



CS 412 Intro. to Data Mining

Chapter 4. Data Warehousing and On-line Analytical Processing

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Chapter 4: Data Warehousing and On-line Analytical Processing

- Data Warehouse: Basic Concepts 
- Data Warehouse Modeling: Data Cube and OLAP
- Data Warehouse Design and Usage
- Data Warehouse Implementation
- Summary

What is a Data Warehouse?

- Defined in many different ways, but not rigorously
 - A decision support database that is maintained **separately** from the organization's operational database
 - Support **information processing** by providing a solid platform of consolidated, historical data for analysis
- “A data warehouse is a subject-oriented, integrated, time-variant, and nonvolatile collection of data in support of management’s decision-making process.”—W. H. Inmon
- Data warehousing:
 - The process of constructing and using data warehouses

Data Warehouse—Subject-Oriented

- Organized around major subjects, such as **customer, product, sales**
- Focusing on the modeling and analysis of data for decision makers, not on daily operations or transaction processing
- Provide **a simple and concise** view around particular subject issues by **excluding data that are not useful in the decision support process**

Data Warehouse—Integrated

ମେଳା, ରୂପ, ମୁଦ୍ରଣ, ବ୍ୟବସାୟ

- Constructed by integrating multiple, heterogeneous data sources
 - relational databases, flat files, on-line transaction records
- Data cleaning and data integration techniques are applied.
 - Ensure consistency in naming conventions, encoding structures, attribute measures, etc. among different data sources
- Ex. Hotel price: differences on currency, tax, breakfast covered, and parking
- When data is moved to the warehouse, it is converted

Data Warehouse—Time Variant

- ❑ The time horizon for the data warehouse is significantly longer than that of operational systems
 - ❑ Operational database: current value data
 - ❑ Data warehouse data: provide information from a historical perspective (e.g., past 5-10 years)
- ❑ Every key structure in the data warehouse
 - ❑ Contains an element of time, explicitly or implicitly
 - ❑ But the key of operational data may or may not contain “time element”

Data Warehouse—Nonvolatile

- ❑ Independence
 - ❑ A **physically separate store** of data transformed from the operational environment
- ❑ Static: Operational **update of data does not occur** in the data warehouse environment
 - ❑ Does not require transaction processing, recovery, and concurrency control mechanisms
 - ❑ Requires only two operations in data accessing:
 - ❑ *initial loading of data* and *access of data*

Answer Data Base

OLTP vs. OLAP

Data ware house

- OLTP: Online transactional processing
 - DBMS operations
 - Query and transactional processing
- OLAP: Online analytical processing
 - Data warehouse operations
 - Drilling, slicing, dicing, etc.

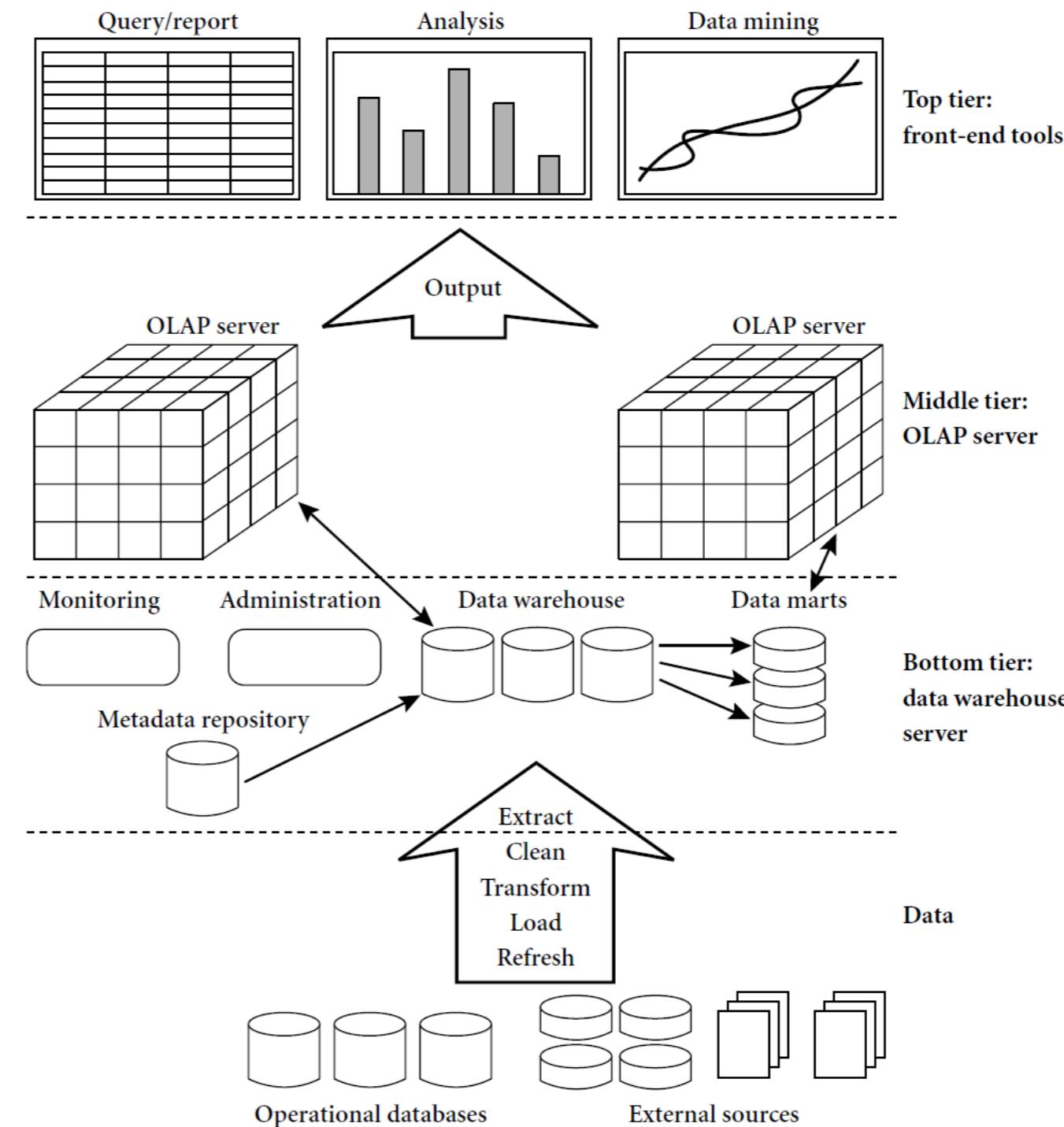
	OLTP	OLAP
users	clerk, IT professional	knowledge worker
function	day-to-day operations	decision support
DB design	application-oriented	subject-oriented
data	current, up-to-date detailed, flat relational isolated	historical, summarized, multidimensional integrated, consolidated
usage	repetitive	ad-hoc
access	read/write index/hash on prim. key	lots of scans
unit of work	short, simple transaction	complex query
# records accessed	tens	millions
# users	thousands	hundreds
DB size	100MB-GB	100GB-TB
metric	transaction throughput	query throughput, response

Why a Separate Data Warehouse?

- High performance for both systems
- DBMS— tuned for OLTP: access methods, indexing, concurrency control, recovery
- Warehouse—tuned for OLAP: complex OLAP queries, multidimensional view, consolidation
- Different functions and different data:
 - missing data: Decision support requires historical data which operational DBs do not typically maintain
 - data consolidation: DS requires consolidation (aggregation, summarization) of data from heterogeneous sources
 - data quality: different sources typically use inconsistent data representations, codes and formats which have to be reconciled
- Note: There are more and more systems which perform OLAP analysis directly on relational databases

Data Warehouse: A Multi-Tiered Architecture

- Top Tier: Front-End Tools
- Middle Tier: OLAP Server
- Bottom Tier: Data
- Warehouse Server
- Data



Three Data Warehouse Models

- **Enterprise warehouse**
 - Collects all of the information about subjects spanning the entire organization
- **Data Mart**
 - A subset of corporate-wide data that is of value to a specific groups of users
 - Its scope is confined to specific, selected groups, such as marketing data mart
 - Independent vs. dependent (directly from warehouse) data mart
- **Virtual warehouse**
 - A set of views over operational databases
 - Only some of the possible summary views may be materialized

Extraction, Transformation, and Loading (ETL)

- Data extraction**
 - get data from multiple, heterogeneous, and external sources
- Data cleaning**
 - detect errors in the data and rectify them when possible
- Data transformation**
 - convert data from legacy or host format to warehouse format
- Load**
 - sort, summarize, consolidate, compute views, check integrity, and build indices and partitions
- Refresh**
 - propagate the updates from the data sources to the warehouse

