Data Warehousing and Business Intelligence

Retail Shop System

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Submitted to:

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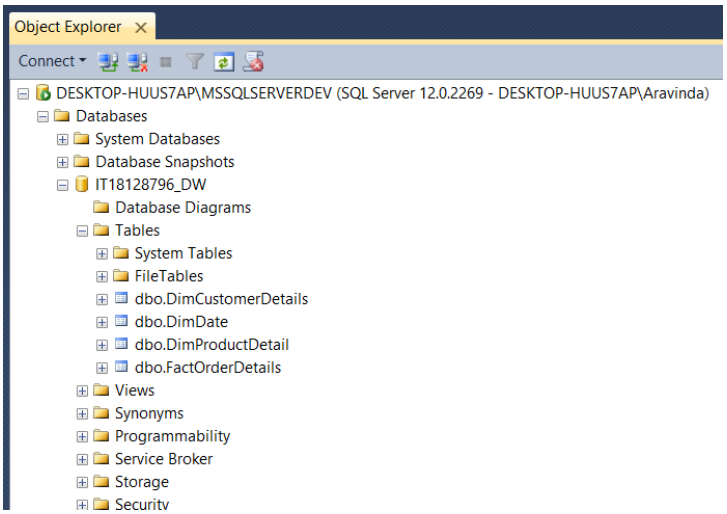
Date of submission

Data source for the assignment

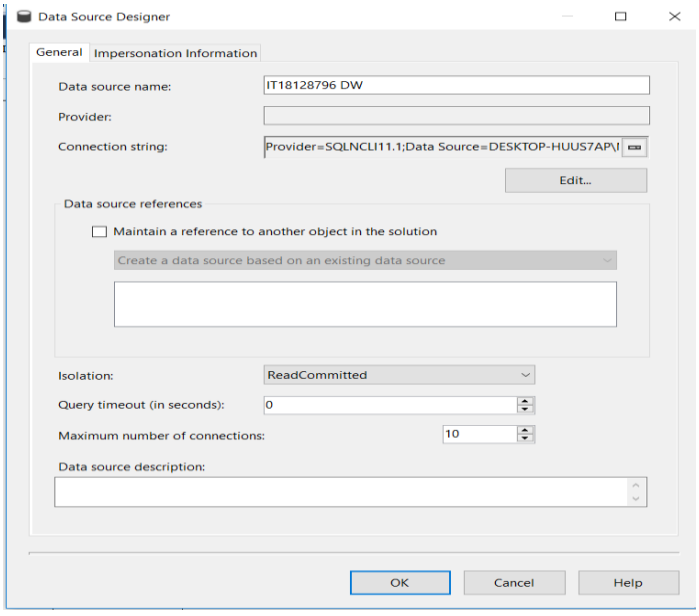
I select my data source from previous assignment which is a retail business organization. This data source that means my previous assignment data warehouse comprise with dimorder, dimdate, dim product and fact order tables.



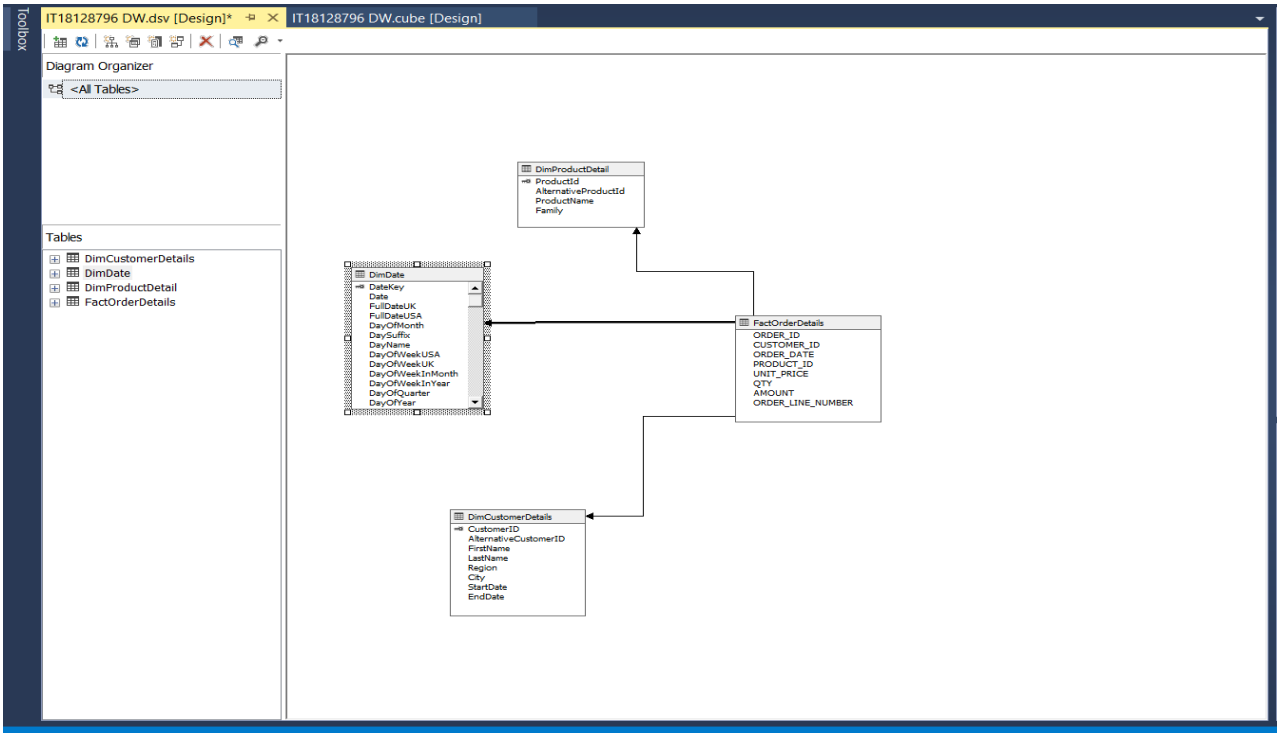
SSAS Cube implementation

Data Source

First I import the data source for the cube place from data warehouse I build.



