

DATA MODELLING IN POWERBI



WHAT IS DATA MODELLING?

Data modeling in Power BI is about organizing your data so it's easy to analyze and create reports. It includes linking tables, creating new columns or calculations, and arranging data for better analysis. This helps turn raw data into useful insights for your Power BI reports and dashboards.

1.NORMALIZATION:

Normalization in data modeling is the process of organizing data in a way that reduces redundancy and improves data integrity. The goal is to structure the data into multiple related tables, rather than storing everything in one large table. This helps ensure that data is stored efficiently, and updates to data (like correcting information) are easier to manage.

KEY BENEFITS OF DATA NORMALIZATION:

1.Eliminate Redundancy: Avoid storing the same data multiple times. For example, instead of repeating customer information in every transaction record, you store customer details in a separate table.

2. Minimize Anomalies: Reduces the chances of data anomalies like update, insert, or delete anomalies, ensuring consistent data across tables.

3.Improve Efficiency: By breaking down data into smaller tables, it's easier to manage and update, especially when dealing with large datasets.

2. FACT TABLE:

Purpose: Fact tables store the measurable data or key metrics you want to analyze, such as sales amounts, quantities, or revenue.

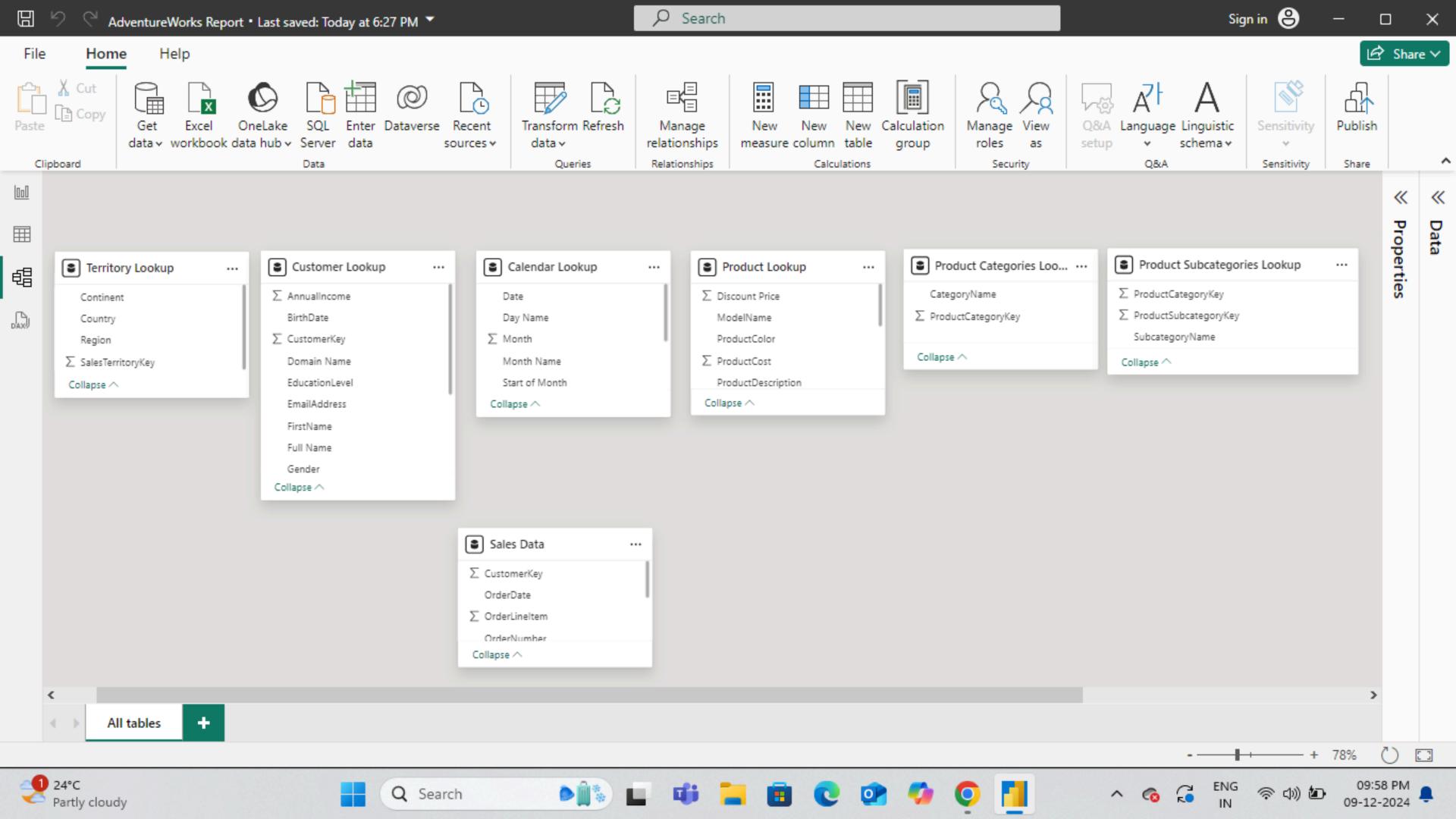
Example: The fact table might record

- OrderDate: Reference to when the sale happened.
- Product Key: Reference to the product sold.
- Customer Key: Reference to the customer who made the purchase.
- Order Quantity: Number of units sold.
- StockDate: The date stock was updated or an order was fulfilled.
- TerritoryKey: A unique identifier for a specific sales region or territory.

3.DIMENSION TABLE:

Purpose: Dimension tables store descriptive data that gives context to the facts. They help explain the "who," "what," "when," and "where" of the data.

- 1. Customer Lookup Table: Includes customer details like customer key, name, address, and demographics.
- 2. Product Lookup Table: Includes product details like productkey, name, category, and price.
- 3. Calendar Lookup Table: Includes Date, Dayname, month, quarters, and years for time-based analysis.
- 4. Territory Lookup Table: Includes country, region, Sales territory key



4. FOREIGN KEY:

Definition: A column (or a set of columns) in one table that refers to the primary key in another table.

Purpose: Establishes relationships between tables.

Columns in Sales Table:

- Customerkey: Foreign key linking to the Customer Lookup Table.
- Productkey: Foreign key linking to the Product Lookup Table.
- OrderDate: Foreign key linking to the Calendar Lookup Table.
- Territory key: Foreign key linking to the Territory Lookup Table.
- OrderQuantity: The number of items ordered in a transaction.
- StockDate: The date stock was updated or an order was fulfilled.
- OrderNumber: A unique identifier for each order.

5.PRIMARY KEY:

Definition: A column (or a set of columns) in a table that uniquely identifies each record in that table.

Purpose: Ensures that each row in the table is unique and can be referenced by other tables.