Metadata Repository

- **Meta data** is the data defining warehouse objects. It stores:
 - Description of the structure of the data warehouse
 - schema, view, dimensions, hierarchies, derived data defn, data mart locations and contents
 - Operational meta-data
 - data lineage (history of migrated data and transformation path), currency of data (active, archived, or purged), monitoring information (warehouse usage statistics, error reports, audit trails)
 - The algorithms used for summarization
 - The mapping from operational environment to the data warehouse
 - Data related to system performance
 - warehouse schema, view and derived data definitions
 - Business data
 - business terms and definitions, ownership of data, charging policies

Chapter 4: Data Warehousing and On-line Analytical Processing

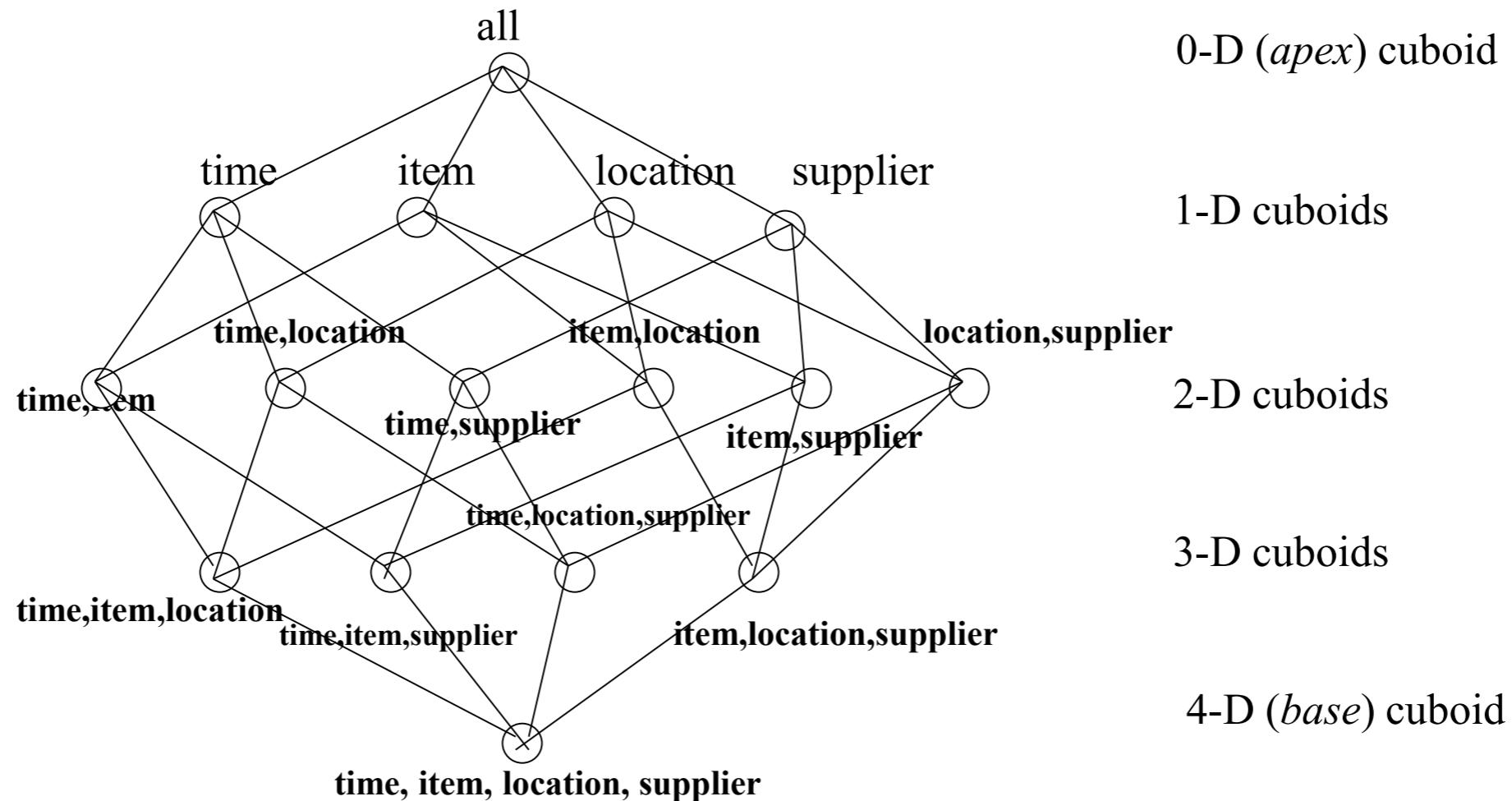
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From Tables and Spreadsheets to Data Cubes

- A **data warehouse** is based on a multidimensional data model which views data in the form of a data cube
- A data cube, such as sales, allows data to be modeled and viewed in multiple dimensions
 - **Dimension tables**, such as item (item_name, brand, type), or time(day, week, month, quarter, year) *የችሬዎች በፊርማ ደንብ እና ስምምነት*
 - **Fact table** contains **measures** (such as dollars_sold) and keys to each of the related **dimension tables** *ክፍልዎች በፊርማ እና ስምምነት*
- **Data cube**: A lattice of cuboids
 - In data warehousing literature, an n-D base cube is called a **base cuboid**
 - The top most 0-D cuboid, which holds the highest-level of summarization, is called the **apex cuboid**
 - The lattice of cuboids forms a **data cube**.