After I create the data source view. Some table are currently not match with other tables so I have to do it manually. First I click the dim table key and drag and drop the fact table key to match the unmatched table.

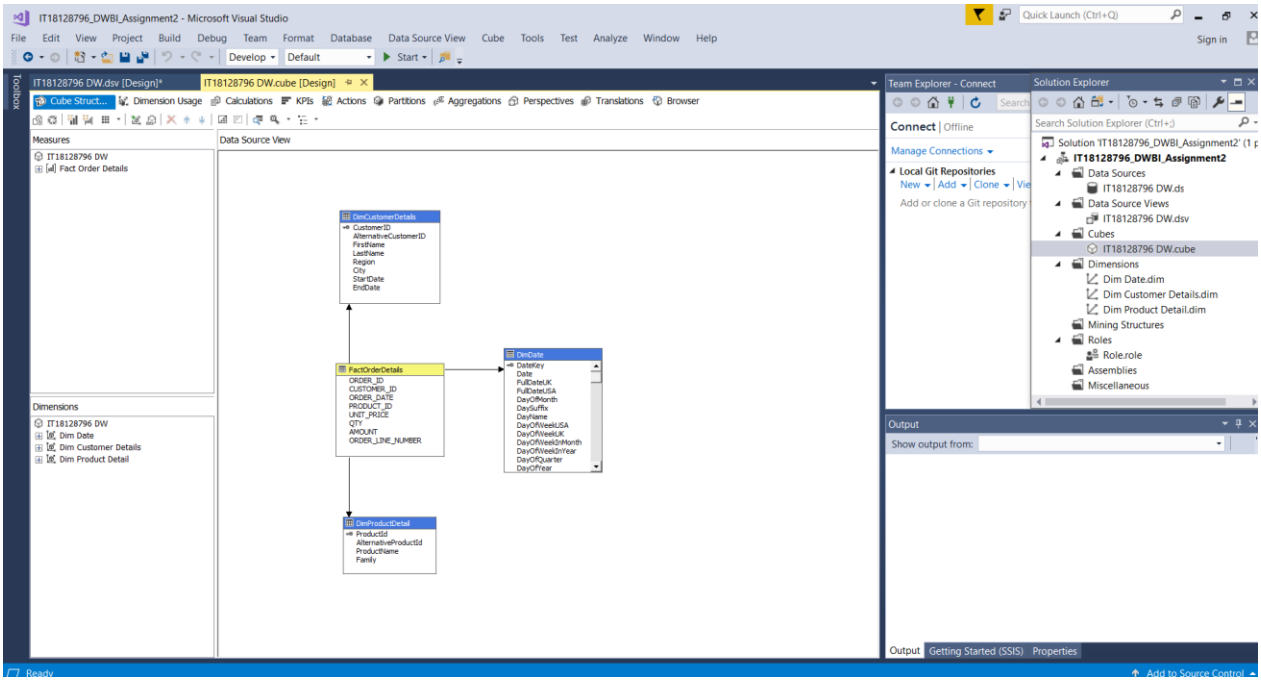


Create Cube

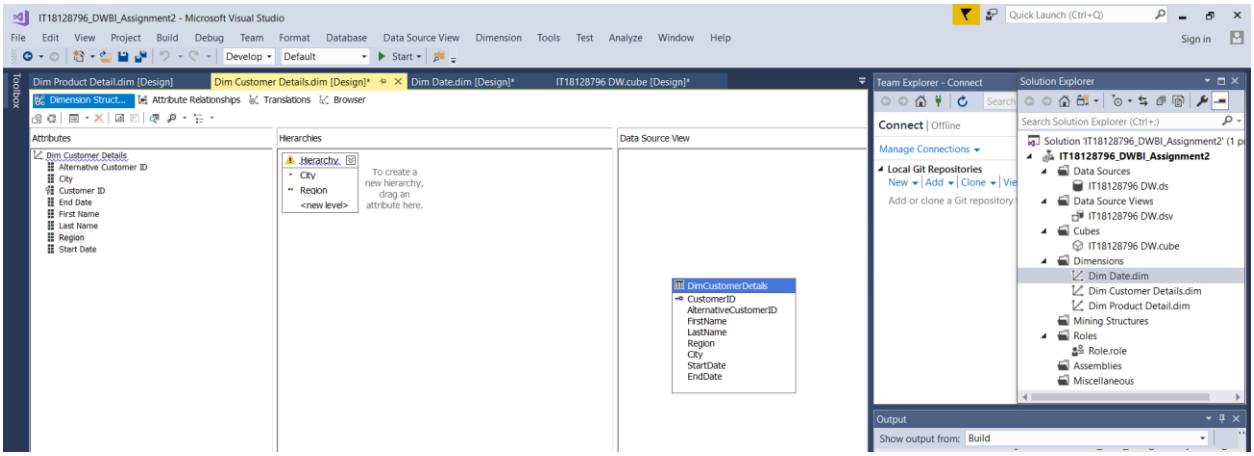
First I right click on cubes and get the wizard. It ask for the measure tables then I select the measure table then next it ask for the dimension tables I select those also.

