

Data Modelling

- I hid the transaction and website_tracking_checkout table to prevent confusion when working. I now have the campaign, transaction_by_ads, and website_tracking_visits tables.
- I created a mesures table to house all my measures and KPIs.
- I checked the current relationships of all tables present to ensure they were related correctly.
- I created some new tables from the mapping_tables.xls using Dax coding.

List of new tables created, and DAX code used;

- Gender_target = **DATATABLE** (
 "gender_target", **STRING**,
 "gender_target_code", **STRING**,
 {{"M", "Male"}, {"F", "Female"}}
)
- Device = **DATATABLE** (
 "device", **STRING**,
 "device_target_code", **STRING**,
 {{"TA", "Tablet"}, {"DT", "Mobile"}}
)
- Type = **DATATABLE** (
 "type", **STRING**,
 "type_desc", **STRING**,
 {{"U", "Unpublished"}, {"UL", "Unpublished Link"}}
)
- Country = **DATATABLE** (
 "country_code", **STRING**,
 "country_name", **STRING**,
 {{"CH", "China"}, {"HK", "Hongkong"}}
)

- Language_Target = DATATABLE ("language_target", STRING, "language_name",
STRING,

{{"MA", "Chinese"}, {"EN", "English"}}
)
- ConnectionStatus = DATATABLE (
"connection_status", STRING,
"connection_desc", STRING,
{{"CS0", "None"}, {"CS1", "Advanced"}}
)
- Age_Target = DATATABLE (
"age_target", STRING,
"age_description", STRING,
{{"0000", "Any-Any"}, {"2500", "25-Any"}, {"1800", "18-Any"}}
)
- Interest_Target = DATATABLE (
"interest", STRING,
"interest_Description", STRING,
{
{"I00", "None"},
{"I01", "Specific- Alibaba"},
{"I02", "Specific- Alibaba+ Footwear"},
{"I03", "Specific- Alibaba+ Dress"},
{"I04", "Specific- Alibaba + Winter"},
{"I05", "Specific- Alibaba+ football"},
{"I06", "Specific- Alibaba+ shoe"},
{"I07", "Specific- Alibaba+ sports"},
{"I08", "Specific- Alibaba+ Handbag"},
{"I09", "Specific- Alibaba+ Online Shopping"},
}

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{"I10", "Specific- Alibaba+ Sneakers"},
{"I11", "Specific- Alibaba+ Alibaba accessory"},
{"I12", "Specific- Alibaba+ Nike, Inc. +Adidas"},
{"I13", "Specific- Alibaba+ Nike+ Markavip"},
{"I14", "Specific- Alibaba+ Shoe+ Luxury goods"},
{"I15", "Specific- Alibaba+ Association football"},
{"I16", "Specific- Alibaba+ Luxury goods"},
{"I17", "Specific- Alibaba+ Candy Crush Saga"},
{"I18", "Specific- Alibaba+ Sales promotion"}
}
)

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- Category_Target = DATATABLE (
 - "category", STRING,
 - "category_name", STRING,
 - {
 - {"117", "AAA_sneakers"},
 - {"0002", "AAA_flip flops"},
 - {"0003", "AAA_sandals"},
 - {"0004", "AAA_lace ups"},
 - {"0006", "AA_pumps"},
 - {"0007", "AA_sandals"},
 - {"0008", "AA_boots"},
 - {"845", "AA_flat shoes"},
 - {"0010", "AAA_sports shoes"},
 - {"0011", "AAA_slip ons"},
 - {"0012", "AA_sports shoes"},
 - {"0013", "AA_flip flops"},
 - {"0014", "AA_trainers"},
 - {"0015", "AAA_trainers"},
 - {"0016", "AA_handbags"},
 - {"0017", "AA_comfort shoes"},