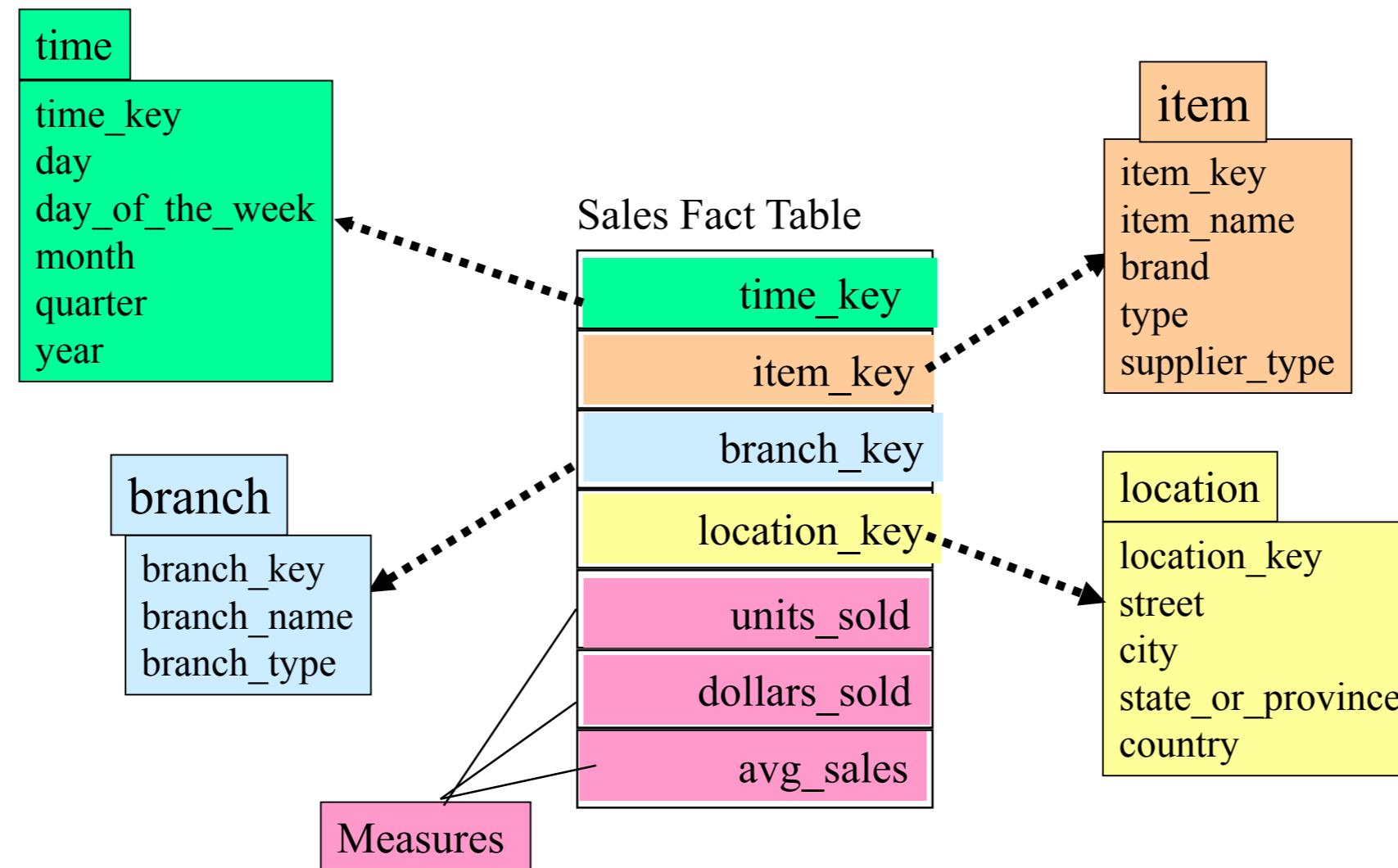
Data Cube: A Lattice of Cuboids



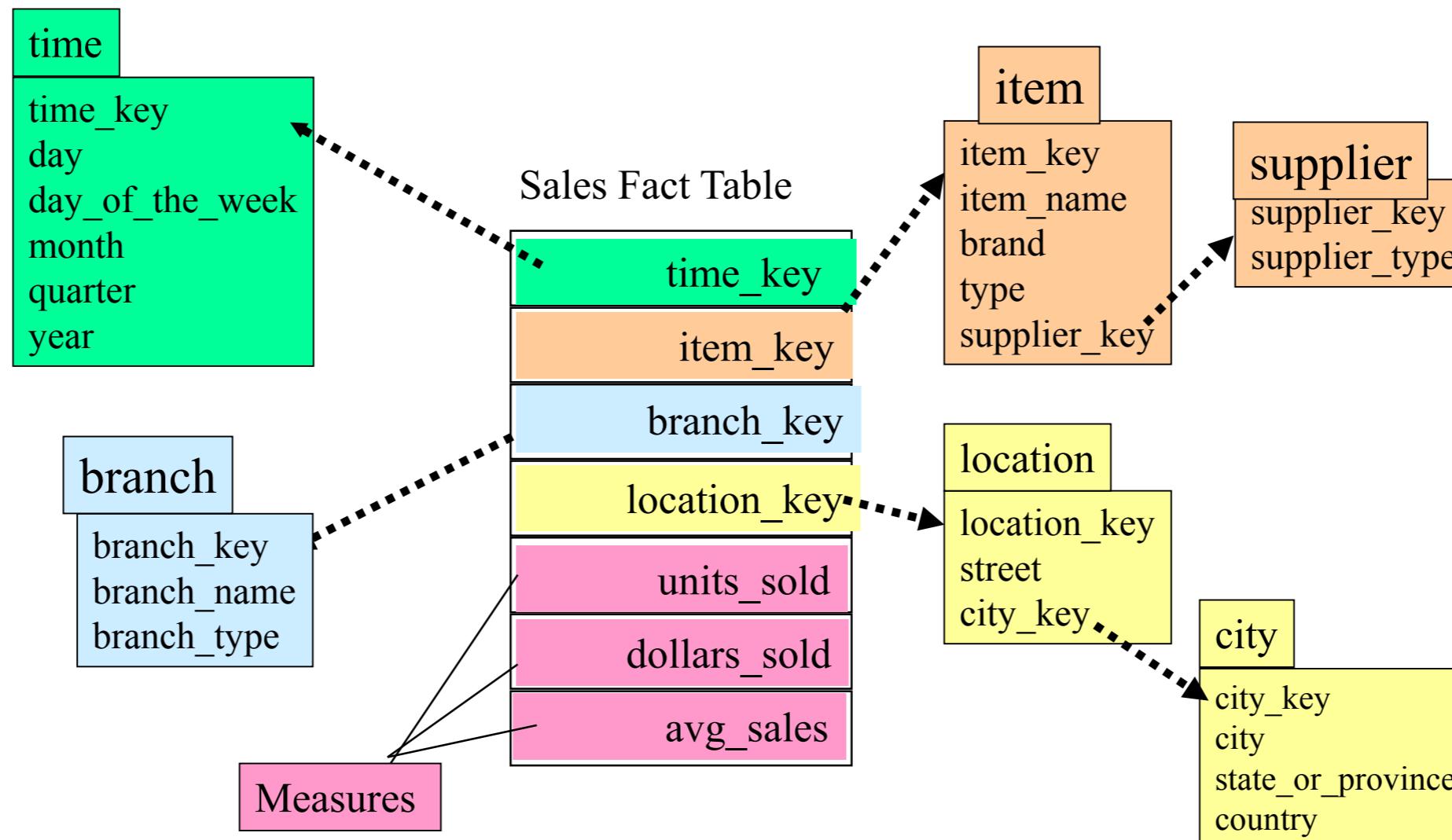
Conceptual Modeling of Data Warehouses

- Modeling data warehouses: dimensions & measures
 - Star schema: A fact table in the middle connected to a set of dimension tables
 - Snowflake schema: A refinement of star schema where some dimensional hierarchy is normalized into a set of smaller dimension tables, forming a shape similar to snowflake
 - Fact constellations: Multiple fact tables share dimension tables, viewed as a collection of stars, therefore called **galaxy schema** or fact constellation