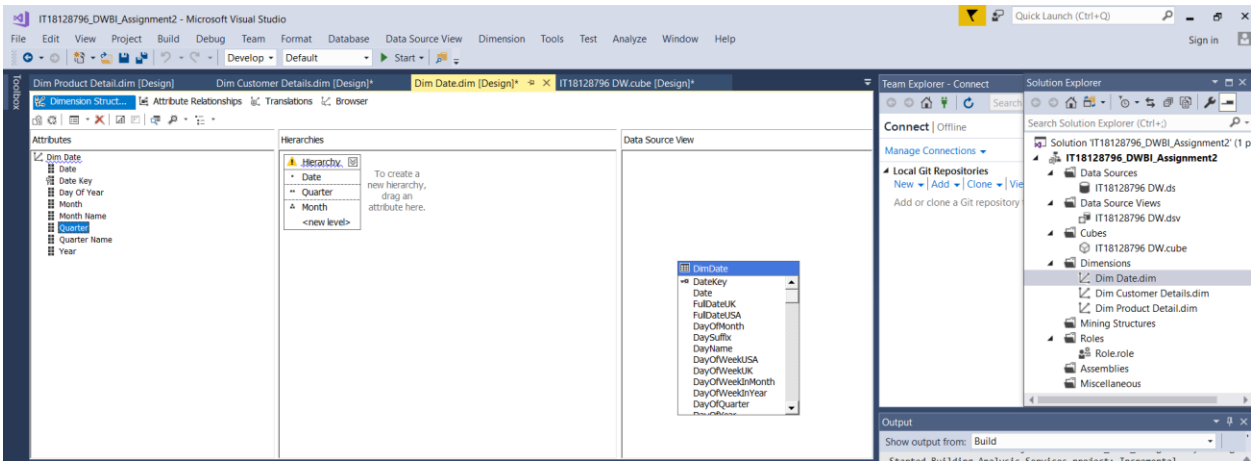
But in Dim table I only see the primary key then I drag and drop relevant attributes to the table and in dim date I did not add each and every column I add only relevant columns to build the cube.

