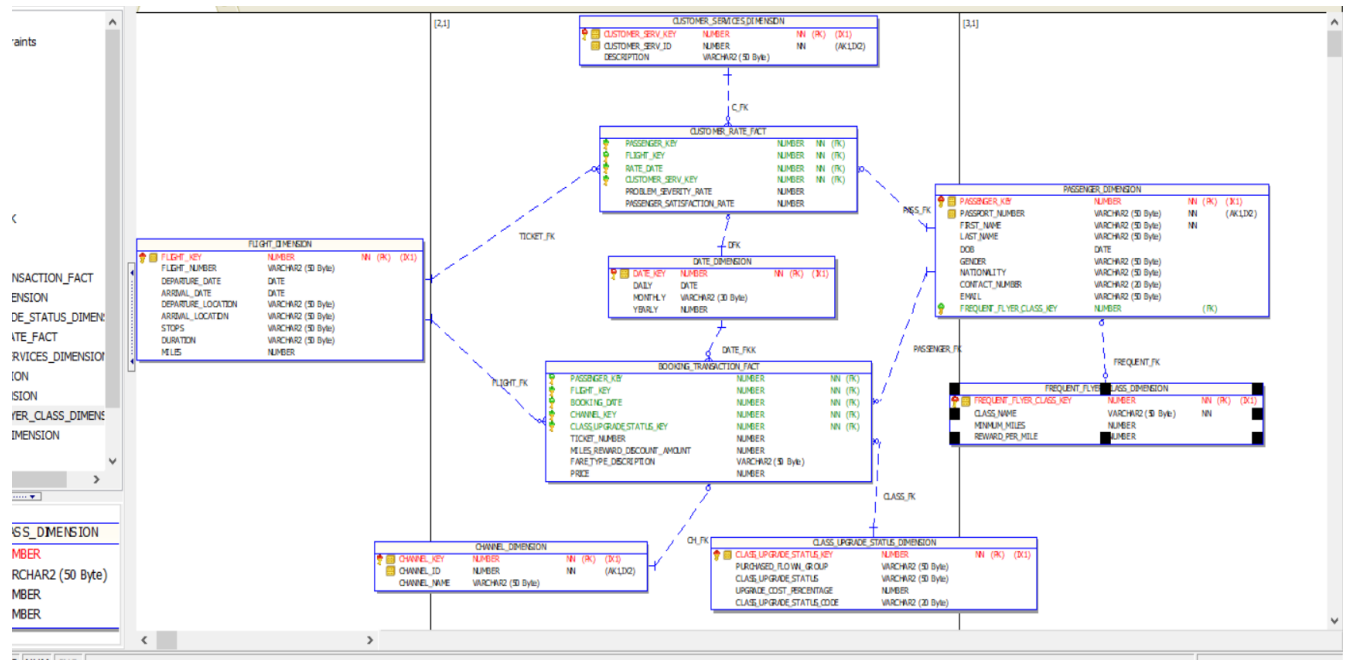


3. Physical Model

Type of indexes in the physical design model

1-primary key index: Each dimension must have a pk

2-Foreign key index: Each fact table has foreign keys that connect to its dimensions



4.DDLs

PASSENGER_DIMENSION

CREATE TABLE PASSENGER_DIMENSION

```
(
  PASSENGER_KEY          NUMBER,
  PASSPORT_NUMBER        VARCHAR2(50 BYTE) NOT NULL,
  FIRST_NAME              VARCHAR2(50 BYTE) NOT NULL,
  LAST_NAME               VARCHAR2(50 BYTE),
  DOB                     DATE,
  GENDER                  VARCHAR2(50 BYTE),
  NATIONALITY              VARCHAR2(50 BYTE),
  CONTACT_NUMBER          VARCHAR2(20 BYTE),
  EMAIL                   VARCHAR2(50 BYTE),
  FREQUENT_FLYER_CLASS_KEY NUMBER
)
```

```

ALTER TABLE PASSENGER_DIMENSION ADD (
  CONSTRAINT PASSENGER_DIMENSION_PK
  PRIMARY KEY (PASSENGER_KEY)
);

ALTER TABLE PASSENGER_DIMENSION ADD (
  CONSTRAINT FREQUENT_FK
  FOREIGN KEY (FREQUENT_FLYER_CLASS_KEY)
  REFERENCES HR.FREQUENT_FLYER_CLASS_DIMENSION
  (FREQUENT_FLYER_CLASS_KEY));