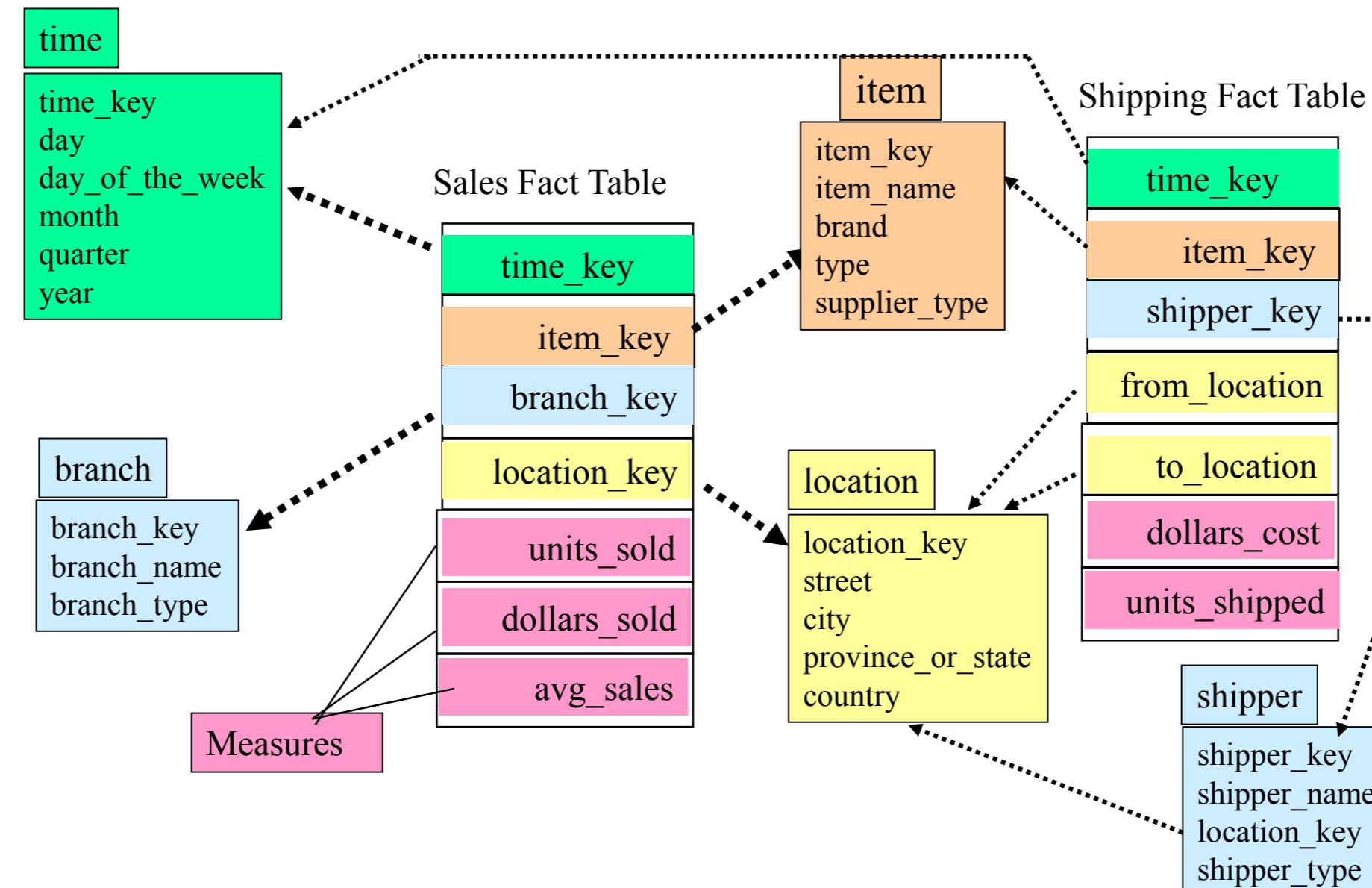
Star Schema: An Example



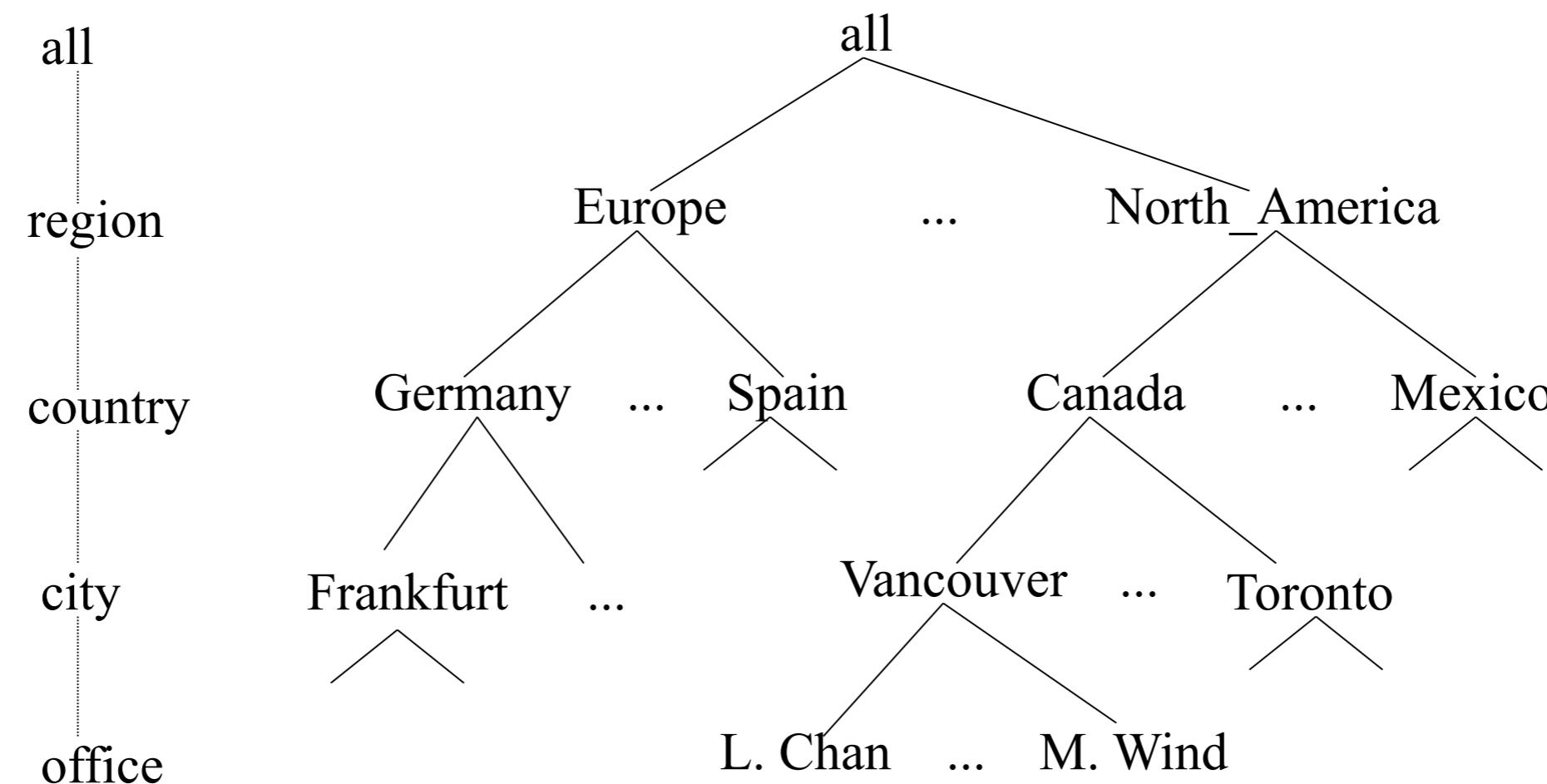
Snowflake Schema: An Example



Fact Constellation: An Example



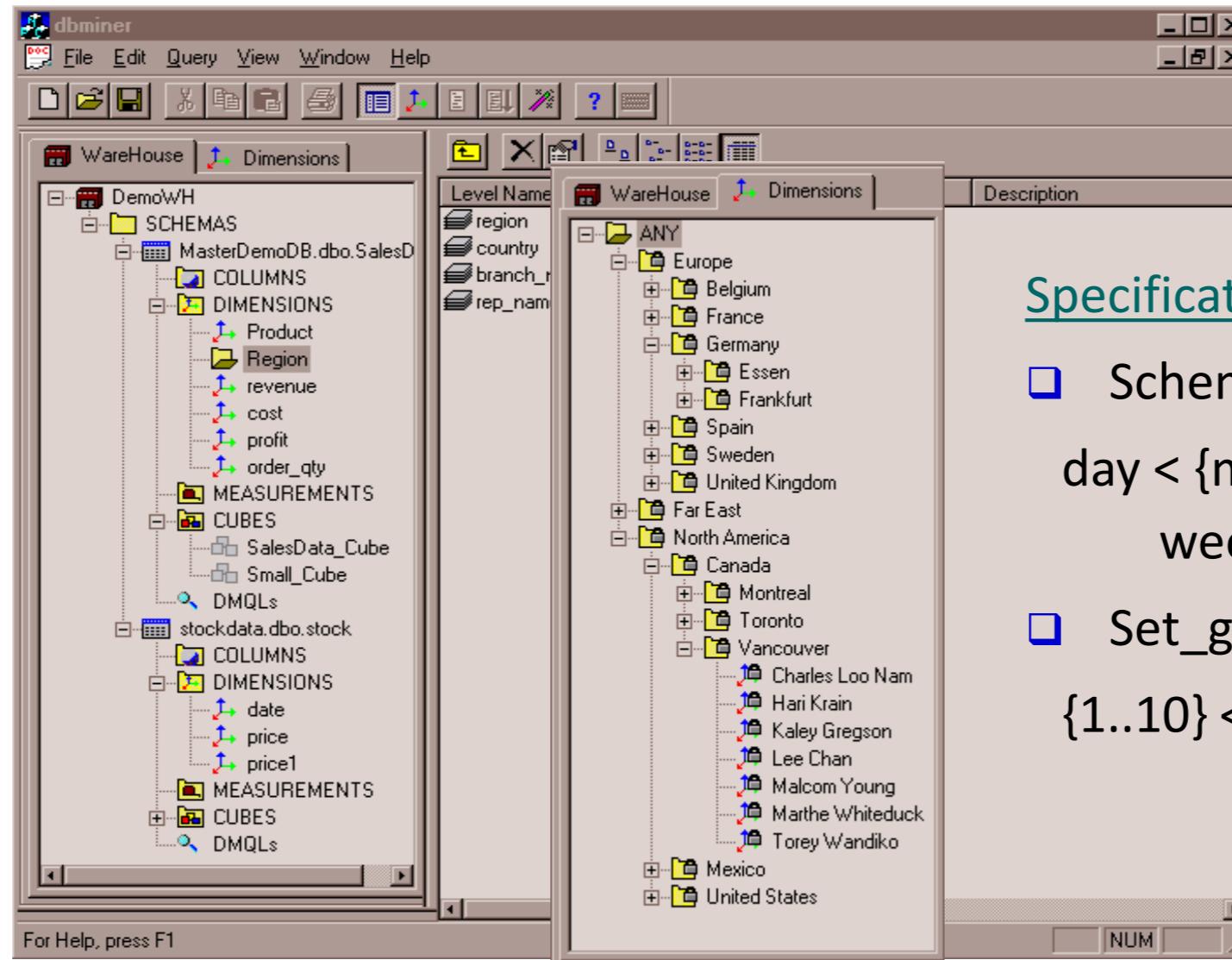
A Concept Hierarchy for a Dimension (location)



Data Cube Measures: Three Categories

- **Distributive**: if the result derived by applying the function to n aggregate values is the same as that derived by applying the function on all the data without partitioning
 - E.g., `count()`, `sum()`, `min()`, `max()`
- **Algebraic**: if it can be computed by an algebraic function with M arguments (where M is a bounded integer), each of which is obtained by applying a distributive aggregate function
 - $\text{avg}(x) = \text{sum}(x) / \text{count}(x)$
 - Is `min_N()` an algebraic measure? How about `standard_deviation()`?
- **Holistic**: if there is no constant bound on the storage size needed to describe a subaggregate.
 - E.g., `median()`, `mode()`, `rank()`