Cube structure

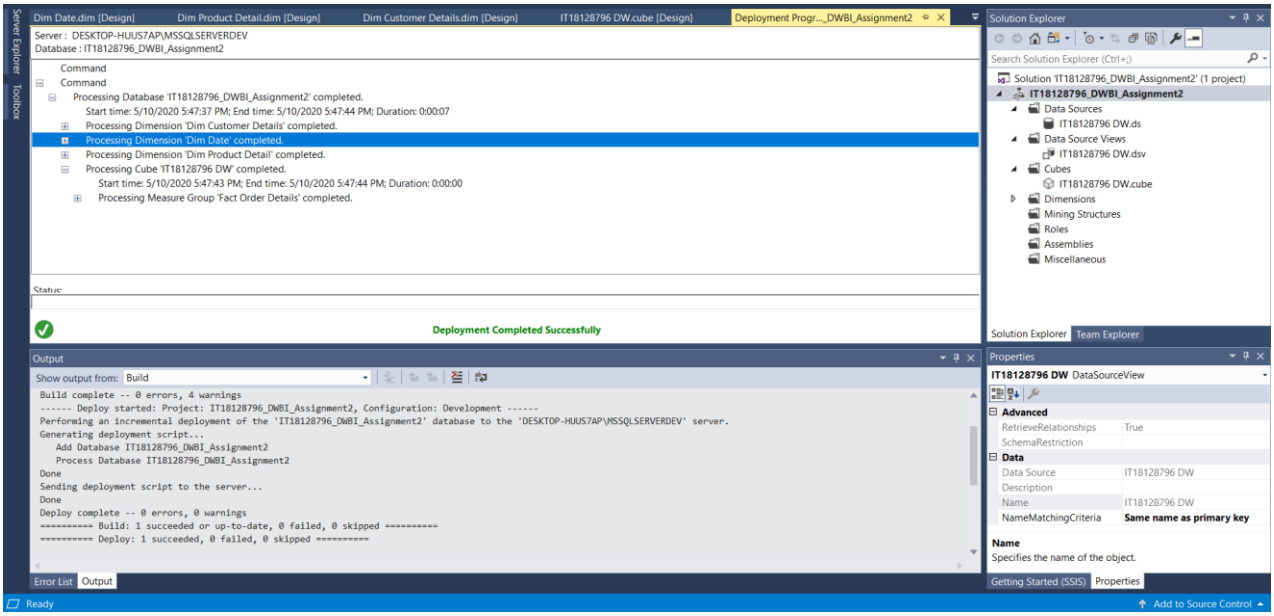


Hierarchy in the cube

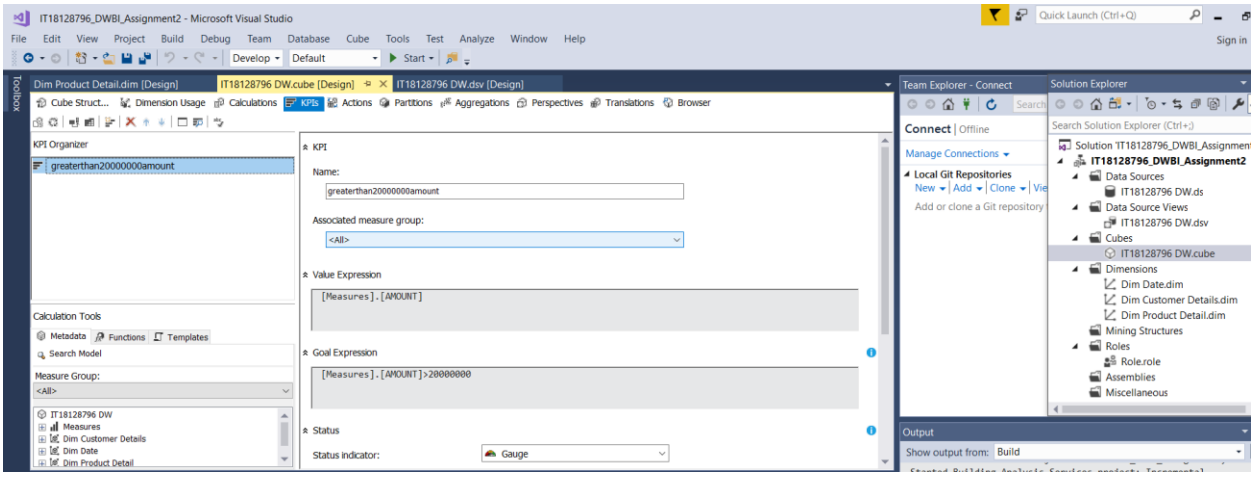




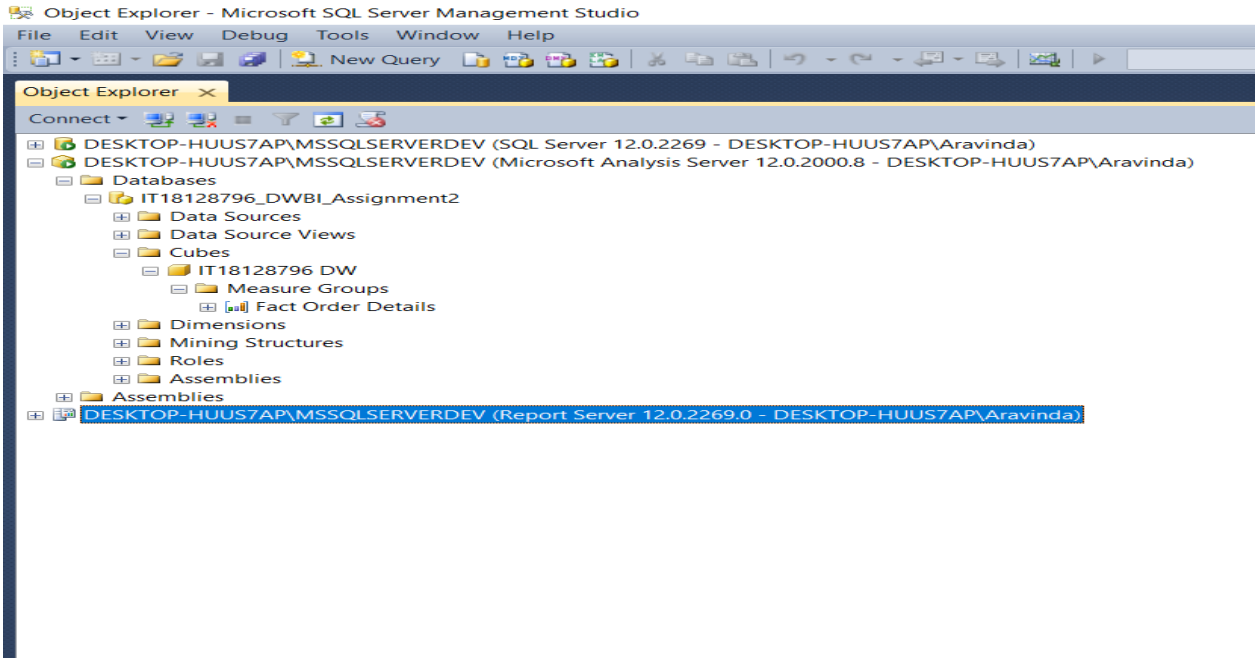
Successful cube deploy



After deploying the project I include my KPIs to the project.



Then my project is successfully build in the sql server.



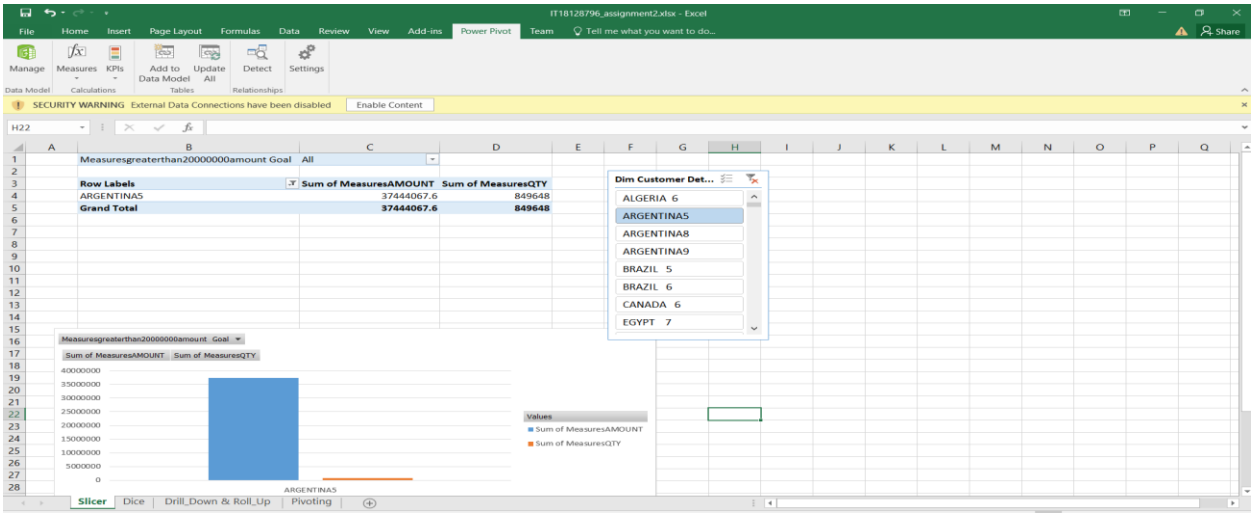
Demonstration of OLAP operations

For the OLAP operation I have include power pivot add-ins to the excel sheet. First in the mange I create the connection with server. then through manage I get the table by use of the DMX query.