A. CUSTOMER LOOKUP TABLE:

Primary Key: CustomerKey

Other Columns: Anual income

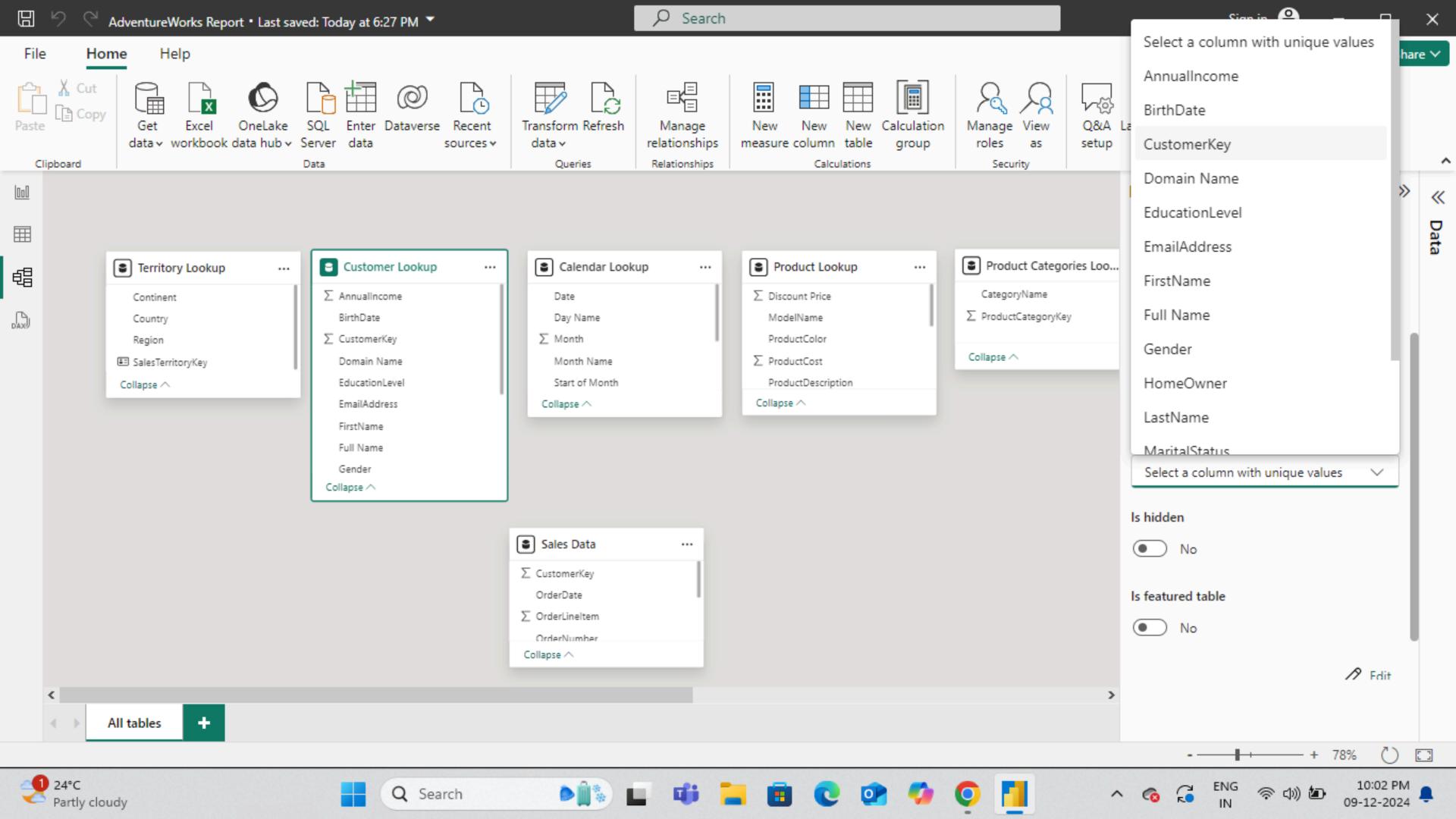
Birthdate

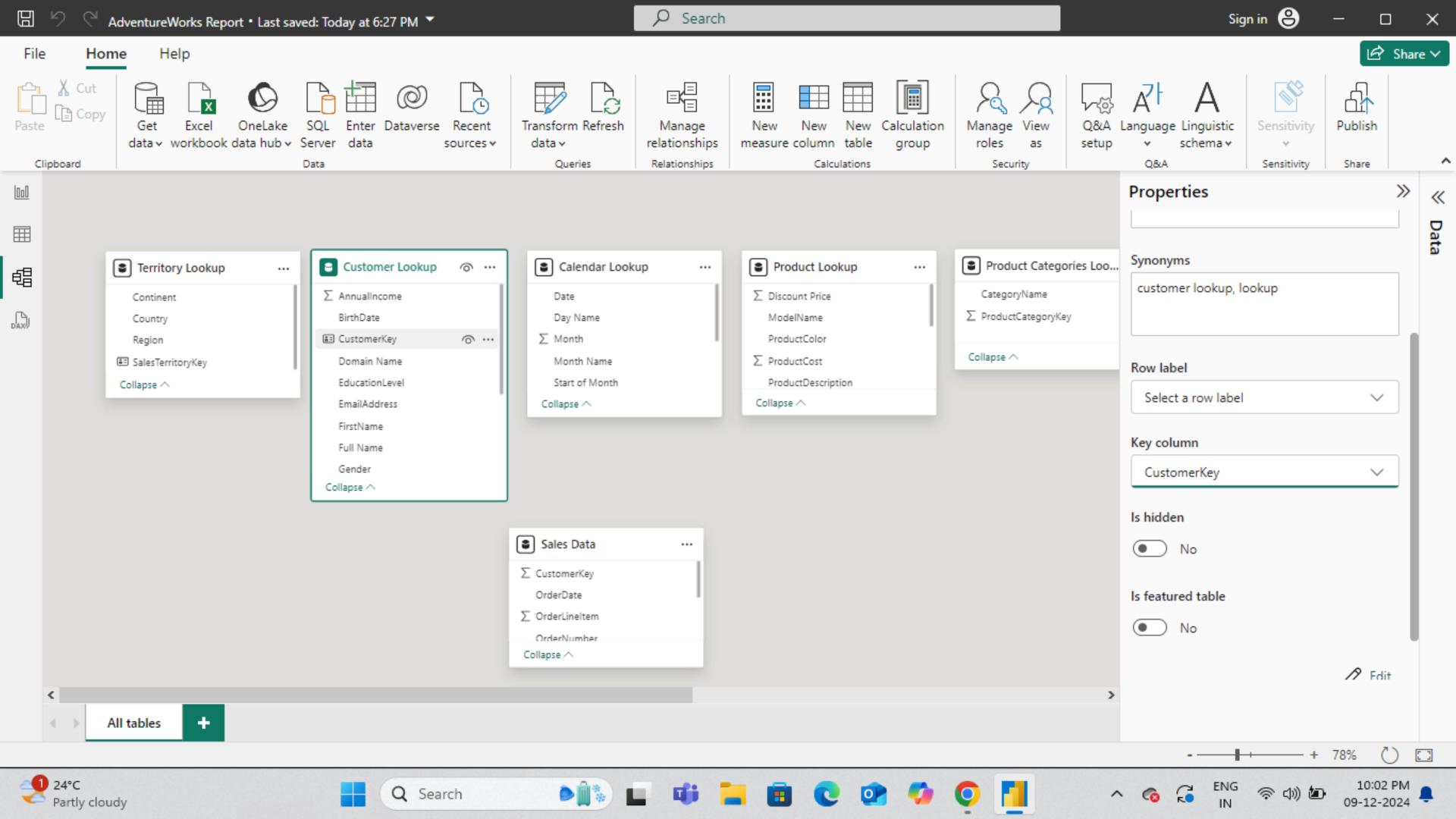
FirstName

LastName

EmailAddress

Occupation etc...





B. PRODUCT LOOKUP TABLE:

Primary Key: ProductKey

Other Columns: Product Name

Product Price

ProductSKU

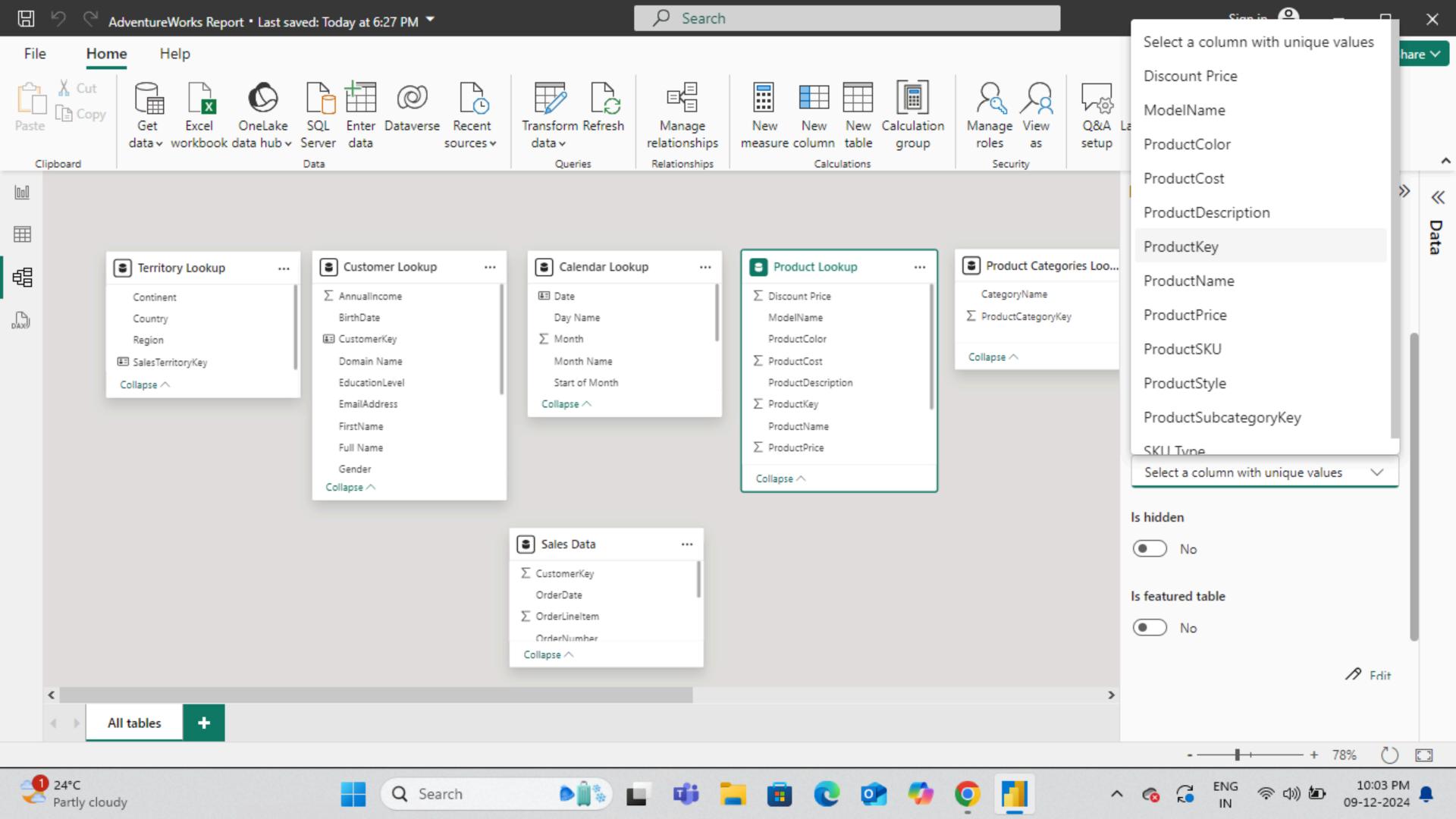
ProductColor

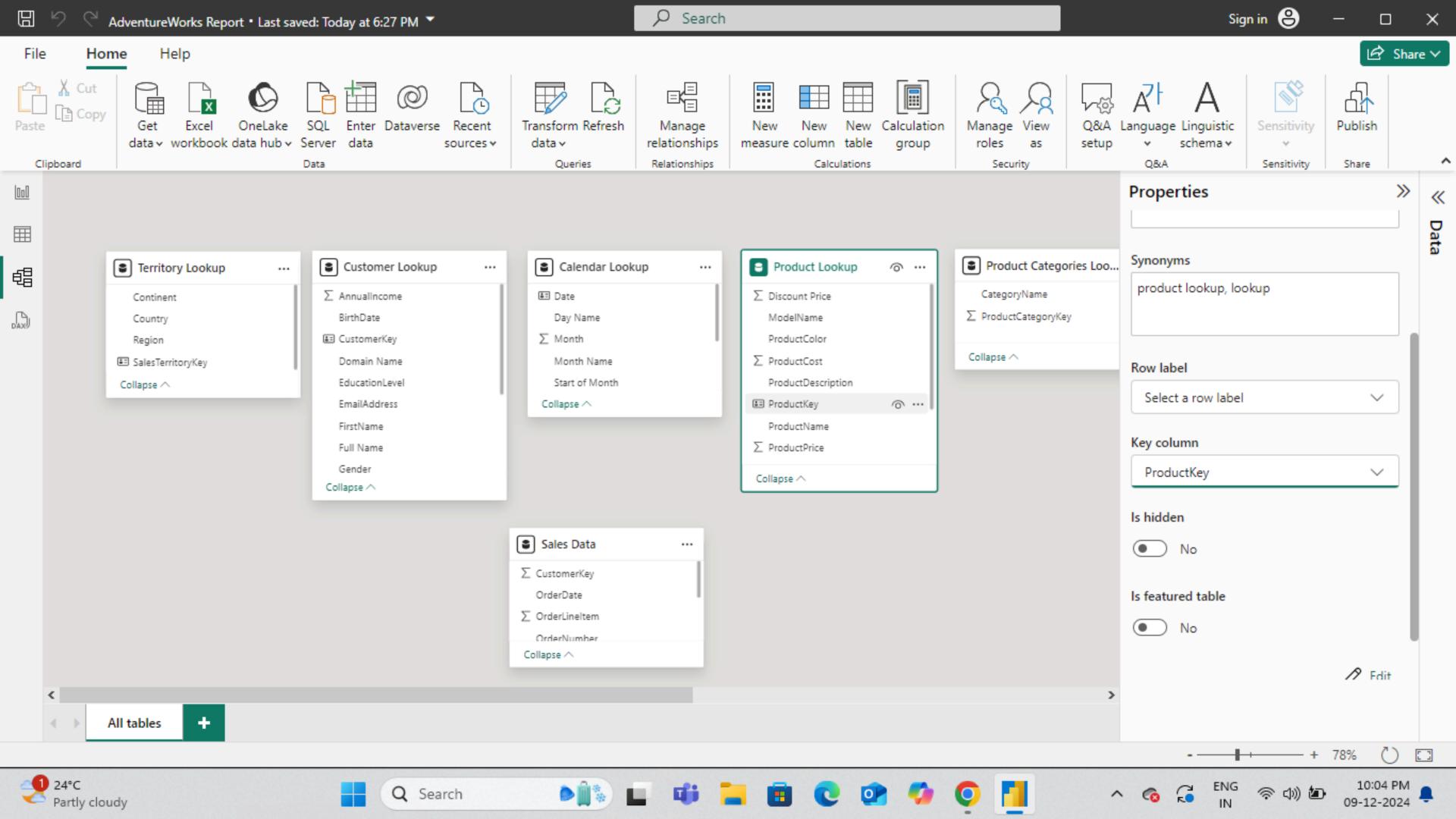
ProductStyle

ProductCost

ModelName

ProductSubcategorykey etc..