```

PASSENGER_KEY	PASSPORT_NUMBER	FIRST_NAME	LAST_NAME	DOB	GENDER	NATIONALITY	CONTACT_NUMBER	EMAIL	FREQUENT_FLYER_CLASS_KEY
9	A45789645	Ahmed	Serry	01/01/1996	MALE	EGYPTIAN	01144556678	ahmed@gmail.com	5
1	A13198480	OMAR	LOAY	01/01/1969	MALE	EGYPTIAN	01144556699	omar@gmail.com	1
2	A12345678	Nayra	Gabr	05/01/1967	Female	EGYPTIAN	01144598678	Nayra@gmail.com	4
4	A22446688	Mariem	Shawky	05/05/1996	Female	EGYPTIAN	01144223189	Mariem@gmail.com	4
5	A24681045	Mayar	Hany	05/09/1997	Female	EGYPTIAN	01144897816	Mayar@gmail.com	2
6	A45324168	Menna	Mohamed	20/11/1999	Female	EGYPTIAN	01144897818	Menna@gmail.com	5
7	A45524168	Mena	Mohamed	25/01/1999	Female	EGYPTIAN	01144897817	Mena@gmail.com	5
8	A12345689	Ranem	Wael	01/01/1999	Female	EGYPTIAN	01112345678	ranem@gmail.com	5

FREQUENT_FLYER_CLASS_DIMENSION

```

CREATE TABLE FREQUENT_FLYER_CLASS_DIMENSION
(
  FREQUENT_FLYER_CLASS_KEY NUMBER,
  CLASS_NAME                VARCHAR2(50 BYTE) NOT NULL,
  MINMUM_MILES              NUMBER,
  REWARD_PER_MILE          NUMBER
)

ALTER TABLE FREQUENT_FLYER_CLASS_DIMENSION ADD (
  CONSTRAINT FREQUENT_FLYER_CLASS_DIMENS_PK
  PRIMARY KE (FREQUENT_FLYER_CLASS_KEY) );

```

FREQUENT_FLYER_CLASS_KEY	CLASS_NAME	MINMUM_MILES	REWARD_PER_MILE
1	SILVER	1000	0.2
2	GOLD	3000	0.5
3	PLATINUM	5000	0.6
4	TITANIUM	8000	0.7
5	NON FF	0	0

FLIGHT_DIMENSION

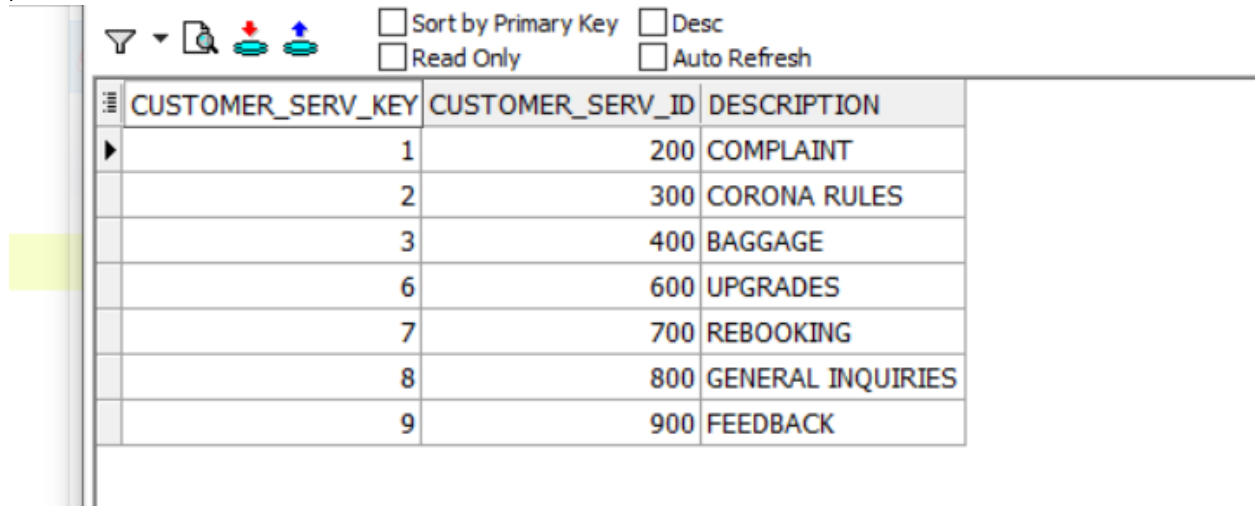
```
CREATE TABLE FLIGHT_DIMENSION
(
  FLIGHT_KEY      NUMBER,
  FLIGHT_NUMBER   VARCHAR2(50 BYTE),
  DEPARTURE_DATE  DATE,
  ARRIVAL_DATE    DATE,
  DEPARTURE_LOCATION VARCHAR2(50 BYTE),
  ARRIVAL_LOCATION VARCHAR2(50 BYTE),
  STOPS           VARCHAR2(50 BYTE),
  DURATION        VARCHAR2(50 BYTE),
  MILES           NUMBER
)
ALTER TABLE FLIGHT_DIMENSION ADD (
  CONSTRAINT TICKET_DIMENSION_PK
  PRIMARY KEY
  (FLIGHT_KEY)
);
```

