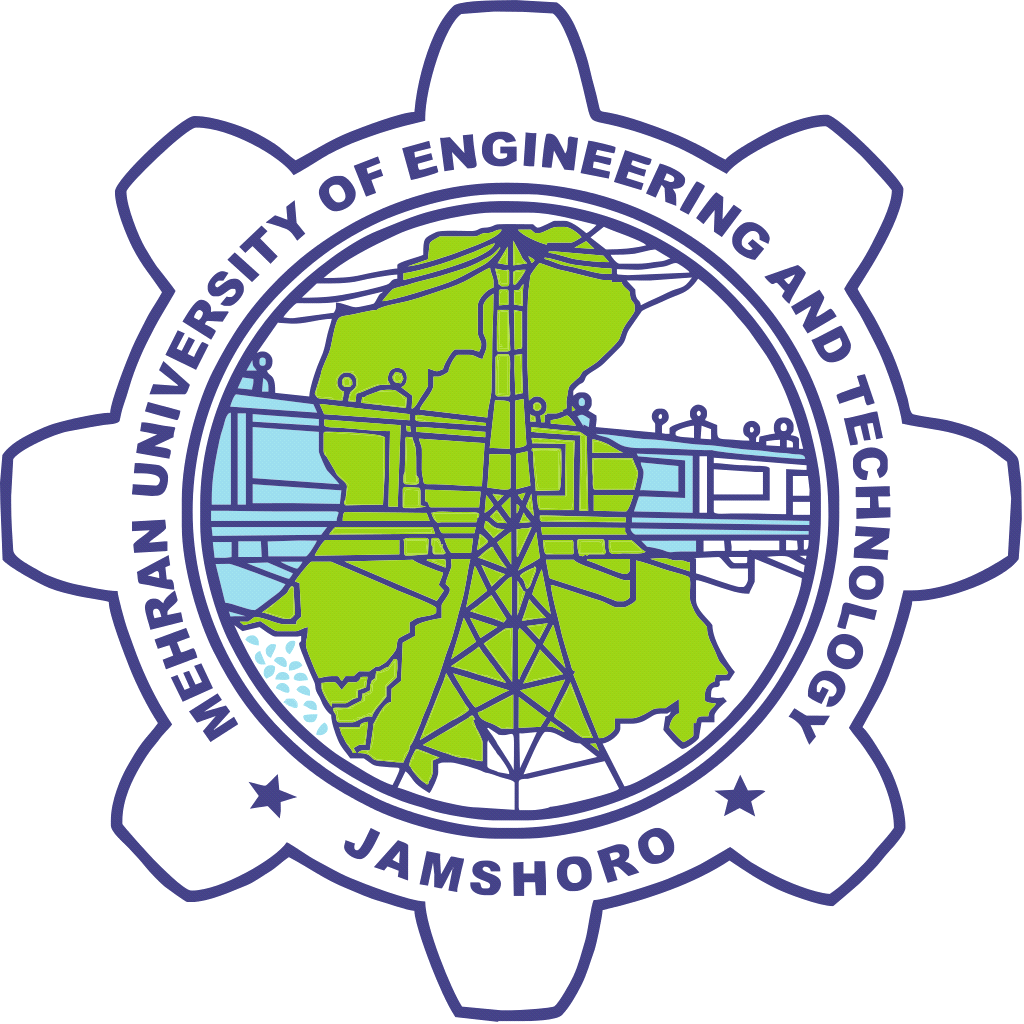
***DATA WAREHOUSING & MINNING TECHNIQUES***

***SUBMITTED TO:MA’AM RABEEA JAFFARI***

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***SUBMITTED BY: (16SW21 , 16SW31 , 16SW33 , 16SW85)***

***SECTION: 01***

**PRACTICAL:05**

OBJECTIVE: **To learn conceptual and logical DW Design.**

1. Draw M/ERDs for the following scenarios represented by ERDs and business rules to ease your task.
2. **Scenario 1: Advertising**