C. CALENDAR LOOKUP TABLE:

Primary Key: Date

Other Columns:

DayName

Month

MonthName

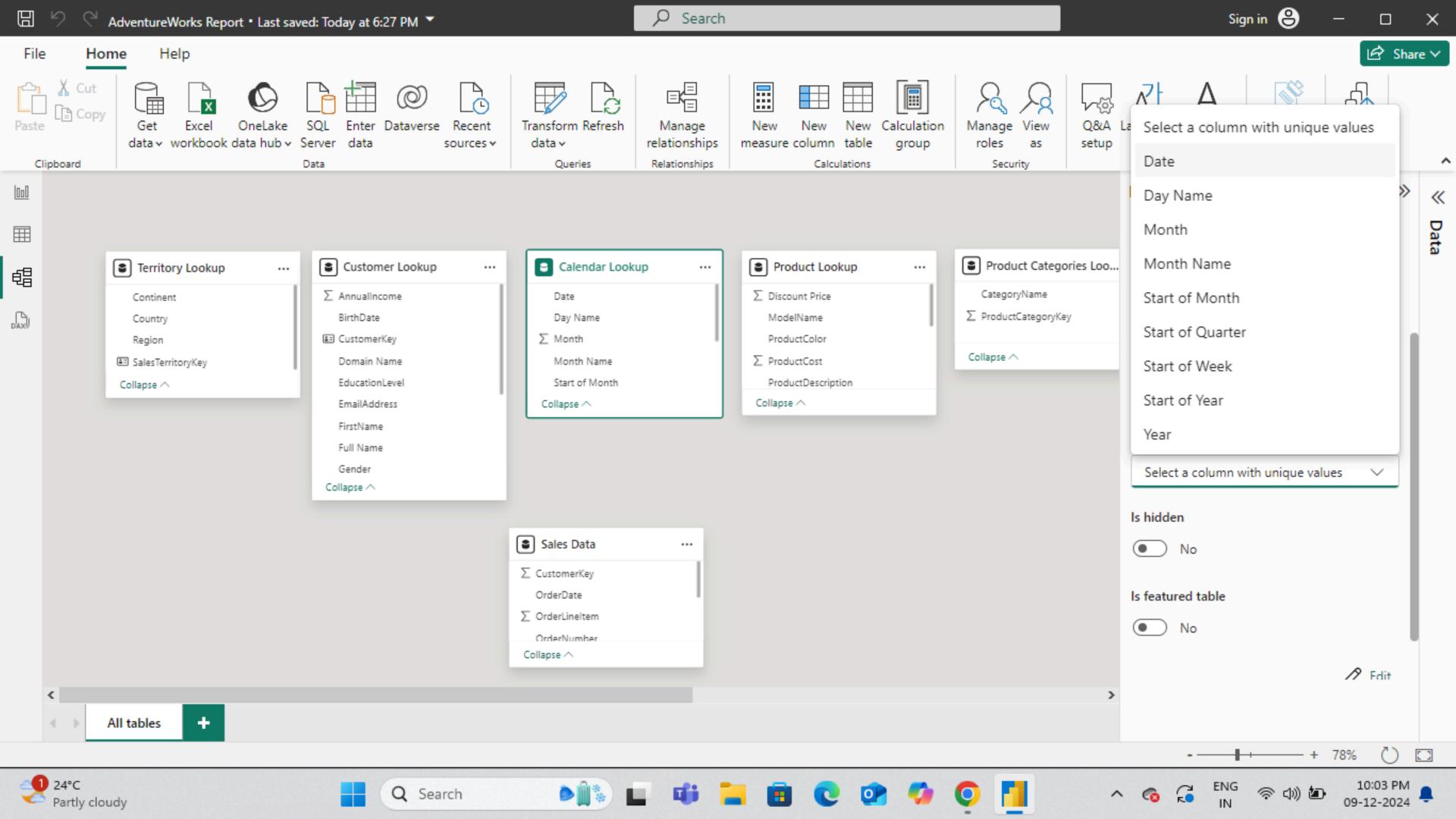
StartofMonth

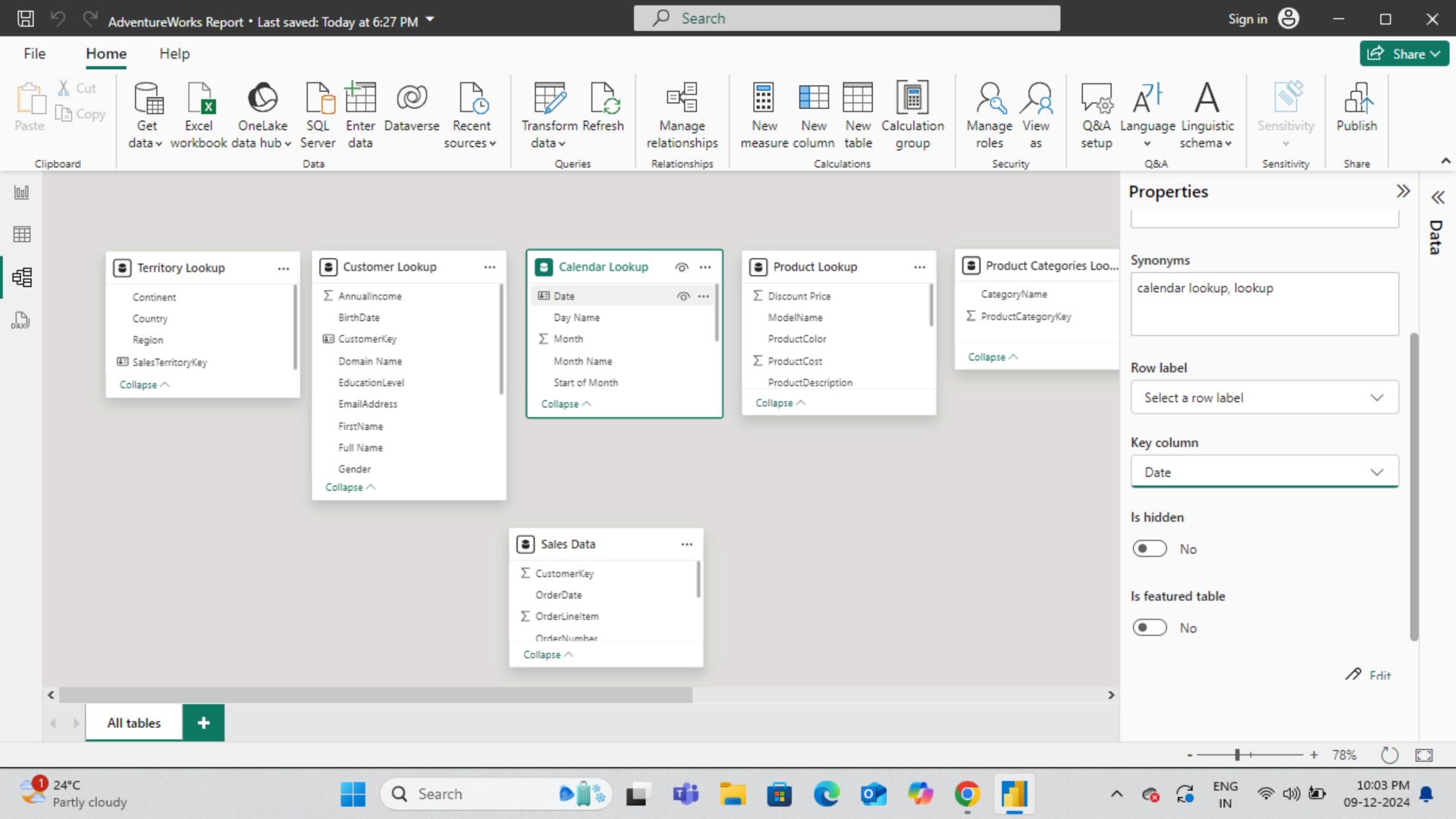
StartofQuarter

StartofWeek

StartofYear

Year





D. TERRITORY LOOKUP TABLE:

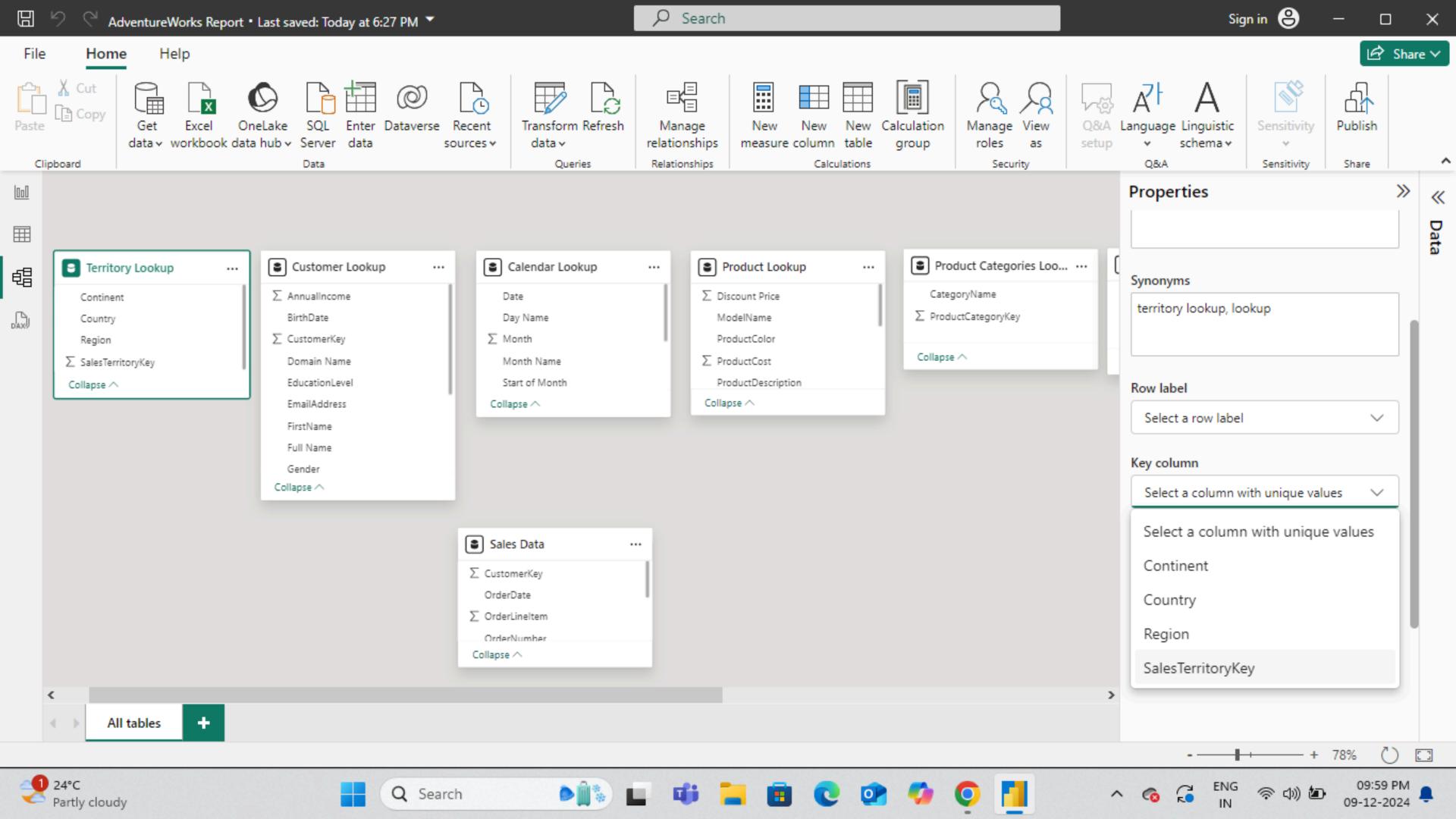
Primary Key: SalesTerritoryKey