View of Warehouses and Hierarchies



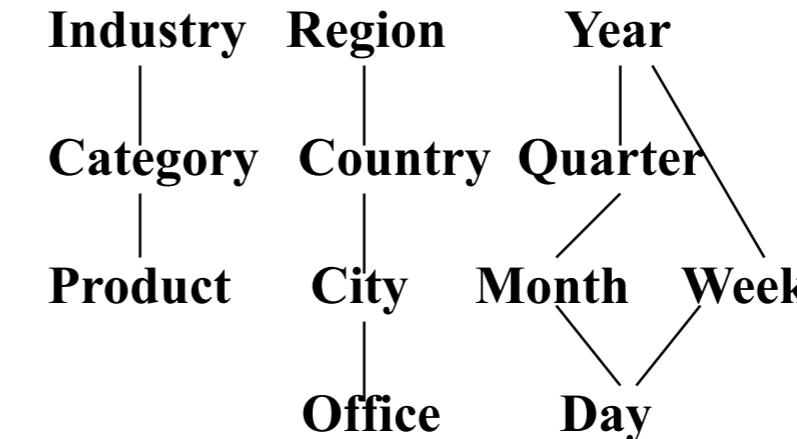
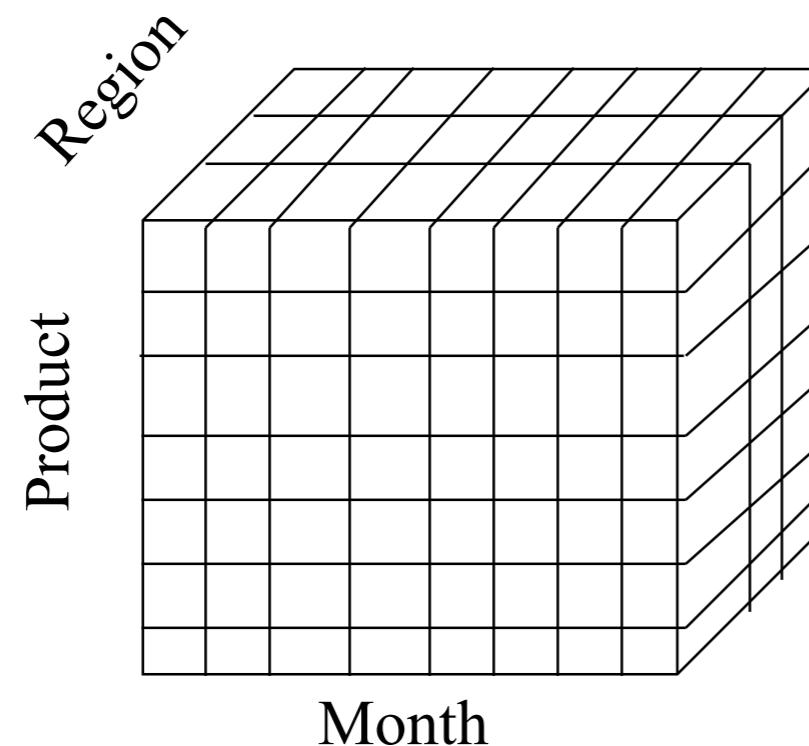
Specification of hierarchies

- Schema hierarchy
day < {month < quarter;
week} < year
- Set_grouping hierarchy
{1..10} < inexpensive

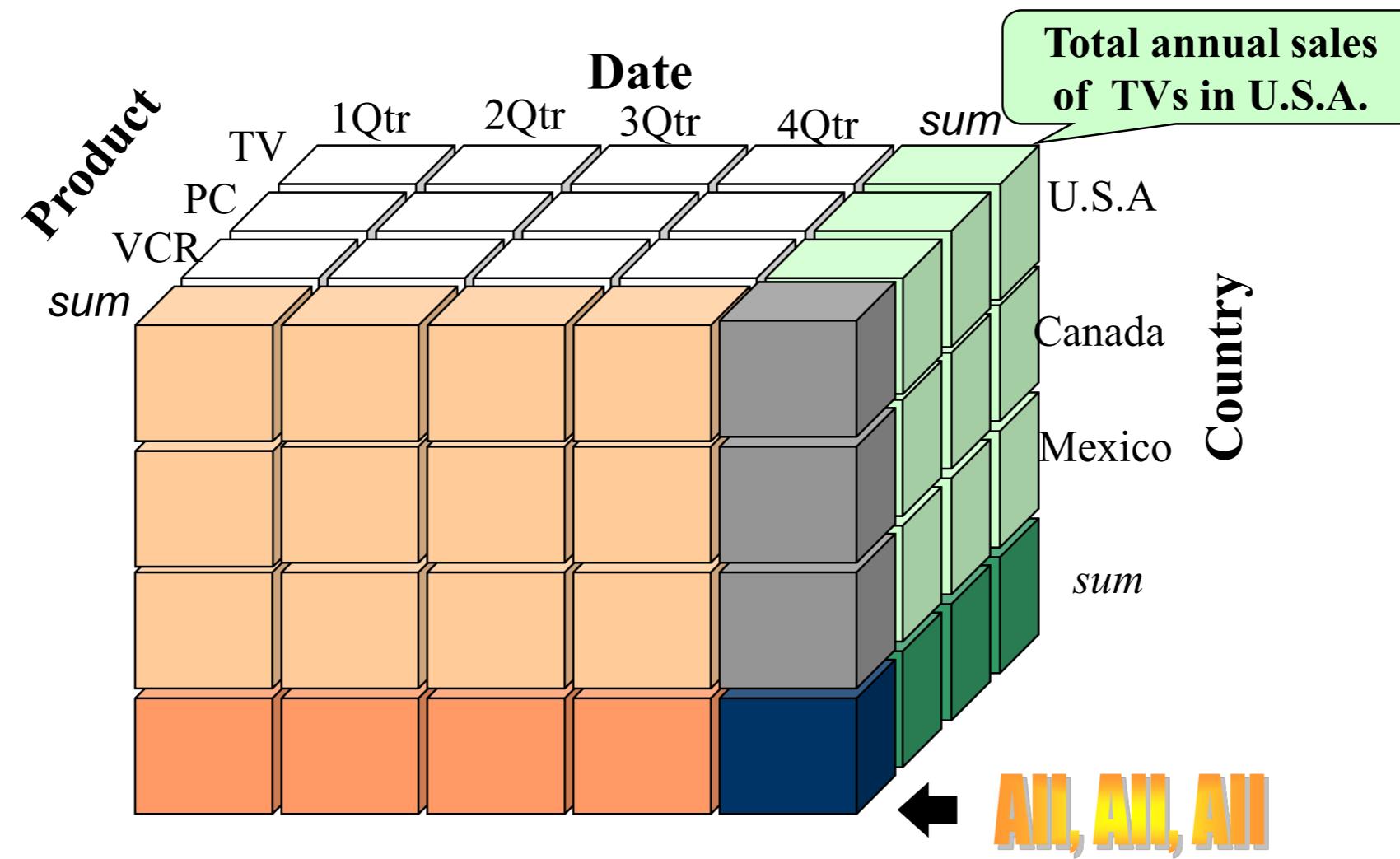
Multidimensional Data

- Sales volume as a function of product, month, and region

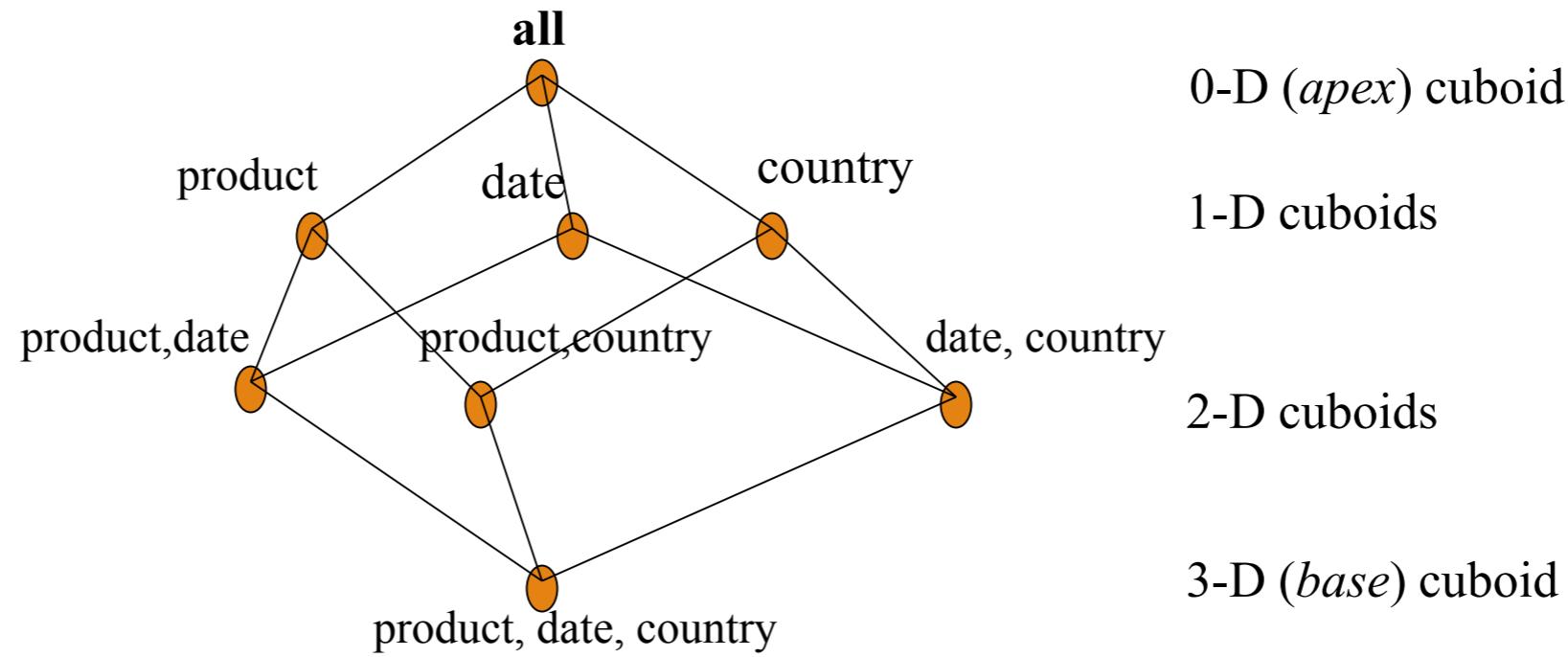
Dimensions: *Product, Location, Time*
Hierarchical summarization paths