OLAP operations

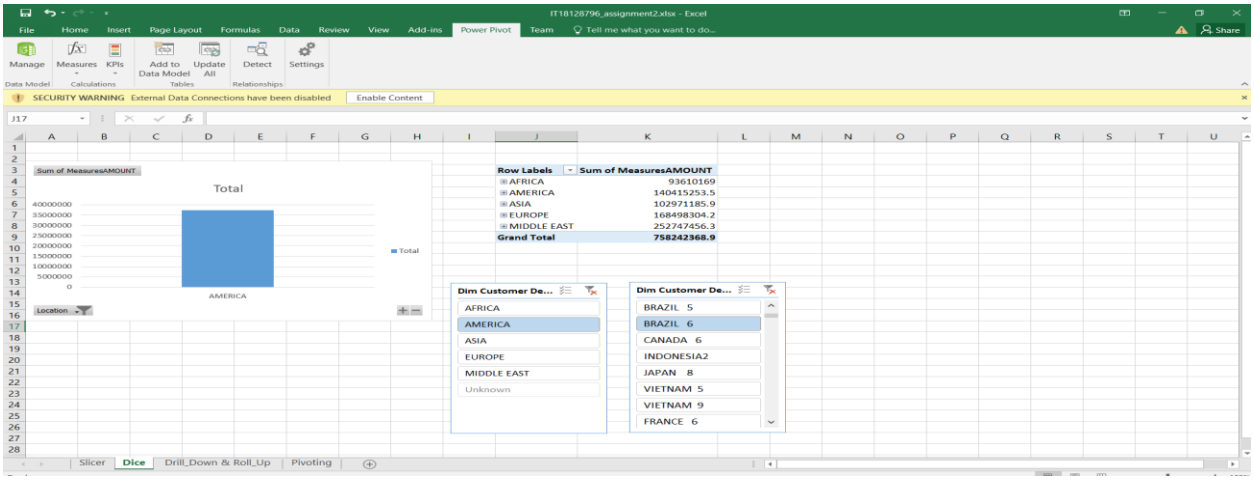
Slice

I create slice the data according to the city.



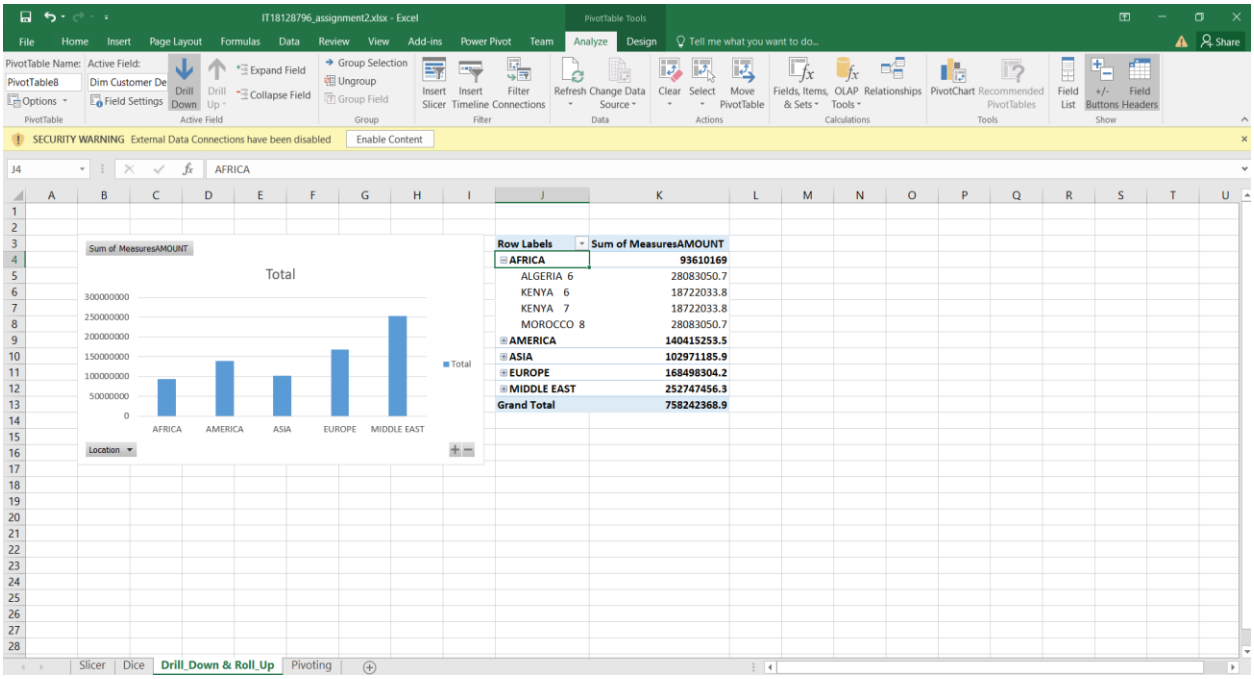
Dice

I create dice the data according to the region and city.