FLIGHT_KEY	FLIGHT_NUMBER	DEPARTURE_DATE	ARRIVAL_DATE	DEPARTURE_LOCATION	ARRIVAL_LOCATION	STOPS	DURATION	MILES
1	AM123	10/01/2021	11/01/2021	CAIRO	SAN FRANCISCO	2 STOPS	23	7450
2	AH435	22/11/2021	22/11/2021	CAIRO	FRANKURT	DIRECT	5	3000
3	OR569	23/12/2021	25/12/2021	CAIRO	REYKJAVIK	1 STOP	9	3200
4	YM445	01/02/2022	02/02/2022	CAIRO	NEW YORK	DIRECT	10	5600
5	NY123	26/01/2022	27/01/2022	ALEX	ISTANBUL	DIRECT	4	1740
6	UM145	27/01/2022	27/01/2022	ALEX	LONDON	1 STOP	6	3055

CUSTOMER_SERVICES_DIMENSION

```
CREATE TABLE CUSTOMER_SERVICES_DIMENSION
(
  CUSTOMER_SERV_KEY NUMBER,
  CUSTOMER_SERV_ID  NUMBER          NOT NULL,
  DESCRIPTION        VARCHAR2(50 BYTE)
)
ALTER TABLE CUSTOMER_SERVICES_DIMENSION ADD (
  CONSTRAINT CUSTOMER_SERVICES_PK
  PRIMARY KEY (CUSTOMER_SERV_KEY)
)
CONSTRAINT CUS_SERV_UN
UNIQUE (CUSTOMER_SERV_ID)
```

);







	CUSTOMER_SERV_KEY	CUSTOMER_SERV_ID	DESCRIPTION
▶	1	200	COMPLAINT
	2	300	CORONA RULES
	3	400	BAGGAGE
	6	600	UPGRADES
	7	700	REBOOKING
	8	800	GENERAL INQUIRIES
	9	900	FEEDBACK

CHANNEL_DIMENSION

CREATE TABLE CHANNEL_DIMENSION

```
(  
  CHANNEL_KEY  NUMBER,  
  CHANNEL_ID   NUMBER          NOT NULL,  
  CHANNEL_NAME VARCHAR2(50 BYTE)  
)
```

```
ALTER TABLE CHANNEL_DIMENSION ADD (  
  CONSTRAINT CHANNEL_DIMENSION_PK  
  PRIMARY KEY  
  (CHANNEL_KEY)  
  CONSTRAINT CHANNEL_UN  
  UNIQUE (CHANNEL_ID) );
```

				<input type="checkbox"/> Sort by Primary Key	<input type="checkbox"/> Desc
				<input type="checkbox"/> Read Only	<input type="checkbox"/> Auto Refresh