A Sample Data Cube



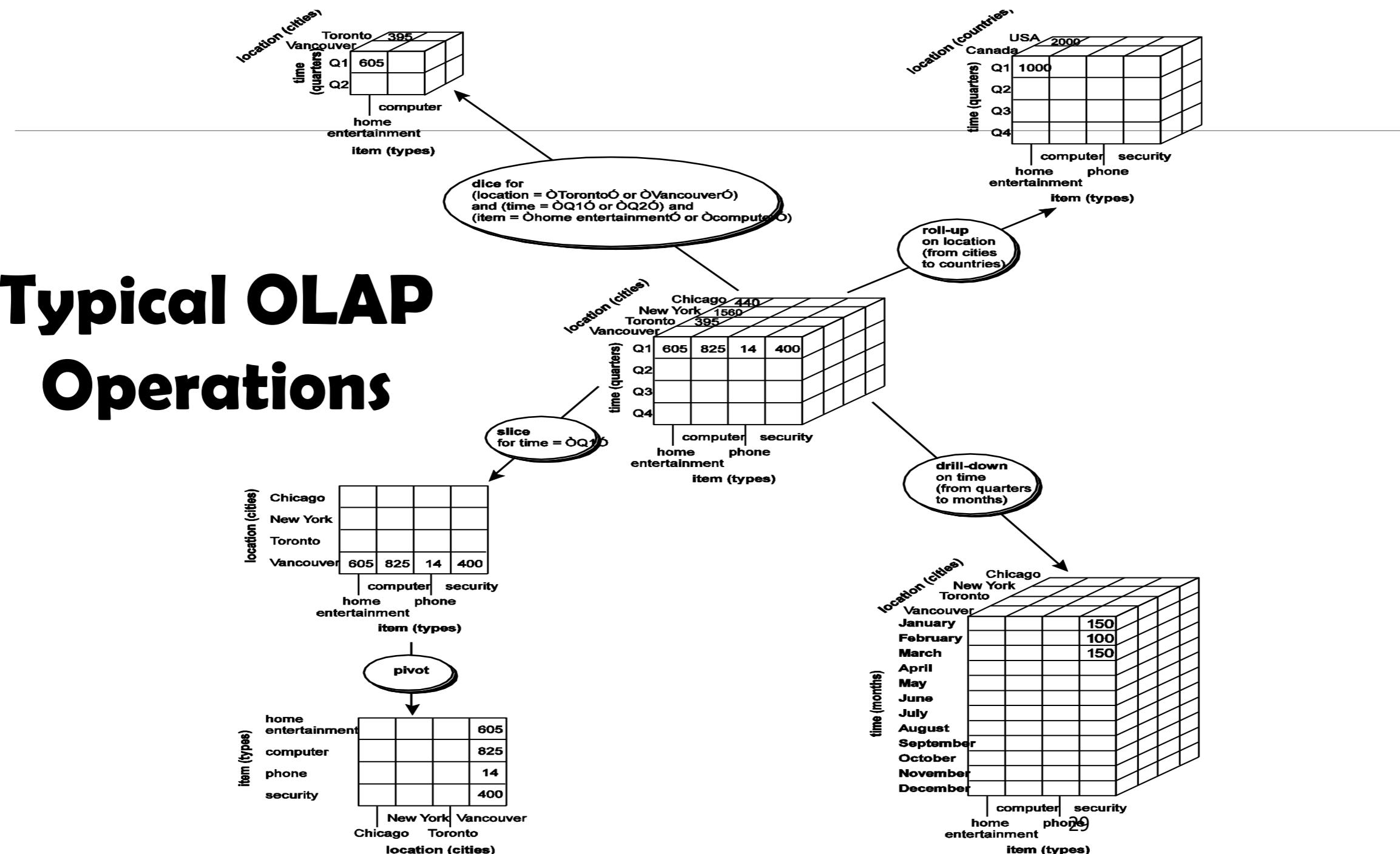
Cuboids Corresponding to the Cube



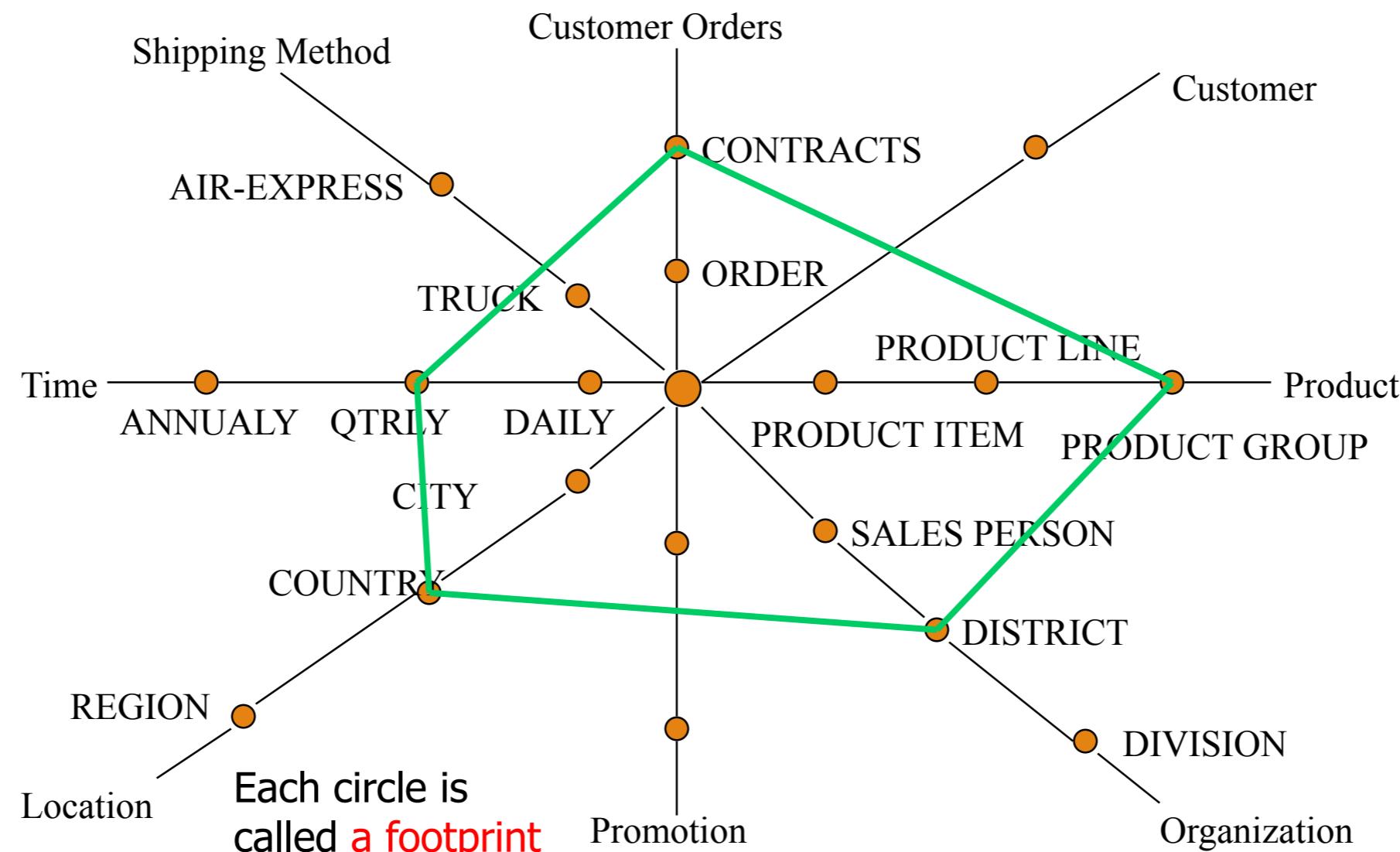
Typical OLAP Operations

- Roll up (drill-up): summarize data
 - *by climbing up hierarchy or by dimension reduction*
- Drill down (roll down): reverse of roll-up
 - *from higher level summary to lower level summary or detailed data, or introducing new dimensions*
- Slice and dice: *project and select*
- Pivot (rotate):
 - *reorient the cube, visualization, 3D to series of 2D planes*
- Other operations
 - *Drill across: involving (across) more than one fact table*
 - *Drill through: through the bottom level of the cube to its back-end relational tables (using SQL)*