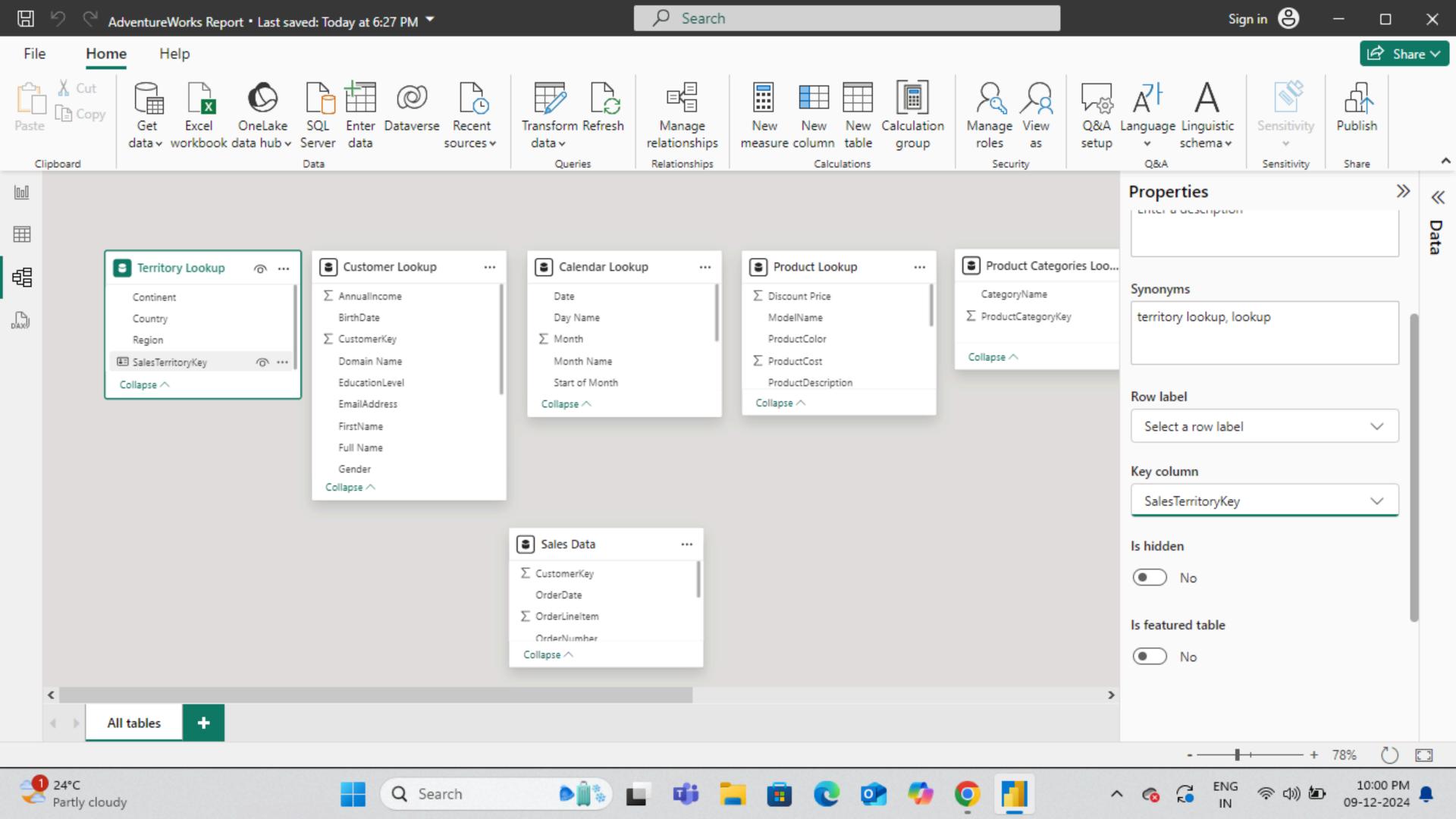
Other Columns:

Continet

Country

Region





E. PRODUCT CATEGORIES LOOKUP TABLE:

Primary Key: ProductCategoryKey

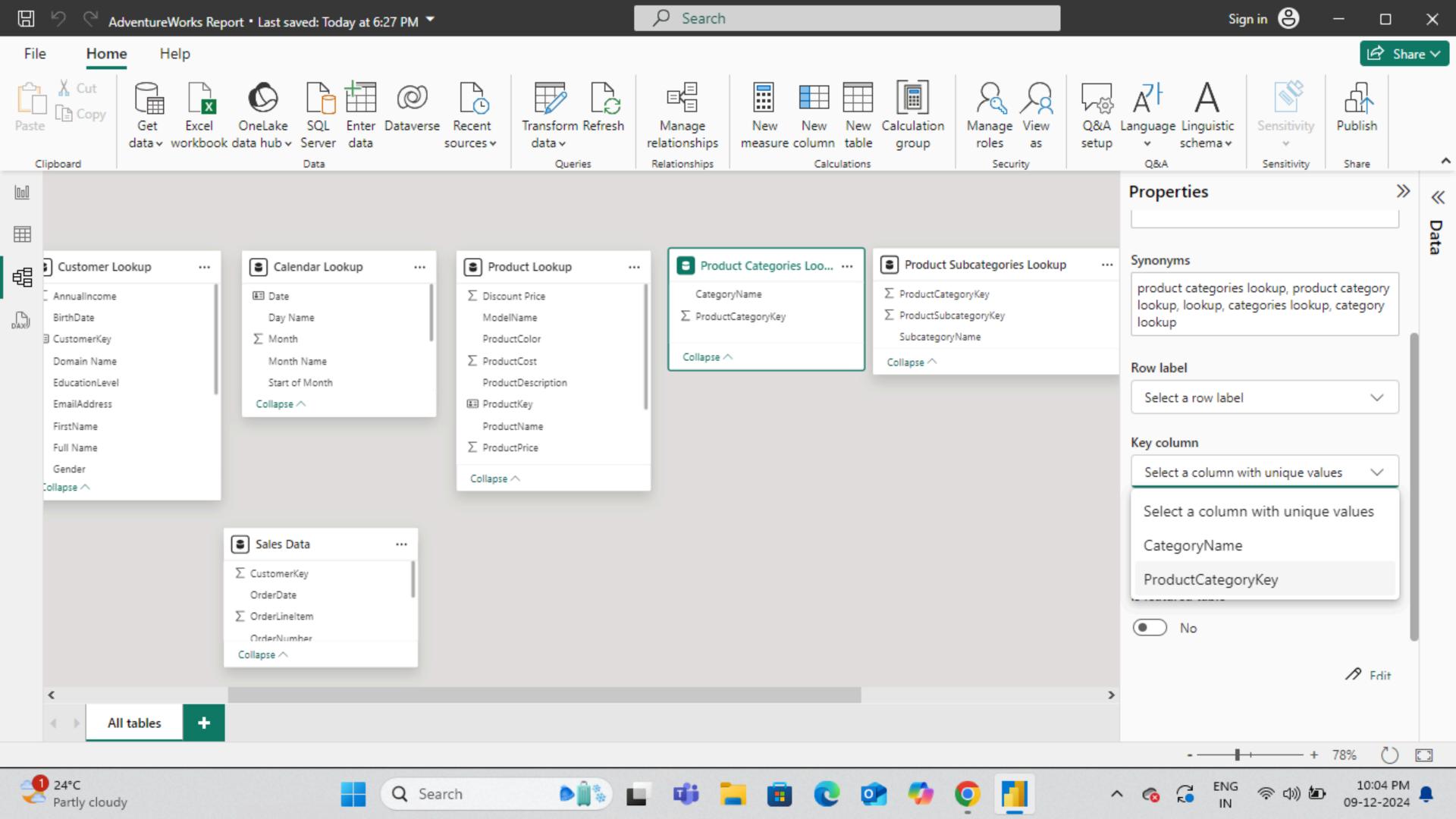
Other Columns: CategoryName

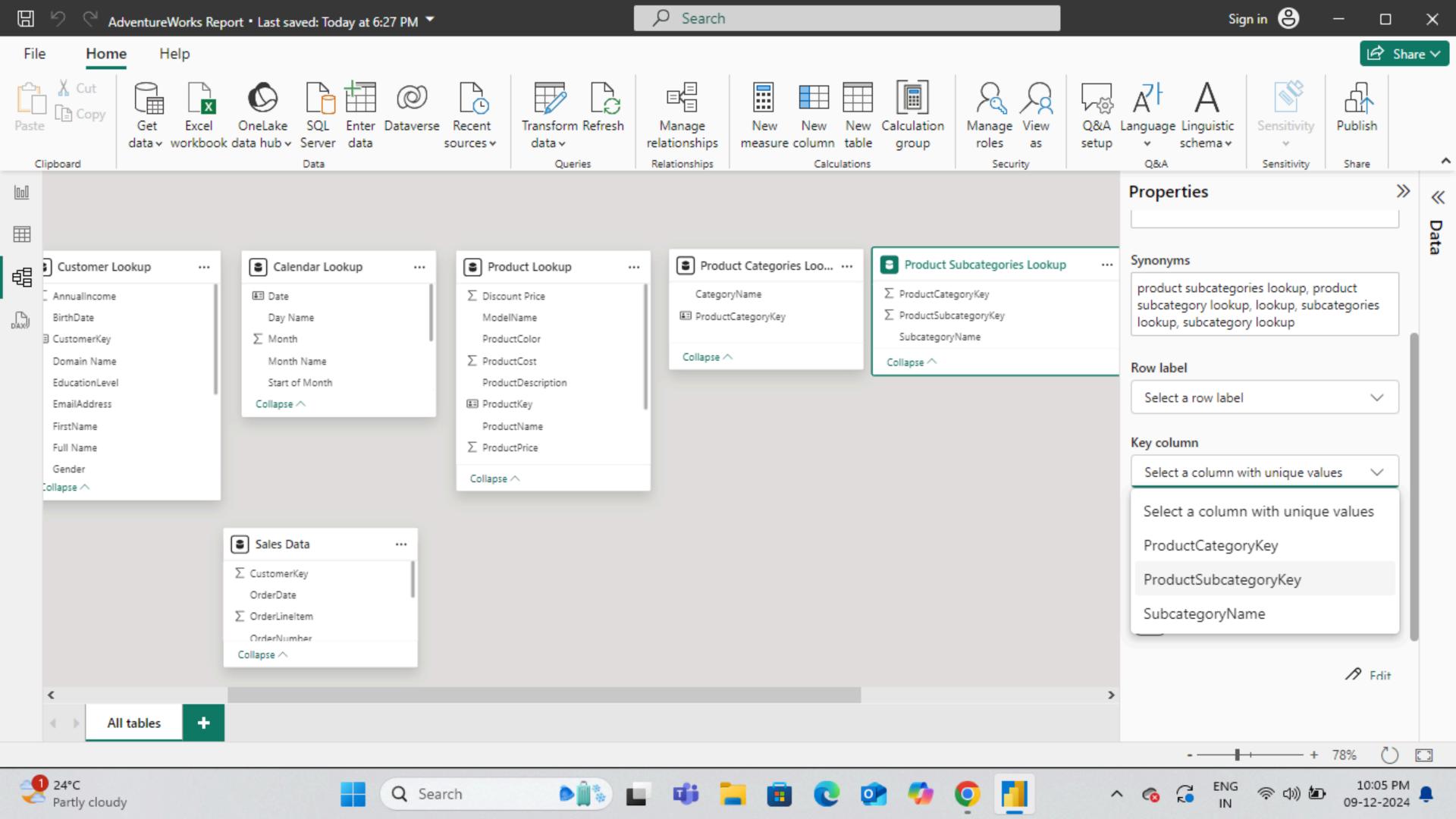
F. PRODUCT SUB CATEGORIES LOOKUP TABLE:

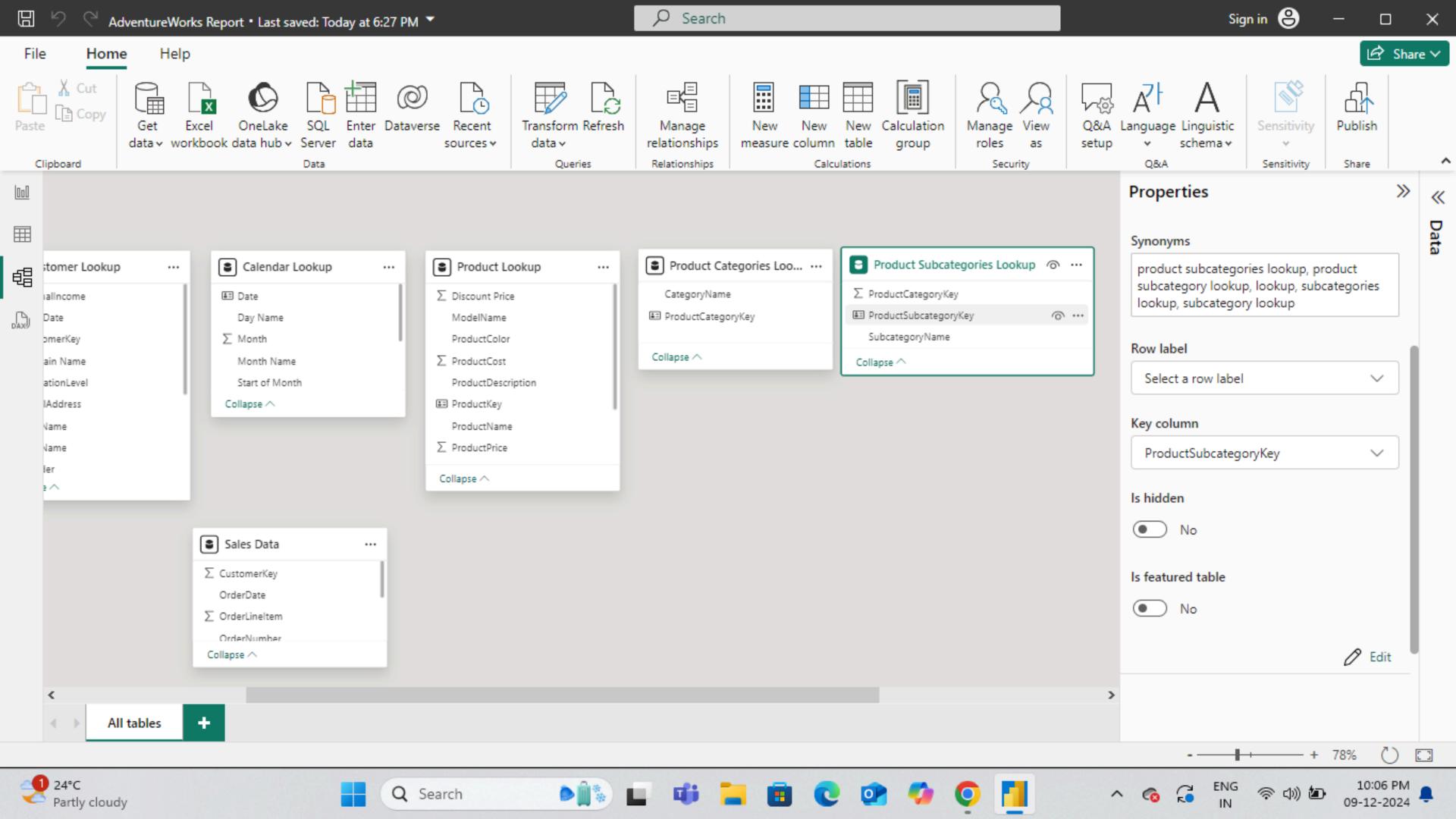
Primary Key: ProductSubCategoryKey

Other Columns: ProductCategoryKey

SubCategoryName





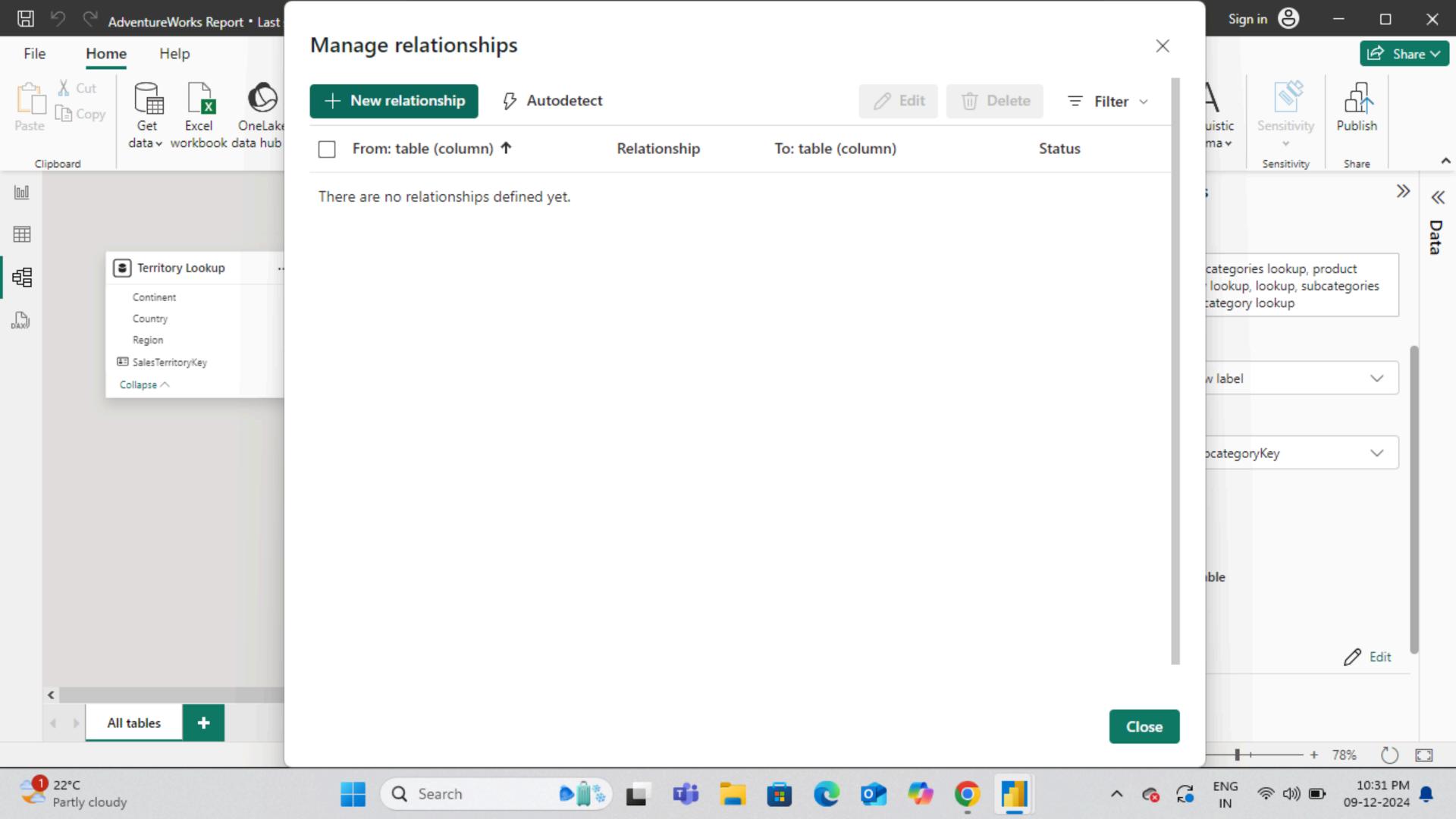


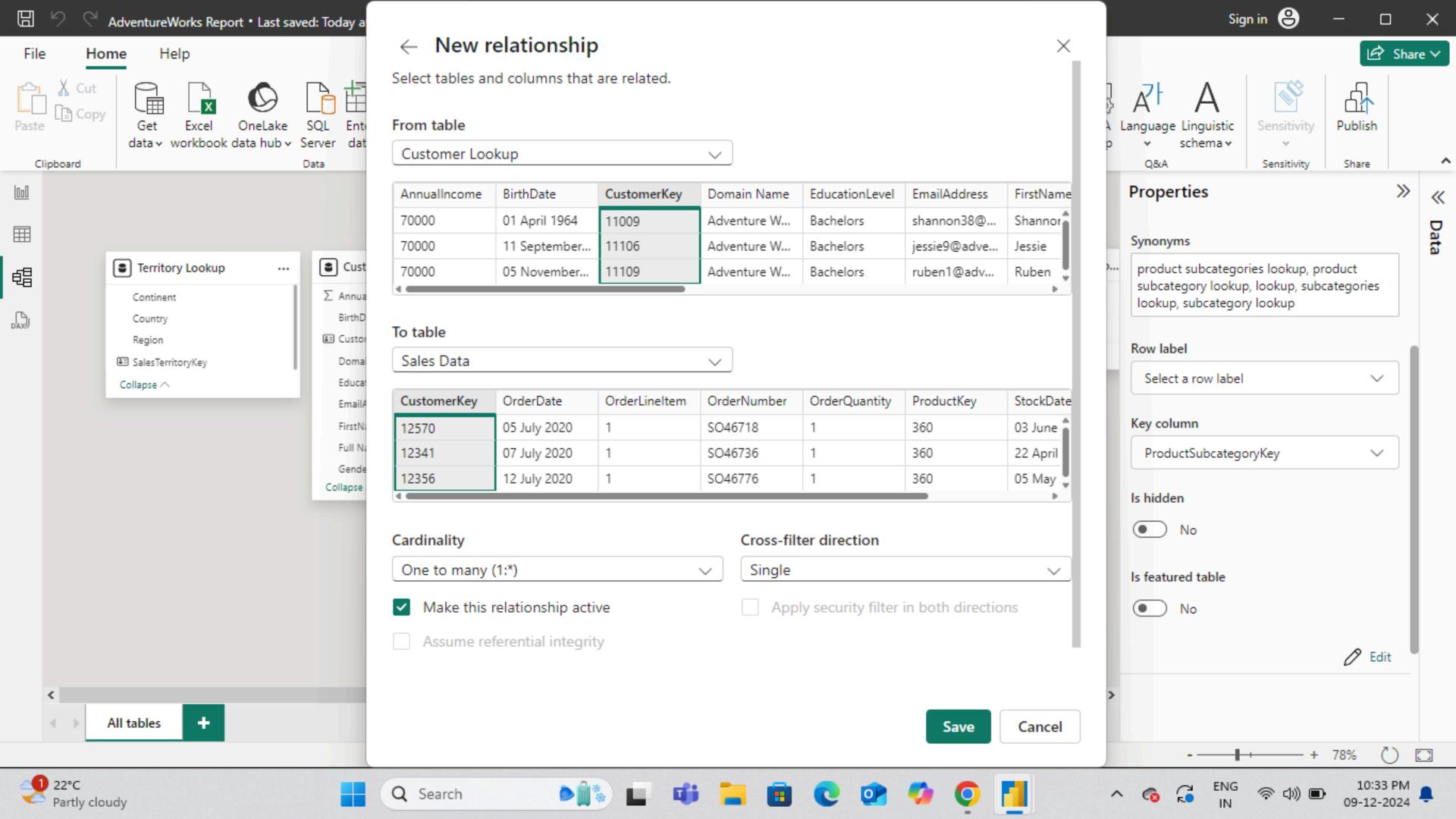
6. CREATING TABLE RELATIONSHIPS:

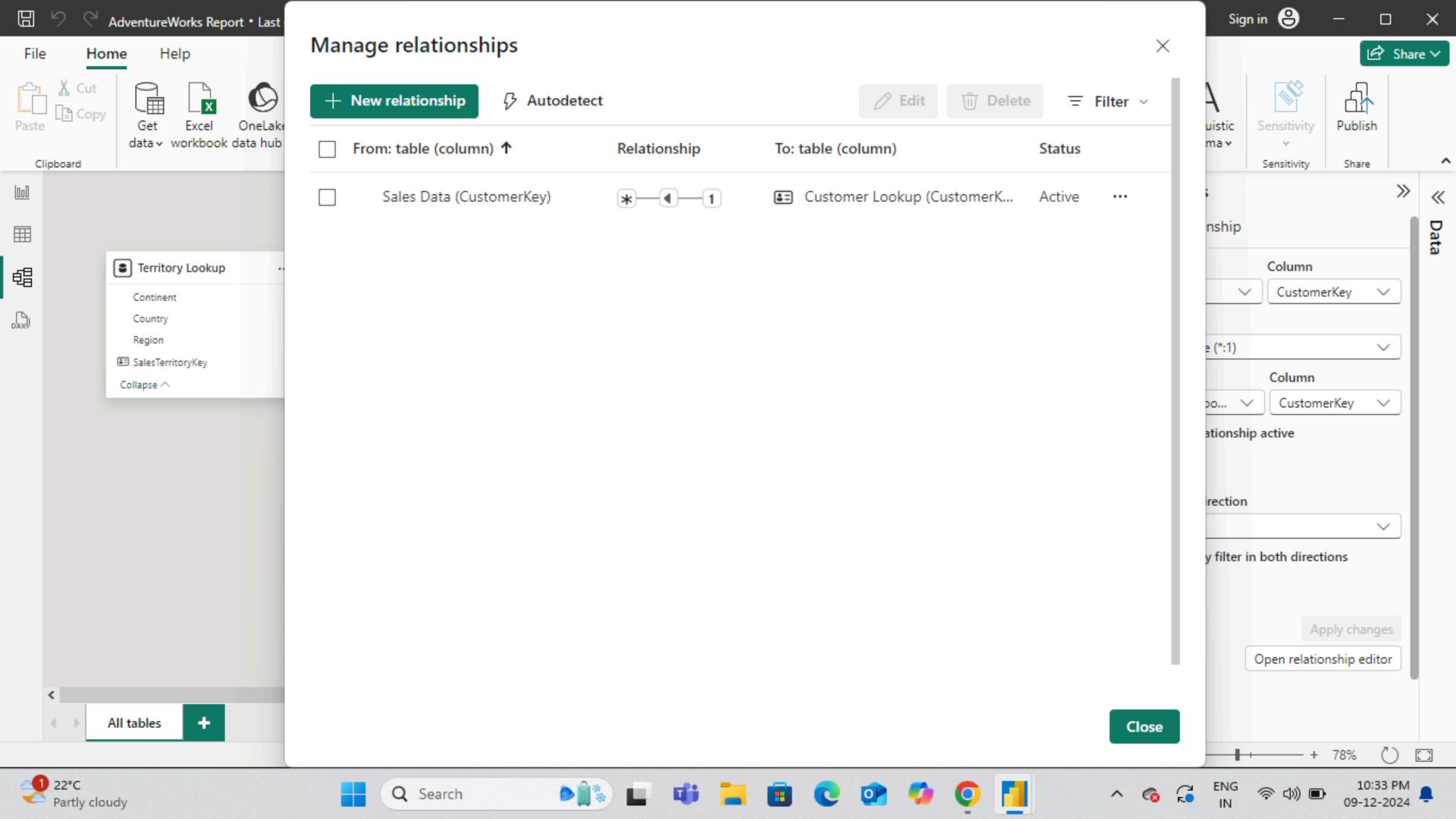