CHANNEL_KEY	CHANNEL_ID	CHANNEL_NAME
1	1	APP
2	2	PHONE
3	3	WEBSITE
4	4	OFFICE

CLASS_UPGRADE_STATUS_DIMENSION

```
CREATE TABLE CLASS_UPGRADE_STATUS_DIMENSION
(
  CLASS_UPGRADE_STATUS_KEY NUMBER,
  PURCHASED_FLOWN_GROUP VARCHAR2(50 BYTE),
  CLASS_UPGRADE_STATUS VARCHAR2(50 BYTE),
  UPGRADE_COST_PERCENTAGE NUMBER,
  CLASS_UPGRADE_STATUS_CODE VARCHAR2(20 BYTE)
)
ALTER TABLE CLASS_UPGRADE_STATUS_DIMENSION ADD (
  CONSTRAINT CLASS_UPDATE_DIMENSION_PK
  PRIMARY KEY
  (CLASS_UPGRADE_STATUS_KEY));
```

CLASS_UPGRADE_STATUS_KEY	PURCHASED_FLOWN_GROUP	CLASS_UPGRADE_STATUS	UPGRADE_COST_PERCENTAGE	CLASS_UPGRADE_STATUS_CODE
1	ECONOMY-ECONOMY	NO CLASS UPGRADE		EE
2	ECONOMY-BUSINESS	UPGRADE	15	EB
3	ECONOMY-FIRST	UPGRADE	35	EF
4	BUSINESS-BUSINESS	NO CLASS UPGRADE		BB
5	BUSINESS-FIRST	UPGRADE	30	BF
6	FIRST-FIRST	NO CLASS UPGRADE		FF

DATE_DIMENSION

```
CREATE TABLE DATE_DIMENSION
(
  DATE_KEY NUMBER,
  DAILY DATE,
  MONTHLY VARCHAR2(30 BYTE),
  YEARLY NUMBER
)
ALTER TABLE DATE_DIMENSION ADD (
```

CONSTRAINT DATE_DIMENSION_PK
PRIMARY KEY(DATE_KEY));

	DATE_KEY	DAILY	MONTHLY	YEARLY
▶	1	01/01/2021	JAN	2021
	2	11/01/2021	JAN	2021
	3	20/11/2021	NOV	2021
	4	22/11/2021	NOV	2021
	5	23/12/2021	DEC	2021
	6	25/12/2021	DEC	2021
	7	01/01/2022	JAN	2022
	8	25/01/2022	JAN	2022
	9	26/01/2022	JAN	2022
	10	27/01/2022	JAN	2022
	11	28/01/2022	JAN	2022
	12	01/02/2022	FEB	2022
	13	02/02/2022	FEB	2022
	14	09/01/2021	JAN	2021
	15	01/10/2021	OCT	2021
	16	02/10/2021	OCT	2021
	17	03/10/2021	OCT	2021
	18	01/11/2021	NOV	2021
	19	01/12/2021	DEC	2021

CUSTOMER_RATE_FACT

CREATE TABLE CUSTOMER_RATE_FACT

(
 PASSENGER_KEY NUMBER NOT NULL,
 FLIGHT_KEY NUMBER NOT NULL,
 RATE_DATE NUMBER NOT NULL,
 CUSTOMER_SERV_KEY NUMBER NOT NULL,
 PROBLEM_SEVERITY_RATE NUMBER,
 PASSENGER_SATISFACTION_RATE NUMBER
)

ALTER TABLE CUSTOMER_RATE_FACT ADD (
 CONSTRAINT C_FK
 FOREIGN KEY (CUSTOMER_SERV_KEY)
 REFERENCES CUSTOMER_SERVICES_DIMENSION (CUSTOMER_SERV_KEY),
 CONSTRAINT DFK

FOREIGN KEY (RATE_DATE)
 REFERENCES DATE_DIMENSION (DATE_KEY),
 CONSTRAINT PASS_FK
 FOREIGN KEY (PASSENGER_KEY)
 REFERENCES PASSENGER_DIMENSION (PASSENGER_KEY),
 CONSTRAINT TICKET_FK
 FOREIGN KEY (FLIGHT_KEY)
 REFERENCES FLIGHT_DIMENSION (FLIGHT_KEY));