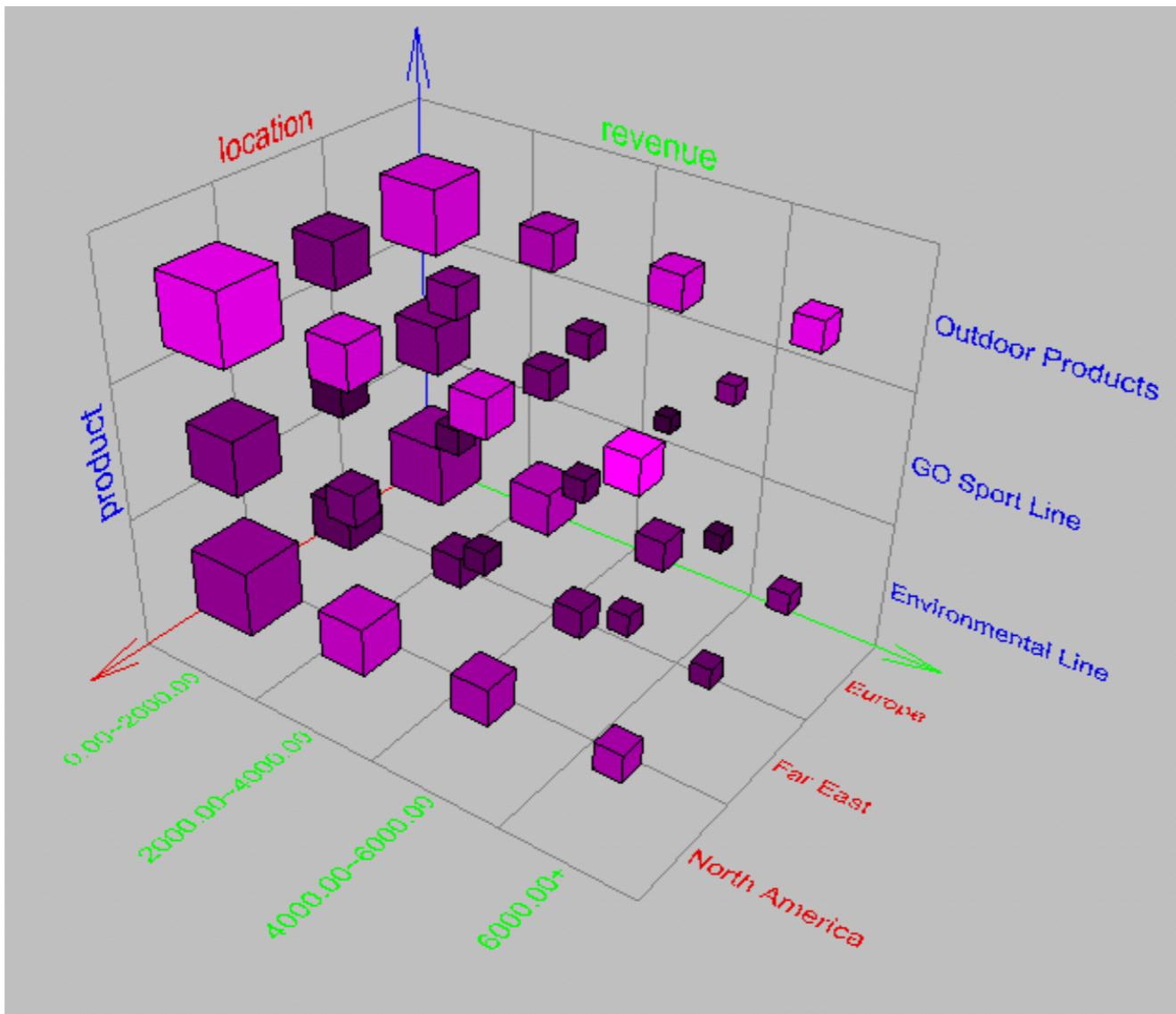
Typical OLAP Operations



A Star-Net Query Model



Browsing a Data Cube



- Visualization
- OLAP capabilities
- Interactive manipulation

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Design of Data Warehouse: A Business Analysis Framework

- Four views regarding the design of a data warehouse
 - Top-down view
 - allows selection of the relevant information necessary for the data warehouse
 - Data source view
 - exposes the information being captured, stored, and managed by operational systems
 - Data warehouse view
 - consists of fact tables and dimension tables
 - Business query view
 - sees the perspectives of data in the warehouse from the view of end-user

Data Warehouse Design Process

- ❑ **Top-down, bottom-up approaches or a combination of both**
 - ❑ Top-down: Starts with overall design and planning (mature)
 - ❑ Bottom-up: Starts with experiments and prototypes (rapid)
- ❑ **From software engineering point of view**
 - ❑ Waterfall: structured and systematic analysis at each step before proceeding to the next
 - ❑ Spiral: rapid generation of increasingly functional systems, short turn around time, quick turn around
- ❑ **Typical data warehouse design process**
 - ❑ Choose a business process to model, e.g., orders, invoices, etc.
 - ❑ Choose the *grain* (*atomic level of data*) of the business process
 - ❑ Choose the dimensions that will apply to each fact table record
 - ❑ Choose the measure that will populate each fact table record

Data Warehouse Usage

- Three kinds of data warehouse applications
 - **Information processing**
 - supports querying, basic statistical analysis, and reporting using crosstabs, tables, charts and graphs
 - **Analytical processing**
 - multidimensional analysis of data warehouse data
 - supports basic OLAP operations, slice-dice, drilling, pivoting
 - **Data mining**
 - knowledge discovery from hidden patterns
 - supports associations, constructing analytical models, performing classification and prediction, and presenting the mining results using visualization tools

From On-Line Analytical Processing (OLAP) to On Line Analytical Mining (OLAM)

- Why online analytical mining?
 - High quality of data in data warehouses
 - DW contains integrated, consistent, cleaned data
 - Available information processing structure surrounding data warehouses
 - ODBC, OLEDB, Web accessing, service facilities, reporting and OLAP tools
 - OLAP-based exploratory data analysis
 - Mining with drilling, dicing, pivoting, etc.
 - On-line selection of data mining functions
 - Integration and swapping of multiple mining functions, algorithms, and tasks

Chapter 4: Data Warehousing and On-line Analytical Processing

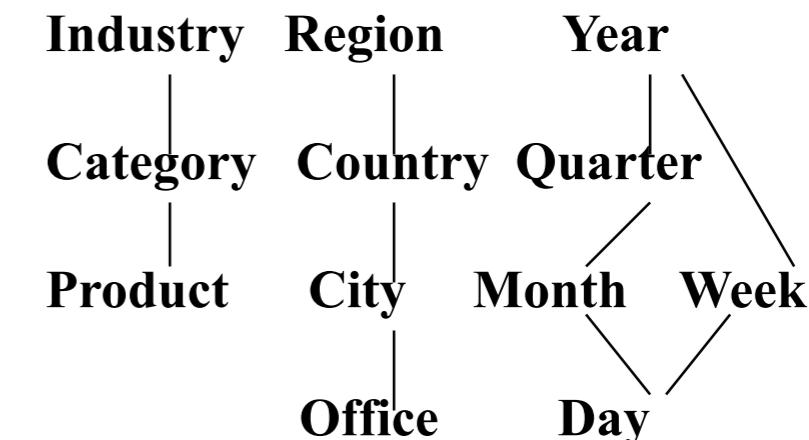
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Efficient Data Cube Computation

- Data cube can be viewed as a lattice of cuboids
 - The bottom-most cuboid is the base cuboid
 - The top-most cuboid (apex) contains only one cell
 - How many cuboids in an n-dimensional cube with L levels?
- Materialization of data cube
 - **Full materialization:** Materialize every (cuboid)
 - **No materialization:** Materialize none (cuboid)
 - **Partial materialization:** Materialize some cuboids
 - Which cuboids to materialize?
 - Selection based on size, sharing, access frequency, etc.