Creating table relationships involves linking tables in a database or Power BI model to enable meaningful data analysis. These relationships define how data in one table is connected to data in another, ensuring that the model is well-structured and easy to query.

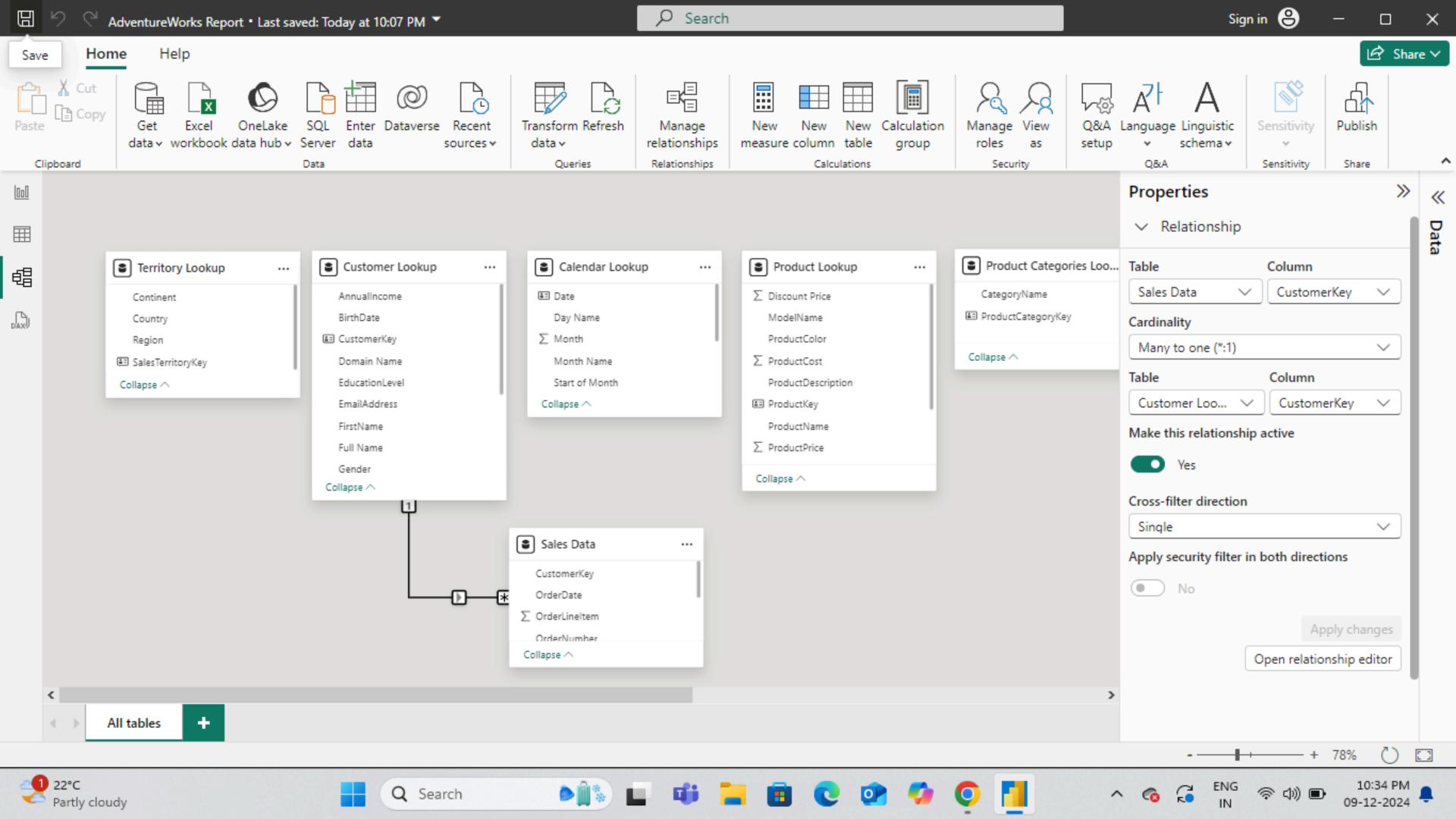
Establish Relationships:

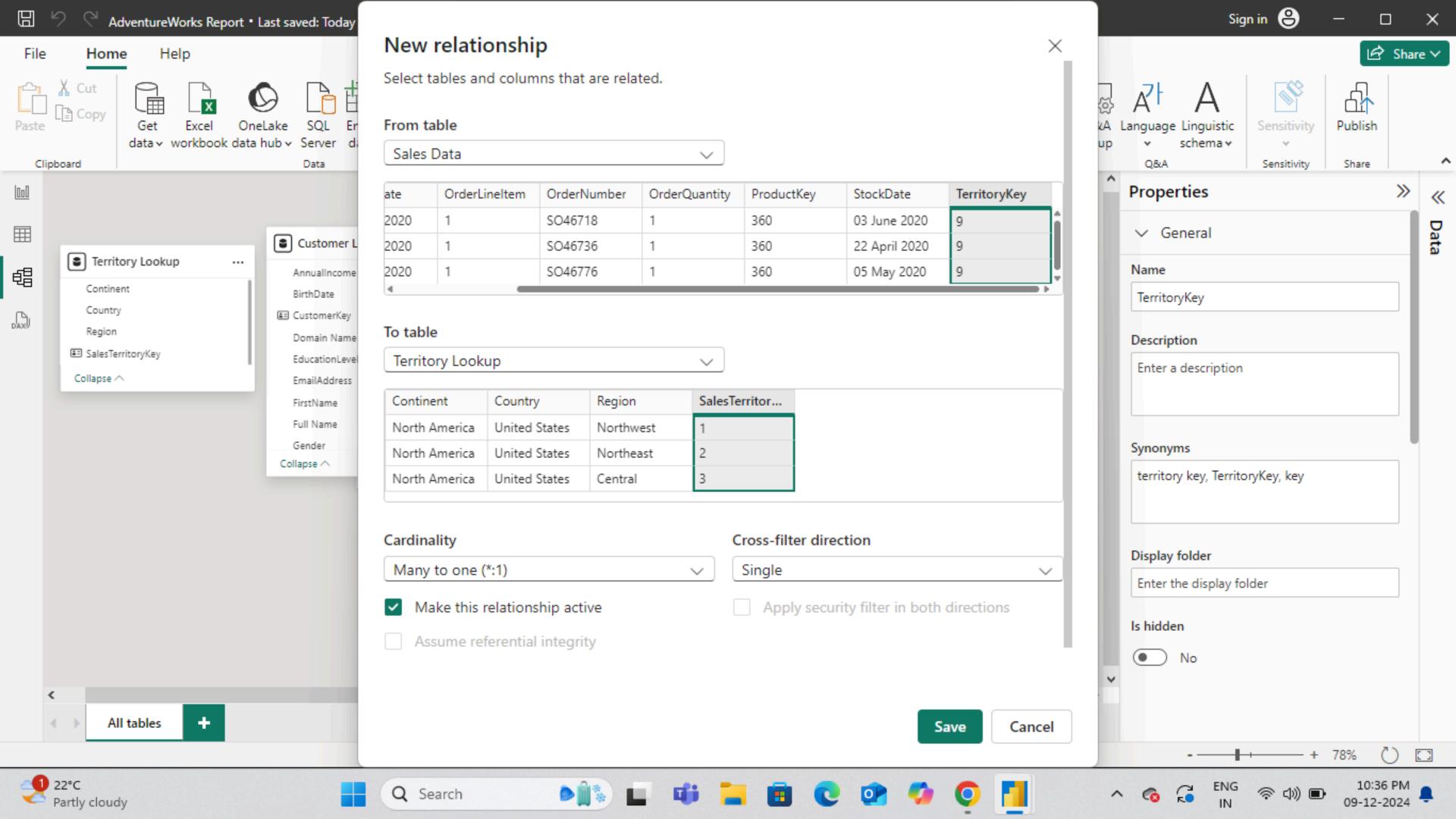
- One-to-Many (1:M): One record in the primary table matches multiple records in the other (eample: one customer → many orders).
- Many-to-Many (M:M): Multiple records in both tables relate to each other (example: many products ↔ many orders).
- One-to-One (1:1): One record in one table matches one record in the other (example: one employee → one profile)