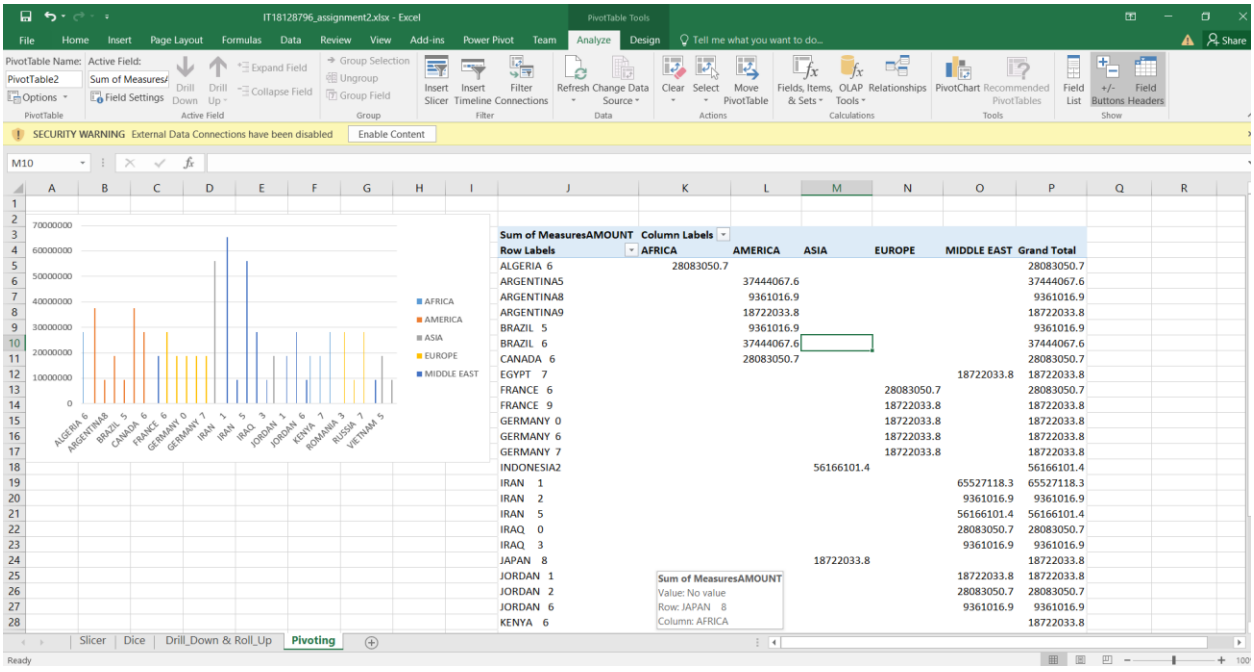
Drill down and Roll up

I include drill down and roll up for view data easier to viewers.



Pivot

I rotate my dimension and build the diagram.

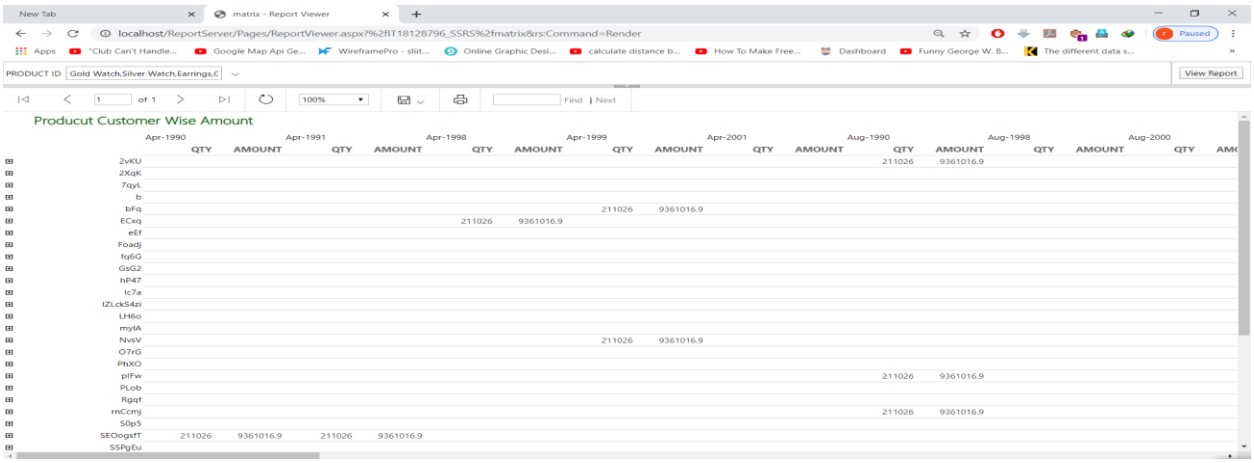


SSRS Reports

First I build SSRS project in visual studio and then it open the wizard and import the data to SSRSs project.

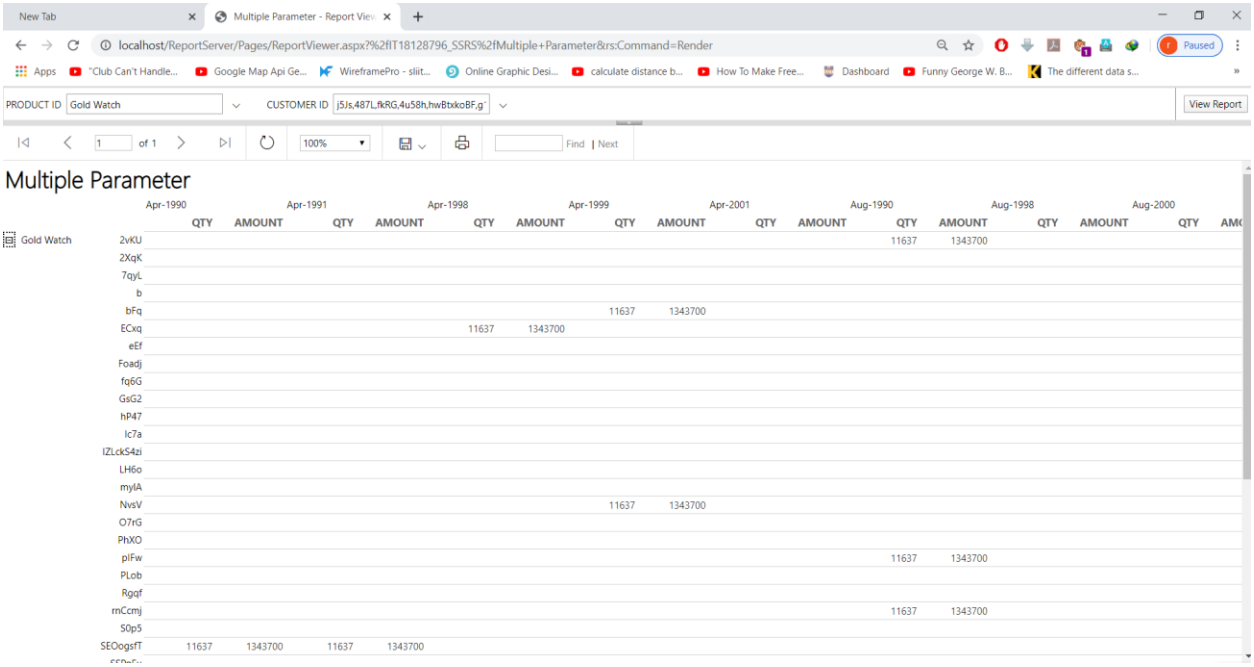
Matrix

Here i select matrix method to populate data.