**Business Rules**

1. Advertisements are placed by Agencies.

2. Advertisements are placed by Channels, such as TV or Print.

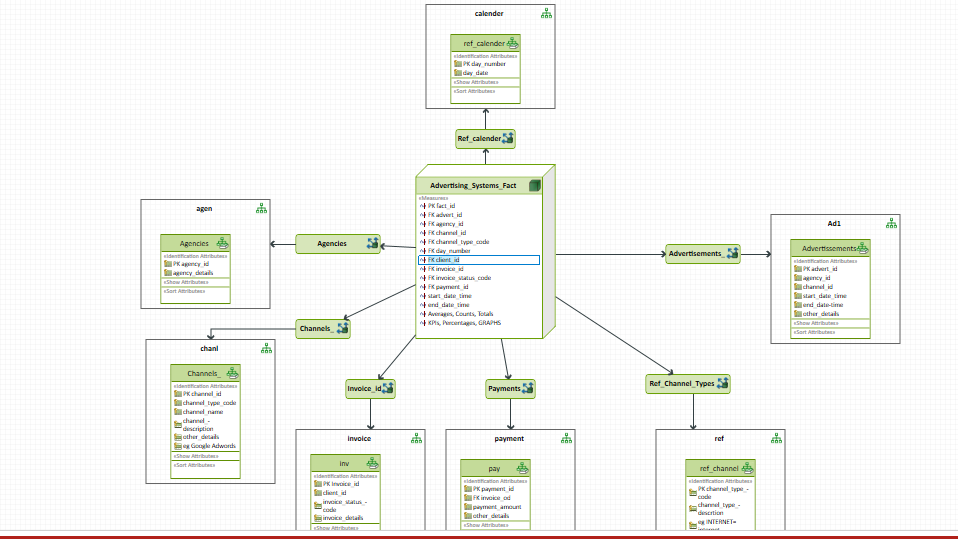
3. Advertisements can be part of a Marketing Campaign.

4. Invoices are produced and result in Payments.

5. Advertisements result in Responses.

6. Responses can be analysed by Demographics.

**Dimensional Model:**

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1. **Scenario 2: Amusement Parks**



**Business Rules**

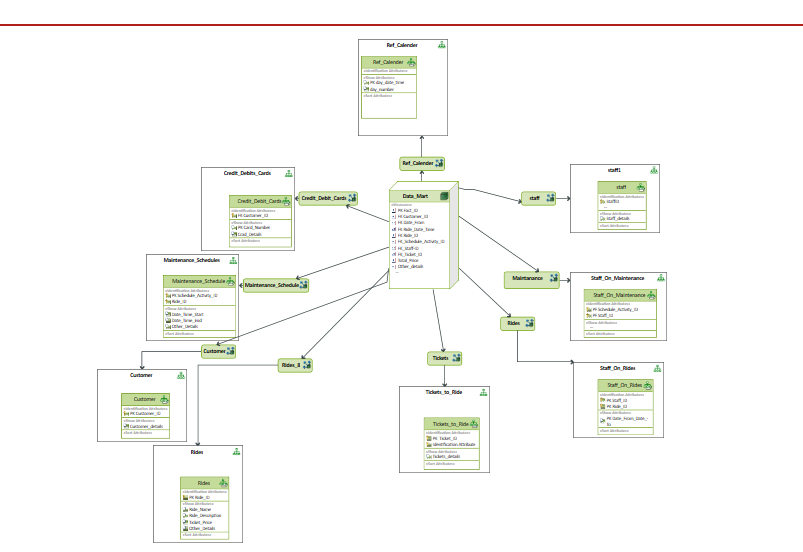
1. Rides are available.