	PASSENGER_KEY	FLIGHT_KEY	RATE_DATE	CUSTOMER_SERV_KEY	PROBLEM_SEVERITY_RATE	PASSENGER_SATISFACTION_RATE
▶	1	1	3	3	10	2
	1	1	1	2	3	9
	1	2	3	8	1	10
	1	4	8	2	3	10
	2	1	3	3	10	2
	2	4	10	7	2	2
	4	1	3	3	10	2
	4	6	11	8	4	7
	5	2	2	2	3	10
	5	6	6	6	5	8
	6	3	2	2	4	10
	7	3	6	2	5	9
	1	1	2	9	10	1
	2	1	2	9	10	1
	4	1	2	9	10	1
	1	2	5	9	1	10
	4	2	5	9	1	10
	5	2	5	9	2	9
	4	3	9	9	3	7
	6	3	9	9	2	10
	7	3	10	9	1	10
	9	5	10	9	1	9
	1	5	10	9	1	9

BOOKING_TRANSACTION_FACT

```

CREATE TABLE BOOKING_TRANSACTION_FACT
(
  PASSENGER_KEY          NUMBER      NOT NULL,
  FLIGHT_KEY             NUMBER      NOT NULL,
  BOOKING_DATE           NUMBER      NOT NULL,
  CHANNEL_KEY            NUMBER      NOT NULL,
  CLASS_UPGRADE_STATUS_KEY NUMBER      NOT NULL,
  TICKET_NUMBER          NUMBER,

```

```

MILES_REWARD_DISCOUNT_AMOUNT NUMBER,
FARE_TYPE_DESCRIPTION    VARCHAR2(50 BYTE),
PRICE                     NUMBER
)

ALTER TABLE BOOKING_TRANSACTION_FACT ADD (
    CONSTRAINT CH_FK
    FOREIGN KEY (CHANNEL_KEY)
    REFERENCES CHANNEL_DIMENSION (CHANNEL_KEY),
    CONSTRAINT CLASS_FK
    FOREIGN KEY (CLASS_UPGRADE_STATUS_KEY)
    REFERENCES CLASS_UPGRADE_STATUS_DIMENSION
    (CLASS_UPGRADE_STATUS_KEY),
    CONSTRAINT DATE_FK
    FOREIGN KEY (BOOKING_DATE)
    REFERENCES DATE_DIMENSION (DATE_KEY),
    CONSTRAINT FLIGHT_FK
    FOREIGN KEY (FLIGHT_KEY)
    REFERENCES FLIGHT_DIMENSION (FLIGHT_KEY),
    CONSTRAINT PASSENGER_FK
    FOREIGN KEY (PASSENGER_KEY)
    REFERENCES PASSENGER_DIMENSION (PASSENGER_KEY));

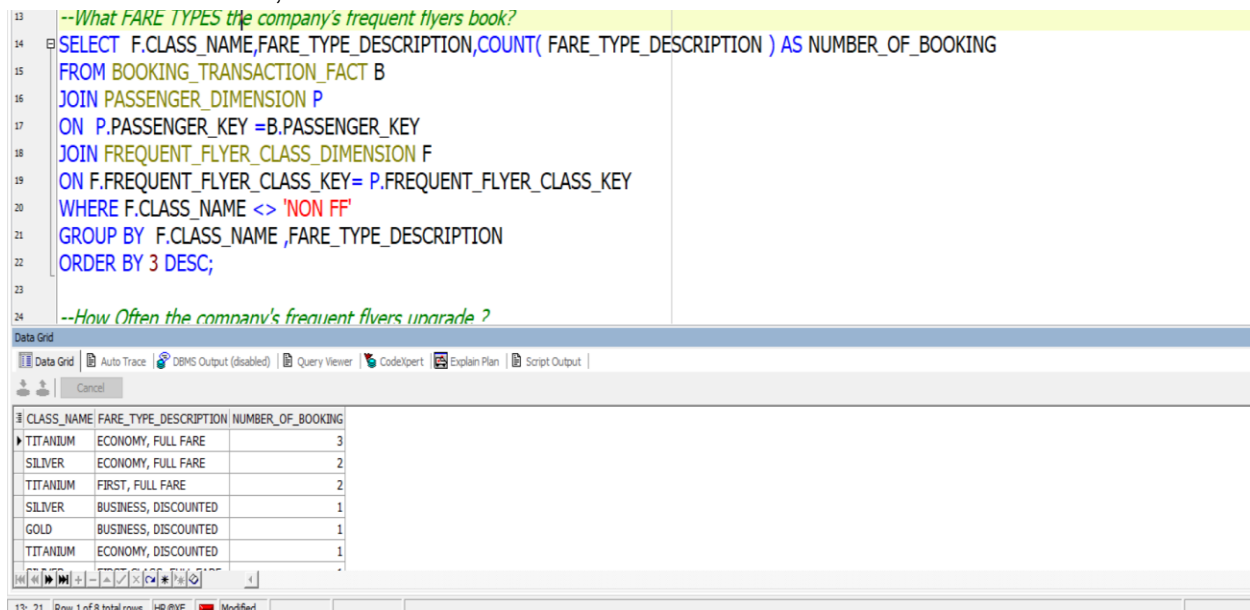
```