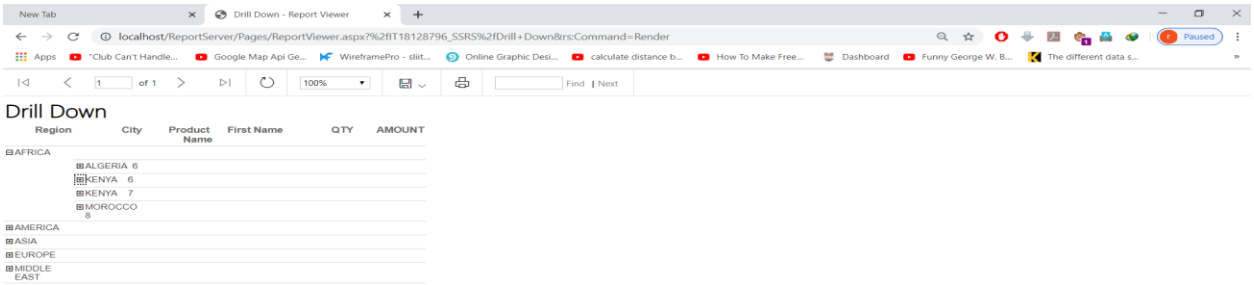
Multiple Parameter

This contain the multiple parameters such as product and the customer.



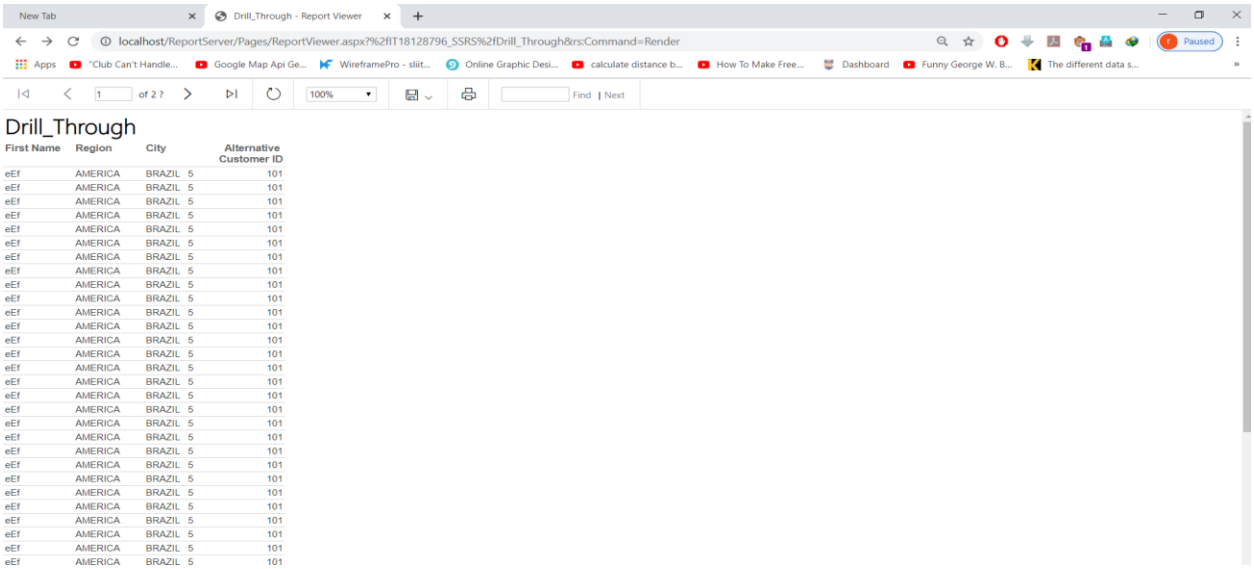
Drill down

First I group the columns. Then add to parent group the way it should expand.



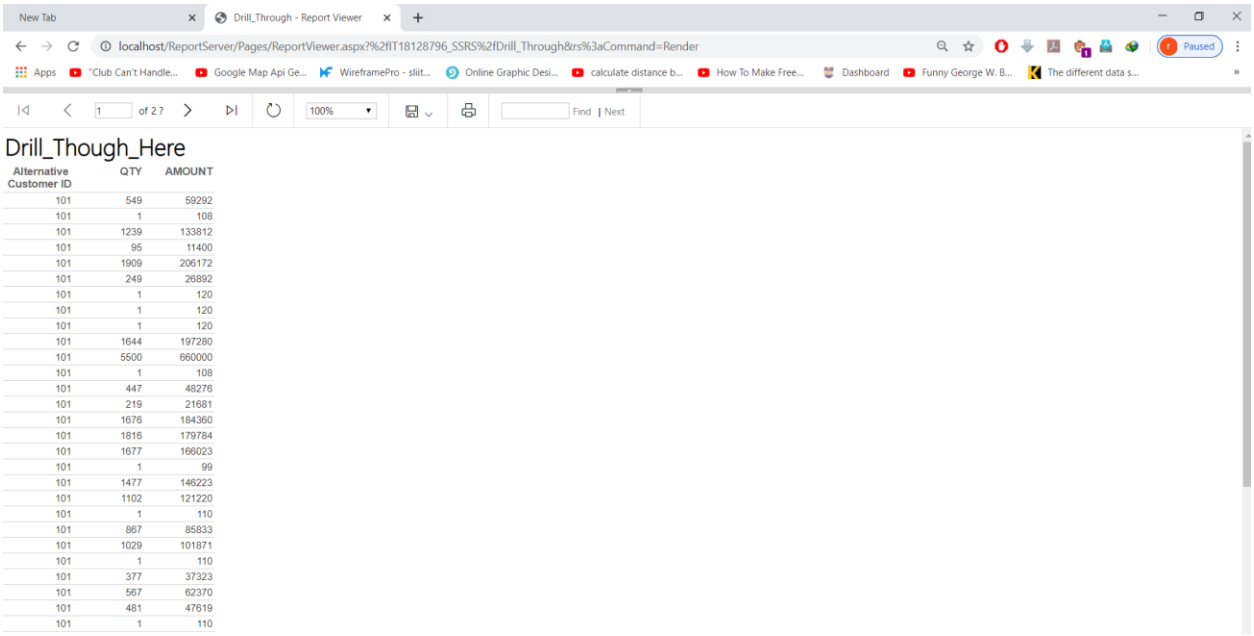
Drill through

This table drill through is the alternative ID to connect drill here report. Though this report is pass the parameter of alternative ID. That parameter is pass and get the drill here report and put that it into it filer and filter the report accordingly.