{ "0018", "AA_sneakers"},
{ "0019", "AAA_bags"},
{ "0020", "AAA_small leather goods"},
{ "0021", "AA_small leather goods"},
{ "0022", "AAA_shirts"},
{ "325", "AA_dresses"},
{ "0024", "AA_tops"},
{ "0025", "AAA_t-shirts & vests"},
{ "0026", "AA_cardigans & sweaters"},
{ "0027", "AAA_tops"},
{ "0028", "AAA_polo shirts"},
{ "0029", "AAA_hoodies & sweatshirts"},
{ "0030", "AA_jackets & coats"},
{ "0031", "AA_jeans"},
{ "0032", "AA_t-shirts & vests"},
{ "0033", "AA_skirts"},
{ "0034", "AAA_jackets & coats"},
{ "0035", "AA_pants & leggings"},
{ "0036", "AAA_cardigans & sweaters"},
{ "0037", "AA_lingerie & nightwear"},
{ "0038", "AAA_jeans"},
{ "0039", "AAA_pants & chinos"},
{ "0040", "AAA_sunglasses"},
{ "0041", "AA_sunglasses"},
{ "0042", "AAA_watches"},
{ "0043", "AA_watches"},
{ "0044", "AA_jewellery"},
{ "0045", "AA_jumpsuits & playsuits"},
{ "0046", "AA_shorts"},
{ "0047", "AAA_underwear & socks"},
{ "0048", "AAA_dress shop"},
{ "0049", "AAA_shorts"},

{"0050", "AAA_swimwear"},
{"0051", "AA_swimwear & beachwear"},
{"0052", "AA_arabian clothing"},
{"0053", "AAA_bottoms"},
{"0054", "AA_bottoms"},
{"0055", "BB_electronic accessories"},
{"0056", "AA_electronic accessories"},
{"0057", "AA_maternity clothing"},

{"0058", "AAA_sports bags"},
{"0059", "AAA_nightwear"},
{"0060", "BB_trainers"},
{"0061", "AA_headwear"},
{"0062", "AA_plus size clothing"},
{"0063", "AA_dress shop"},
{"0064", "BB_sports bags"},
{"0065", "AA_sports bags"},
{"0066", "AA_belts"},
{"0067", "AAA_headwear"},
{"0068", "AAA_jewellery"},
{"0069", "AAA_belts"},
{"0070", "AAA_electronic accessories"},
{"0071", "BB_bags"},
{"0072", "BB_dress shop"},
{"0073", "BB_watches"},
{"1393", "AAA_wintershoes"},
{"0074", "AAA_sports shoes_football"},
{"0075", "AA_newproducts"},
{"0076", "AAA_newproducts"},
{"0077", "AA_shoes"},
{"0078", "men_shoes"},
{"0005", "AAA_performance"},
{"0079", "AA_dresses_party"},

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    {"0080", "AAA_bags_shoes"},
    {"0081", "AA_bags_shoes"},
    {"0082", "AA_bags"},
    {"0083", "BB_shoes"}
  }
)

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- CustomAudiences_Target = DATATABLE (


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        "custom_audience", STRING, "CustomAudiences_Description", STRING,
        {
          {"CA01", "CustomAudience1"},
          {"CA02", "CustomAudience2"},
          {"CA03", "CustomAudience3"},
          {"CA04", "CustomAudience4"},
          {"CA05", "CustomAudience5"},
          {"CA06", "CustomAudience6"}
        }
      )
    
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- Campaign_name = DATATABLE (


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        "campaign_name", STRING,
        {
          {"WAWatches"},
          {"WSDress"},
          {"MSSlipons"},
          {"MSSneak"},
          {"MSBNikmix"},
          {"MSWinter"},
          {"WSSports"},
          {"MSSports"},
          {"WSShoes"},
          {"MSNikmix"},
        }
      )
    
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    {"MSFootball"},
    {"WCParty"},
    {"MSBADIO"},
    {"WSNewprod"},
    {"WSFlats"},
    {"MSToms"},
    {"WSToms"},
    {"WSHandbags"},
    {"MSBKT75001"},
    {"MSSliponsBrand"},
    {"MSSportsBrd"},
    {"MSFootballBrd"},
    {"MSSKLTfAD"},
    {"MSRmxMLSf"}
  }
)

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- Date = [CALENDARAUTO\(\)](#)
- Campaign_Creation_ Date = [CALENDARAUTO\(\)](#)

I then related the newly created tables to the campaign_export, transaction_by_ad, and website_tracking_visits tables by using the manage relationship function in the home tab. The relationship cardinality between the new tables to the 3 fact tables is a many to one relationship.

This is to enable filtering on all 3 facts tables.