PASSENGER_KEY	FLIGHT_KEY	BOOKING_DATE	CHANNEL_KEY	CLASS_UPGRADE_STATUS_KEY	TICKET_NUMBER	MILES_REWARD_DISCOUNT_AMOUNT	FARE_TYPE_DESCRIPTION	PRICE
2	1	1	3	2	2	0	ECONOMY, FULL FARE	25000
4	1	1	1	1	3	0	ECONOMY, FULL FARE	25000
1	2	3	1	1	4	0	ECONOMY, FULL FARE	10000
5	2	2	1	4	5	0	BUSINESS, DISCOUNTED	12000
4	2	2	1	1	6	4470	ECONOMY, DISCOUNTED	8000
4	3	5	2	1	7	0	ECONOMY, FULL FARE	18000
6	3	1	1	2	8	0	ECONOMY, DISCOUNTED	15000
7	3	2	4	1	9	0	ECONOMY, FULL FARE	18000
1	4	8	1	1	10	7315	ECONOMY, FULL FARE	23000
2	4	9	4	6	11	0	FIRST, FULL FARE	60000
8	4	2	4	1	12	0	ECONOMY, FULL FARE	23000
9	5	7	3	1	13	0	ECONOMY, DISCOUNTED	5000
1	5	7	3	4	14	3360	BUSINESS, DISCOUNTED	9500
4	6	10	2	6	15	0	FIRST, FULL FARE	25000
1	1	1	1	6	1	0	FIRST CLASS, FULL FARE	50000
5	6	4	1	2	16	1500	ECONOMY, DISCOUNTED	7000

5. SQL Queries

1-What FARE TYPES the company's frequent flyers book?

```
SELECT F.CLASS_NAME,FARE_TYPE_DESCRIPTION,COUNT(
FARE_TYPE_DESCRIPTION ) AS NUMBER_OF_BOOKING
FROM BOOKING_TRANSACTION_FACT B
JOIN PASSENGER_DIMENSION P
ON P.PASSENGER_KEY =B.PASSENGER_KEY
JOIN FREQUENT_FLYER_CLASS_DIMENSION F
ON F.FREQUENT_FLYER_CLASS_KEY= P.FREQUENT_FLYER_CLASS_KEY
WHERE F.CLASS_NAME <> 'NON FF'
GROUP BY F.CLASS_NAME ,FARE_TYPE_DESCRIPTION
ORDER BY 3 DESC;
```