2. Customers use Credit or Debit Cards to buy Tickets to Ride.

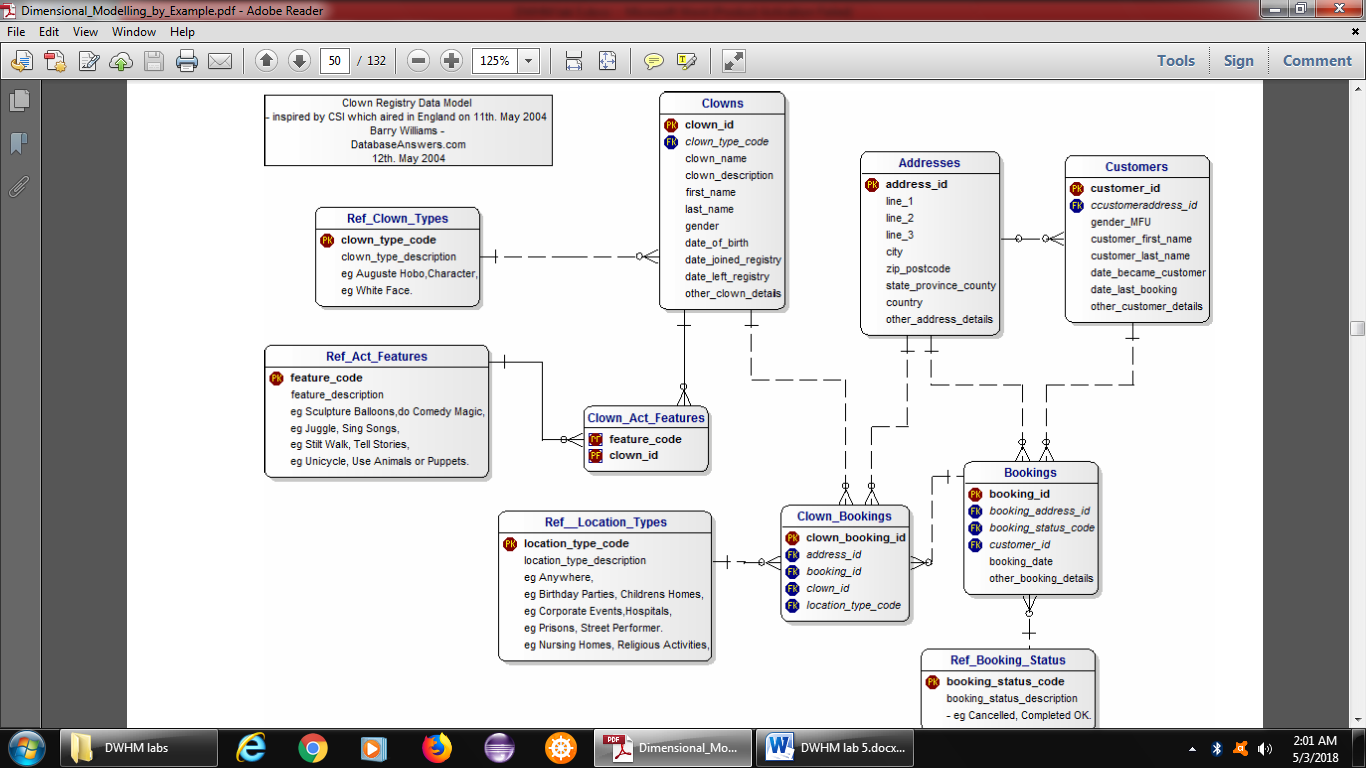
3. Staff operate the Rides.

4. Staff also work on Maintenance Schedules for the Rides.

**Dimensional Model:**

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1. **Scenario 3: Clown registry**



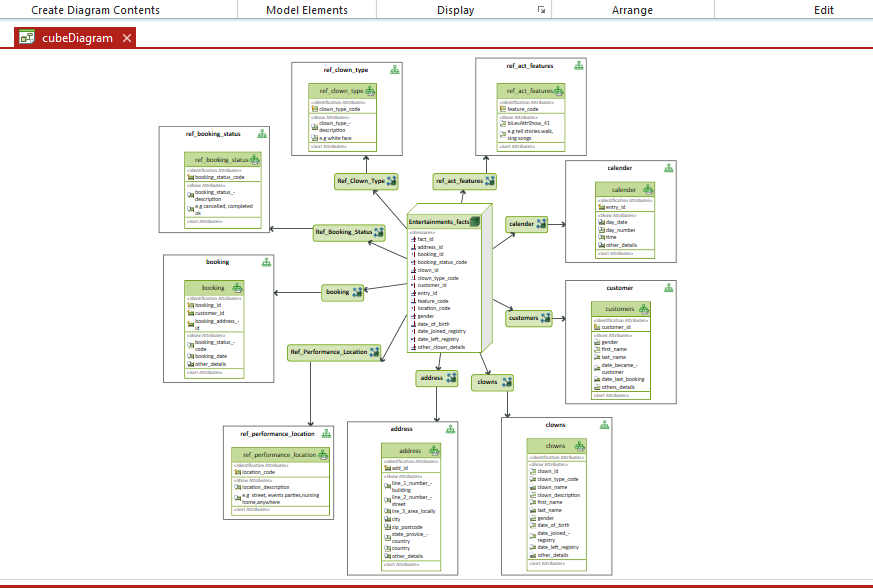
**Business Rules**

1. People registered as Clowns are stored in the Clowns Table.

2. A Clown can have Acts with specific Features.

3. Clowns accept Bookings to perform at specific Locations for specific Customers.

**Dimensional Model:**

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