Drill through connecting stage

This is the report drill report into.



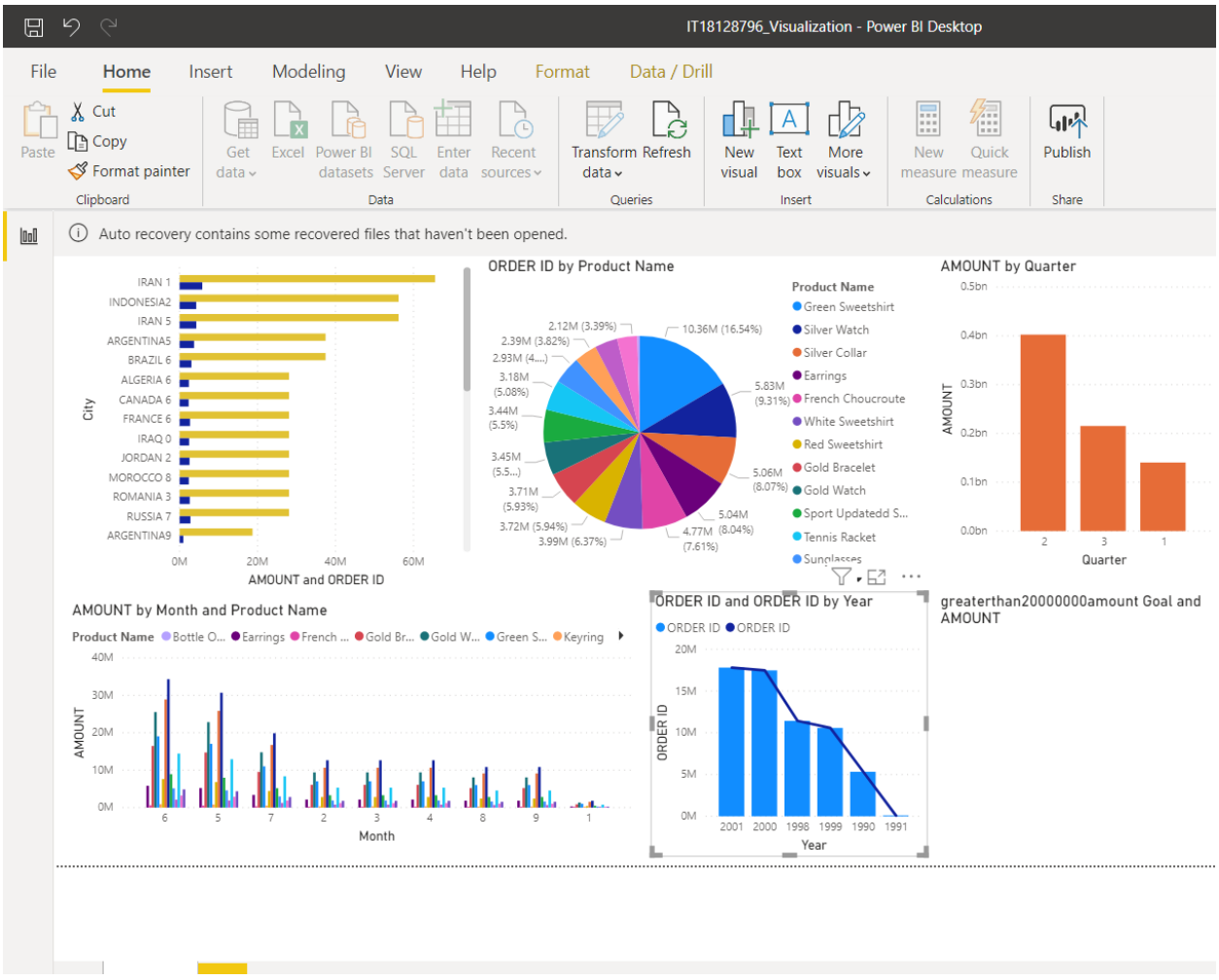
Alternative Customer ID	QTY	AMOUNT
101	549	59292
101	1	108
101	1239	133812
101	95	11400
101	1909	206172
101	249	26892
101	1	120
101	1	120
101	1	120
101	1644	197280
101	5500	660000
101	1	108
101	447	48276
101	219	21681
101	1676	184360
101	1816	179784
101	1677	166023
101	1	99
101	1477	146223
101	1102	121220
101	1	110
101	867	85833
101	1029	101871
101	1	110
101	377	37323
101	567	62370
101	481	47619
101	1	110

Part 2

Audience

My audience of this project is retail business organization's top management who are make decision. This dash board provide information to their both parties. This dash board would help to make decision to internal decision makers and external decision makers.

Story of audience



First graph we can analysis the region and the sale. Top management can identified which city has higher demand and which city have lower demand. They can build the strategies to increase demand such as marketing strategies or the production

strategies. Second graph display the sales according to the product. Then they can decide which product should produce more and what product should stop producing. Then next display the monthly wise product distribution with sales. Top management can have the ability to understand what product have high demand in specific month and the facts to influence it. Then next display the annual growth of the sales increases and the decreases. Final display I have input last quarter sales increase.

KPI

KPI means key performance indicators. This provide whether the organization have achieve its goals or not. For my case this check whether the organization have achieve the sales target or not.

Reason for selecting a particular display type

For the increase and decrease I have Implement bar chat with the line plot it is easy to understand the variance. For the distribution I have implement the bar charts. For key performance indicators I have add the KPI it is easier to understand where goals are achieved or not.