The screenshot shows a SQL IDE interface. The top pane contains a SQL query with line numbers 13 to 24. The query is:
13: *--What FARE TYPES the company's frequent flyers book?*
14: SELECT F.CLASS_NAME,FARE_TYPE_DESCRIPTION,COUNT(FARE_TYPE_DESCRIPTION) AS NUMBER_OF_BOOKING
15: FROM BOOKING_TRANSACTION_FACT B
16: JOIN PASSENGER_DIMENSION P
17: ON P.PASSENGER_KEY =B.PASSENGER_KEY
18: JOIN FREQUENT_FLYER_CLASS_DIMENSION F
19: ON F.FREQUENT_FLYER_CLASS_KEY= P.FREQUENT_FLYER_CLASS_KEY
20: WHERE F.CLASS_NAME <> 'NON FF'
21: GROUP BY F.CLASS_NAME ,FARE_TYPE_DESCRIPTION
22: ORDER BY 3 DESC;
23:
24: *--How Often the company's frequent flyers upgrade ?*
The bottom pane is titled 'Data Grid' and shows the results of the query. It has a toolbar with 'Cancel' and a table with 3 columns: CLASS_NAME, FARE_TYPE_DESCRIPTION, and NUMBER_OF_BOOKING. The table contains 8 rows of data. The status bar at the bottom indicates '13: 21 Row 1 of 8 total rows HRI:BXVE Modified'.

CLASS_NAME	FARE_TYPE_DESCRIPTION	NUMBER_OF_BOOKING
TITANIUM	ECONOMY, FULL FARE	3
SILVER	ECONOMY, FULL FARE	2
TITANIUM	FIRST, FULL FARE	2
SILVER	BUSINESS, DISCOUNTED	1
GOLD	BUSINESS, DISCOUNTED	1
TITANIUM	ECONOMY, DISCOUNTED	1

2- ORDER channels that make most of the reservation processes ?

```
SELECT COUNT(B.PASSENGER_KEY) AS TOTAL_BOOKING ,C.CHANNEL_NAME
FROM
BOOKING_TRANSACTION_FACT B , CHANNEL_DIMENSION C
WHERE B.CHANNEL_KEY=C.CHANNEL_KEY
GROUP BY C.CHANNEL_NAME
ORDER BY TOTAL_BOOKING DESC ;
```

```

46
47 ► -- ORDER channels that make most the reservation processes ?
48 SELECT COUNT(B.PASSENGER_KEY) AS TOTAL_BOOKING ,C.CHANNEL_NAME
49 FROM
50 BOOKING_TRANSACTION_FACT B , CHANNEL_DIMENSION C
51 WHERE B.CHANNEL_KEY=C.CHANNEL_KEY
52 GROUP BY C.CHANNEL_NAME
53 ORDER BY TOTAL_BOOKING DESC ;
54
55
56
57

```

Data Grid

Data Grid
 Auto Trace
 DBMS Output (disabled)
 Query Viewer
 CodeXpert
 Explain Plan
 Script Output

Cancel

TOTAL_BOOKING	CHANNEL_NAME
8	APP
3	OFFICE
3	WEBSITE
2	PHONE

3-List flights that have the worst Customer Rate ?

```

SELECT COUNT(C.PASSENGER_SATISFACTION_RATE) AS
NUMBER_OF_NEGATIVE_RATE ,F.FLIGHT_NUMBER
FROM
CUSTOMER_RATE_FACT C
JOIN FLIGHT_DIMENSION F
ON
C.FLIGHT_KEY=F.FLIGHT_KEY
WHERE C.PASSENGER_SATISFACTION_RATE <= 3
GROUP BY F.FLIGHT_NUMBER
ORDER BY NUMBER_OF_NEGATIVE_RATE DESC;

```

```

56 --List flights that have worst Customer Rate?
57 SELECT COUNT(C.PASSENGER_SATISFACTION_RATE) AS NUMBER_OF_NEGATIVE_RATE ,F.FLIGHT_NUMBER
58 FROM
59 CUSTOMER_RATE_FACT C
60 JOIN FLIGHT_DIMENSION F
61 ON
62 C.FLIGHT_KEY=F.FLIGHT_KEY
63 WHERE C.PASSENGER_SATISFACTION_RATE <= 3
64 GROUP BY F.FLIGHT_NUMBER
65 ORDER BY NUMBER_OF_NEGATIVE_RATE DESC;
66