Why this formula?

$$T = \prod_{i=1}^n (L_i + 1)$$



The “Compute Cube” Operator

- ❑ Cube definition and computation in DMQL

```
define cube sales [item, city, year]: sum (sales_in_dollars)  
compute cube sales
```

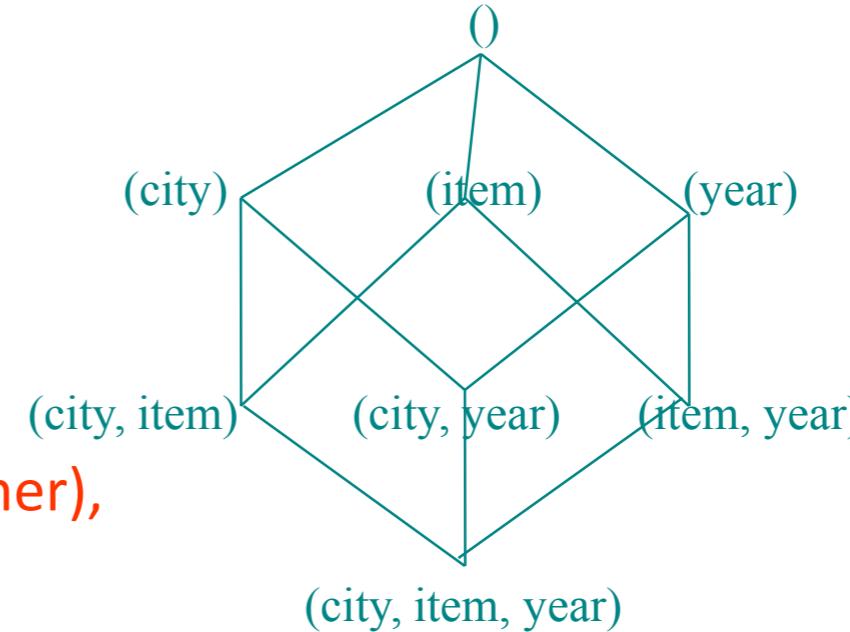
- ❑ Transform it into a SQL-like language (with a new operator `cube by`, introduced by Gray et al.'96)

```
SELECT item, city, year, SUM (amount)  
FROM SALES  
CUBE BY item, city, year
```

- ❑ Need compute the following Group-Bys

(date, product, customer),
(date, product),(date, customer), (product, customer),
(date), (product), (customer)

()



Indexing OLAP Data: Bitmap Index

- Index on a particular column
 - Each value in the column has a bit vector: bit-op is fast
 - The length of the bit vector: # of records in the base table
 - The i -th bit is set if the i -th row of the base table has the value for the indexed column
 - not suitable for high cardinality domains
- A recent bit compression technique, Word-Aligned Hybrid (WAH), makes it work for high cardinality domain as well [Wu, et al. TODS'06]

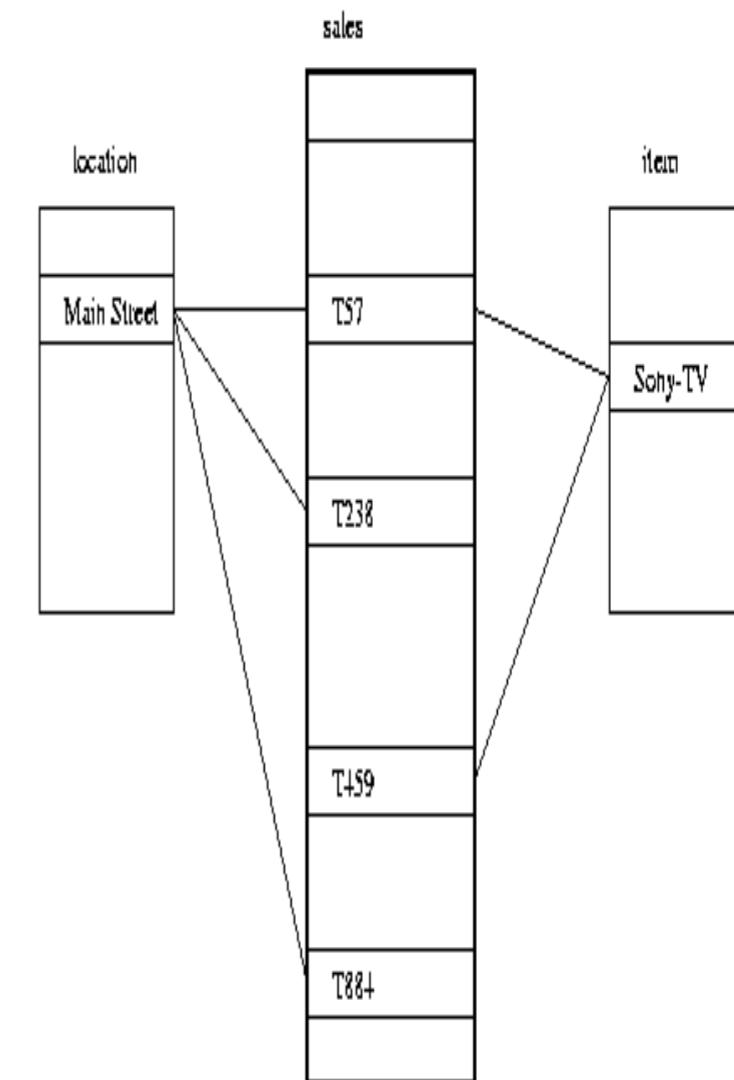
Cust	Region	Type
C1	Asia	Retail
C2	Europe	Dealer
C3	Asia	Dealer
C4	America	Retail
C5	Europe	Dealer

RecID	Asia	Europe	America
1	1	0	0
2	0	1	0
3	1	0	0
4	0	0	1
5	0	1	0

RecID	Retail	Dealer
1	1	0
2	0	1
3	0	1
4	1	0
5	0	1

Indexing OLAP Data: Join Indices

- Join index: $JJ(R\text{-id}, S\text{-id})$ where $R (R\text{-id}, \dots) \bowtie S (S\text{-id}, \dots)$
- Traditional indices map the values to a list of record ids
 - It materializes relational join in JI file and speeds up relational join
- In data warehouses, join index relates the values of the dimensions of a star schema to rows in the fact table.
 - E.g., fact table: *Sales* and two dimensions *city* and *product*
 - A join index on *city* maintains for each distinct city a list of R-IDs of the tuples recording the Sales in the city
 - Join indices can span multiple dimensions



Efficient Processing OLAP Queries

- **Determine which operations** should be performed on the available cuboids
 - Transform drill, roll, etc. into corresponding SQL and/or OLAP operations, e.g., dice = selection + projection
- **Determine which materialized cuboid(s)** should be selected for OLAP op.
 - Let the query to be processed be on $\{brand, province_or_state\}$ with the condition “ $year = 2004$ ”, and there are 4 materialized cuboids available:
 - 1) $\{year, item_name, city\}$
 - 2) $\{year, brand, country\}$
 - 3) $\{year, brand, province_or_state\}$
 - 4) $\{item_name, province_or_state\}$ where $year = 2004$Which should be selected to process the query?
- Explore indexing structures and compressed vs. dense array structs in MOLAP

OLAP Server Architectures

- **Relational OLAP (ROLAP)**

- Use relational or extended-relational DBMS to store and manage warehouse data and OLAP middle ware
- Include optimization of DBMS backend, implementation of aggregation navigation logic, and additional tools and services
- Greater scalability

- **Multidimensional OLAP (MOLAP)**

- Sparse array-based multidimensional storage engine
- Fast indexing to pre-computed summarized data

- **Hybrid OLAP (HOLAP)** (e.g., Microsoft SQLServer)

- Flexibility, e.g., low level: relational, high-level: array
- Specialized SQL servers (e.g., Redbricks)
- Specialized support for SQL queries over star/snowflake schemas

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Summary

- Data warehousing: A multi-dimensional model of a data warehouse
 - A data cube consists of *dimensions & measures*
 - Star schema, snowflake schema, fact constellations
 - OLAP operations: drilling, rolling, slicing, dicing and pivoting
- Data Warehouse Architecture, Design, and Usage
 - Multi-tiered architecture
 - Business analysis design framework
 - Information processing, analytical processing, data mining, OLAM
- Implementation: Efficient computation of data cubes
 - Partial vs. full vs. no materialization
 - Indexing OLAP data: Bitmap index and join index
 - OLAP query processing
 - OLAP servers: ROLAP, MOLAP, HOLAP

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