the star of the books without review should be ZERO. Thus, we need to use function NVL.

> This is the syntax to set the null value to 0:
> NVL (attribute_name, 0)

4. After creating the TempBookWithStar, display the table and observe the contents of the table. Try to find the books without reviews.
5. When creating the TempBookWithAvgStar, the average of stars for each book and category should be either 0, or 1,2,3,4,5. Thus, we need to use ROUND to make sure the average value is an integer.

> This is the syntax to set a number into an integer:
> ROUND(attribute_name)

6. After creating the TempBookWithAvgStar, display the table and observe the contents of the table. So far, we have the average of stars by each book.
7. Now, you are ready to create table BookSalesFact using the average of stars created by the table TempBookWithAvgStar, and other attributes in the operation database.

Now, answer the questions using the dimension tables and fact tables you have created.

- What are the *total sales* for each bookstore in a month?
- What is the *number of books* sold for each category?
- What is the book category that has the highest *total sales*?
- *How many* 5-star *reviews* for each category?