```

Data Grid

NUMBER_OF_NEGATIVE_RATE	FLIGHT_NUMBER
6	AM123
1	YM445

4-List Flights that have best feedback?

```

SELECT COUNT(C.PASSENGER_SATISFACTION_RATE) AS
NUMBER_OF_POSITIVE_FEEDBACKS ,F.FLIGHT_NUMBER
FROM
CUSTOMER_RATE_FACT C
JOIN FLIGHT_DIMENSION F
ON
C.FLIGHT_KEY=F.FLIGHT_KEY
JOIN CUSTOMER_SERVICES_DIMENSION S
ON
S.CUSTOMER_SERV_KEY=C.CUSTOMER_SERV_KEY
WHERE C.PASSENGER_SATISFACTION_RATE >= 7 AND S.DESCRPTION ='FEEDBACK'
GROUP BY F.FLIGHT_NUMBER
ORDER BY NUMBER_OF_POSITIVE_FEEDBACKS DESC;

```

```

1 --List Flights that have best feedback?
2 SELECT COUNT(C.PASSENGER_SATISFACTION_RATE) AS NUMBER_OF_POSITIVE_FEEDBACKS ,F.FLIGHT_NUMBER
3 FROM
4 CUSTOMER_RATE_FACT C
5 JOIN FLIGHT_DIMENSION F
6 ON
7 C.FLIGHT_KEY=F.FLIGHT_KEY
8 JOIN CUSTOMER_SERVICES_DIMENSION S
9 ON
10 S.CUSTOMER_SERV_KEY=C.CUSTOMER_SERV_KEY
11 WHERE C.PASSENGER_SATISFACTION_RATE >= 7 AND S.DESCRPTION ='FEEDBACK'
12 GROUP BY F.FLIGHT_NUMBER
13 ORDER BY NUMBER_OF_POSITIVE_FEEDBACKS DESC;

```

Data Grid

NUMBER_OF_POSITIVE_FEEDBACKS	FLIGHT_NUMBER
3	AH435
3	OR569
2	NY123

5-List Top Loyal Frequent Flyers ?

```
SELECT COUNT(B.PASSENGER_KEY) AS NUMBER_OF_FLIGHTS,P.FIRST_NAME ,
P.LAST_NAME , P.PASSPORT_NUMBER ,F.CLASS_NAME
FROM PASSENGER_DIMENSION P
JOIN FREQUENT_FLYER_CLASS_DIMENSION F
ON
P.FREQUENT_FLYER_CLASS_KEY=F.FREQUENT_FLYER_CLASS_KEY
JOIN BOOKING_TRANSACTION_FACT B
ON
P.PASSENGER_KEY=B.PASSENGER_KEY
WHERE F.CLASS_NAME <> 'NON FF'
GROUP BY P.FIRST_NAME , P.LAST_NAME , P.PASSPORT_NUMBER ,F.CLASS_NAME
ORDER BY NUMBER_OF_FLIGHTS DESC;
```

The screenshot shows a SQL query editor with the following query:

```
--List Top Loyal Frequent Flyers ?
SELECT COUNT(B.PASSENGER_KEY) AS NUMBER_OF_FLIGHTS,P.FIRST_NAME , P.LAST_NAME , P.PASSPORT_NUMBER ,F.CLASS_NAME
FROM PASSENGER_DIMENSION P
JOIN FREQUENT_FLYER_CLASS_DIMENSION F
ON
P.FREQUENT_FLYER_CLASS_KEY=F.FREQUENT_FLYER_CLASS_KEY
JOIN BOOKING_TRANSACTION_FACT B
ON
P.PASSENGER_KEY=B.PASSENGER_KEY
WHERE F.CLASS_NAME <> 'NON FF'
GROUP BY P.FIRST_NAME , P.LAST_NAME , P.PASSPORT_NUMBER ,F.CLASS_NAME
ORDER BY NUMBER_OF_FLIGHTS DESC;
```

Below the query editor, a data grid displays the results of the query. The grid has five columns: NUMBER_OF_FLIGHTS, FIRST_NAME, LAST_NAME, PASSPORT_NUMBER, and CLASS_NAME. The results are as follows:

NUMBER_OF_FLIGHTS	FIRST_NAME	LAST_NAME	PASSPORT_NUMBER	CLASS_NAME
4	OMAR	LOAY	A13198480	SILVER
4	Mariem	Shawky	A22446688	TITANIUM
2	Mayar	Hany	A24681045	GOLD
2	Nayra	Gabr	A12345678	TITANIUM