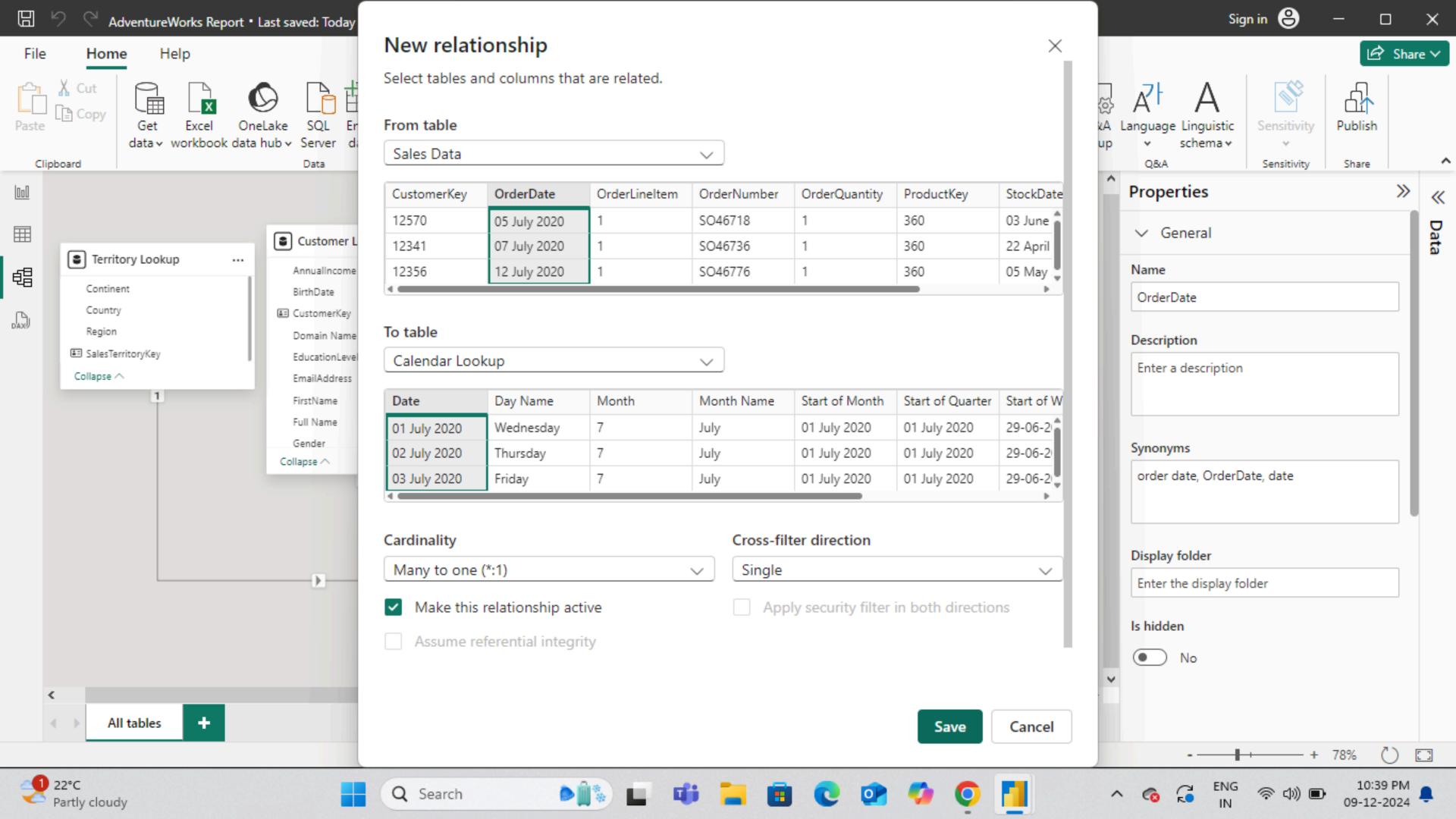


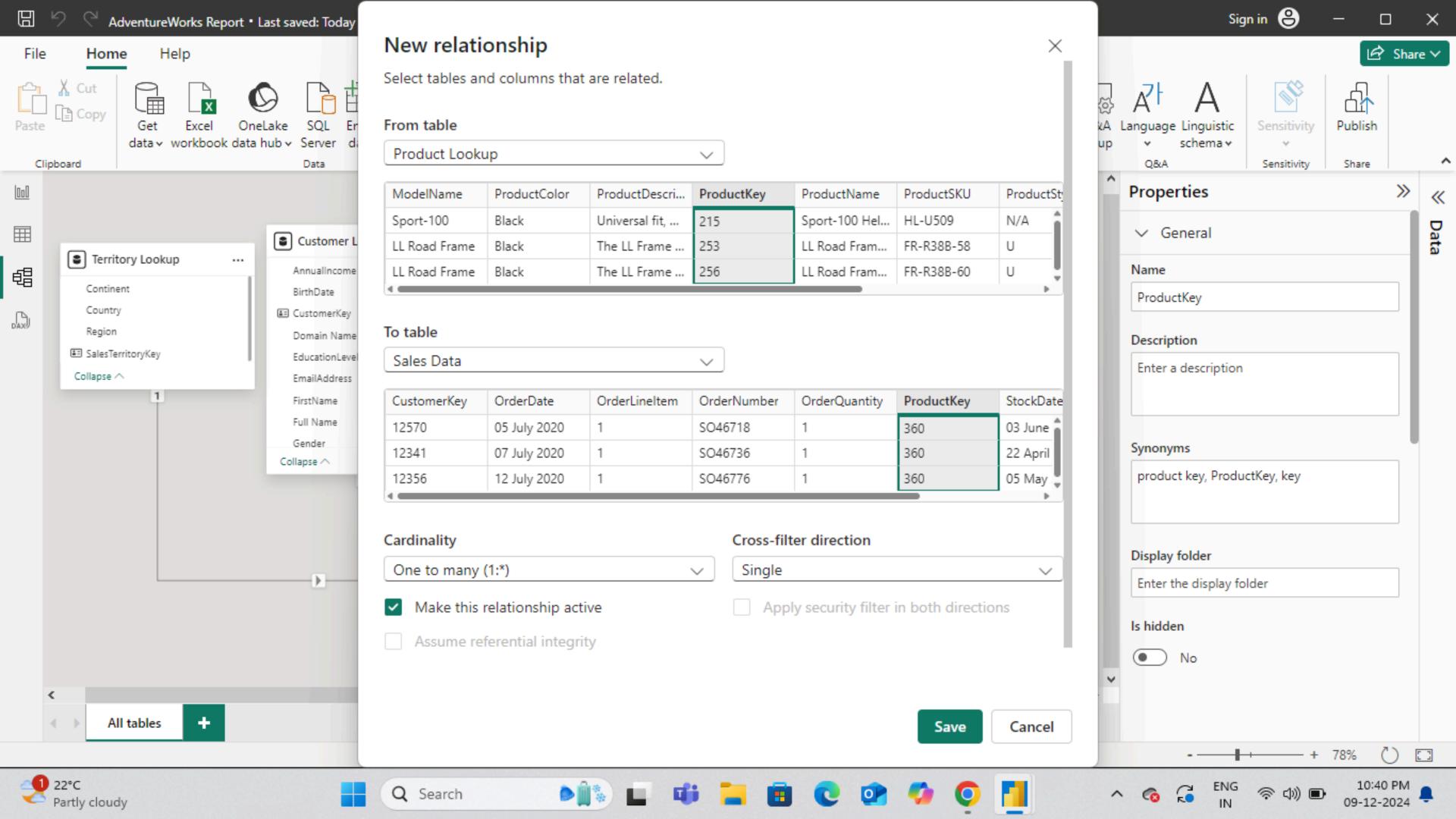


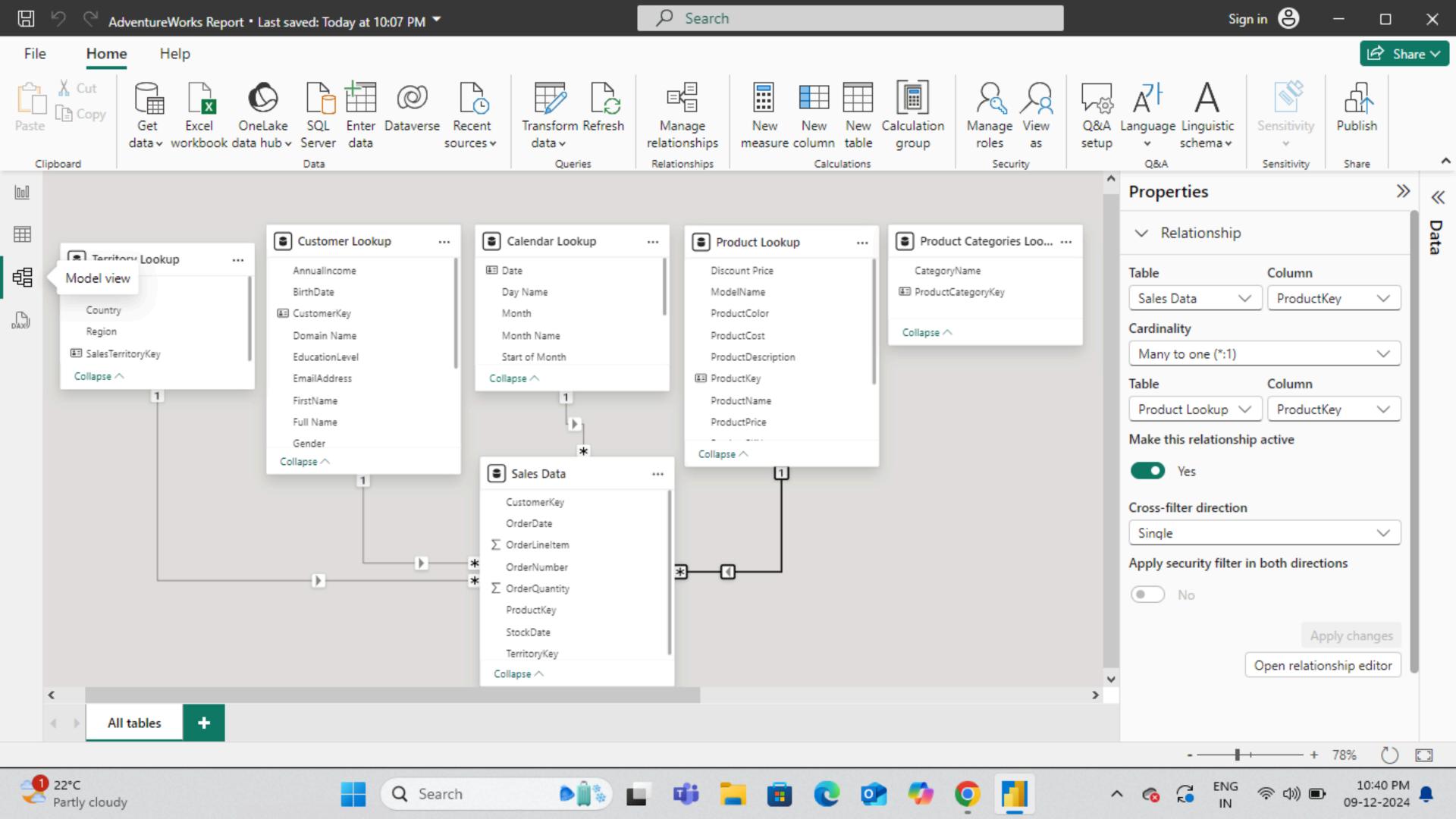






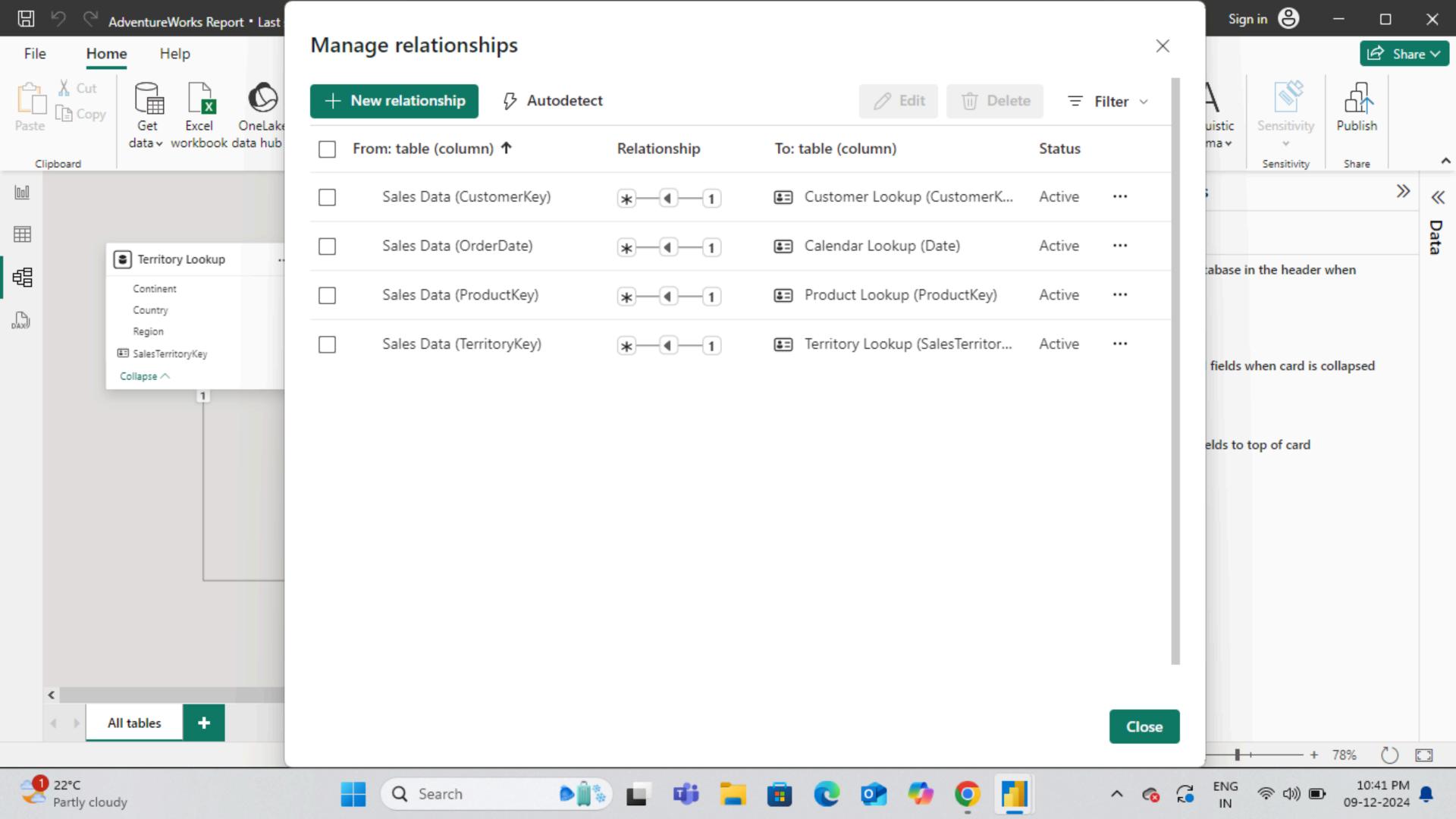


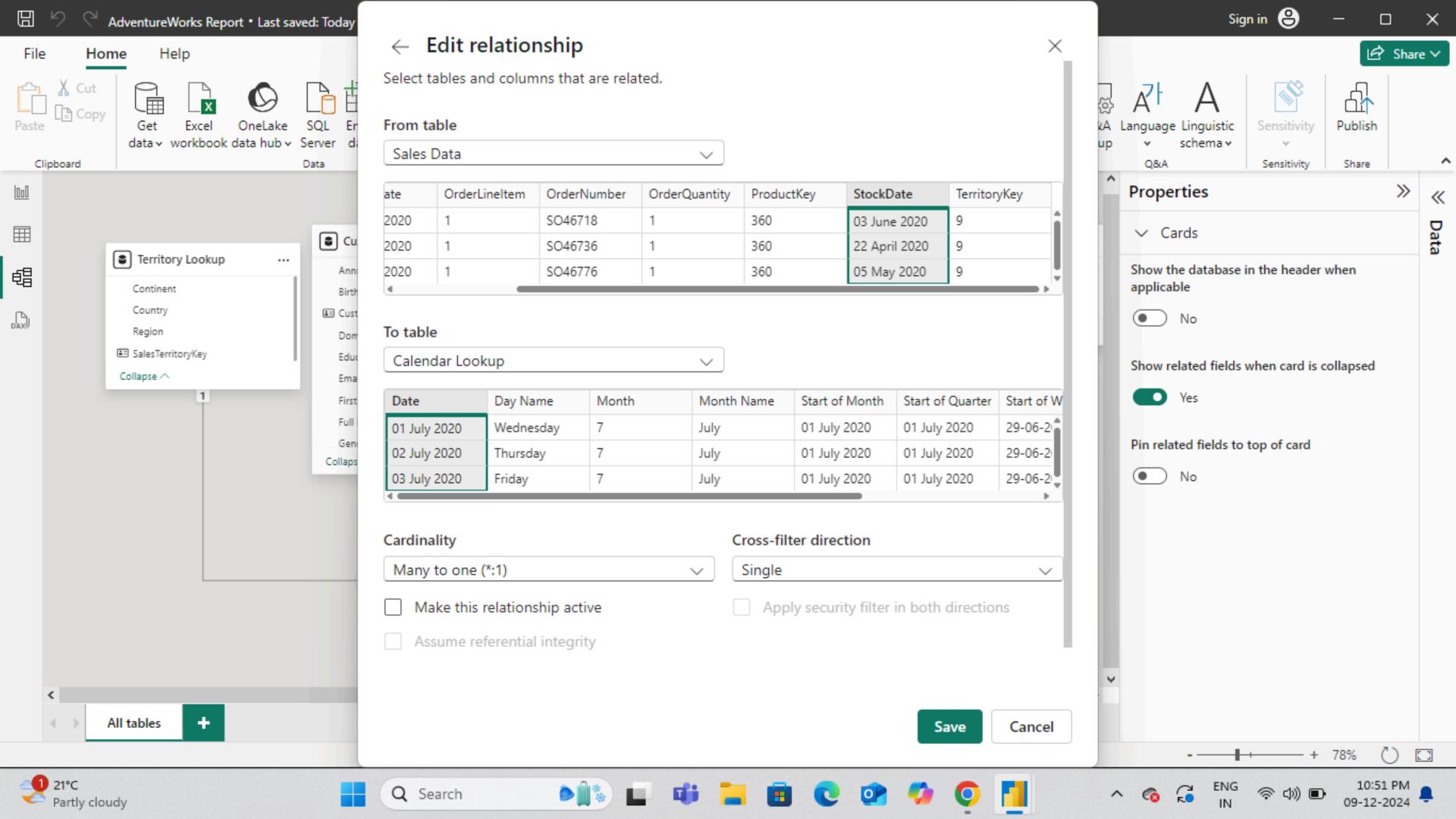


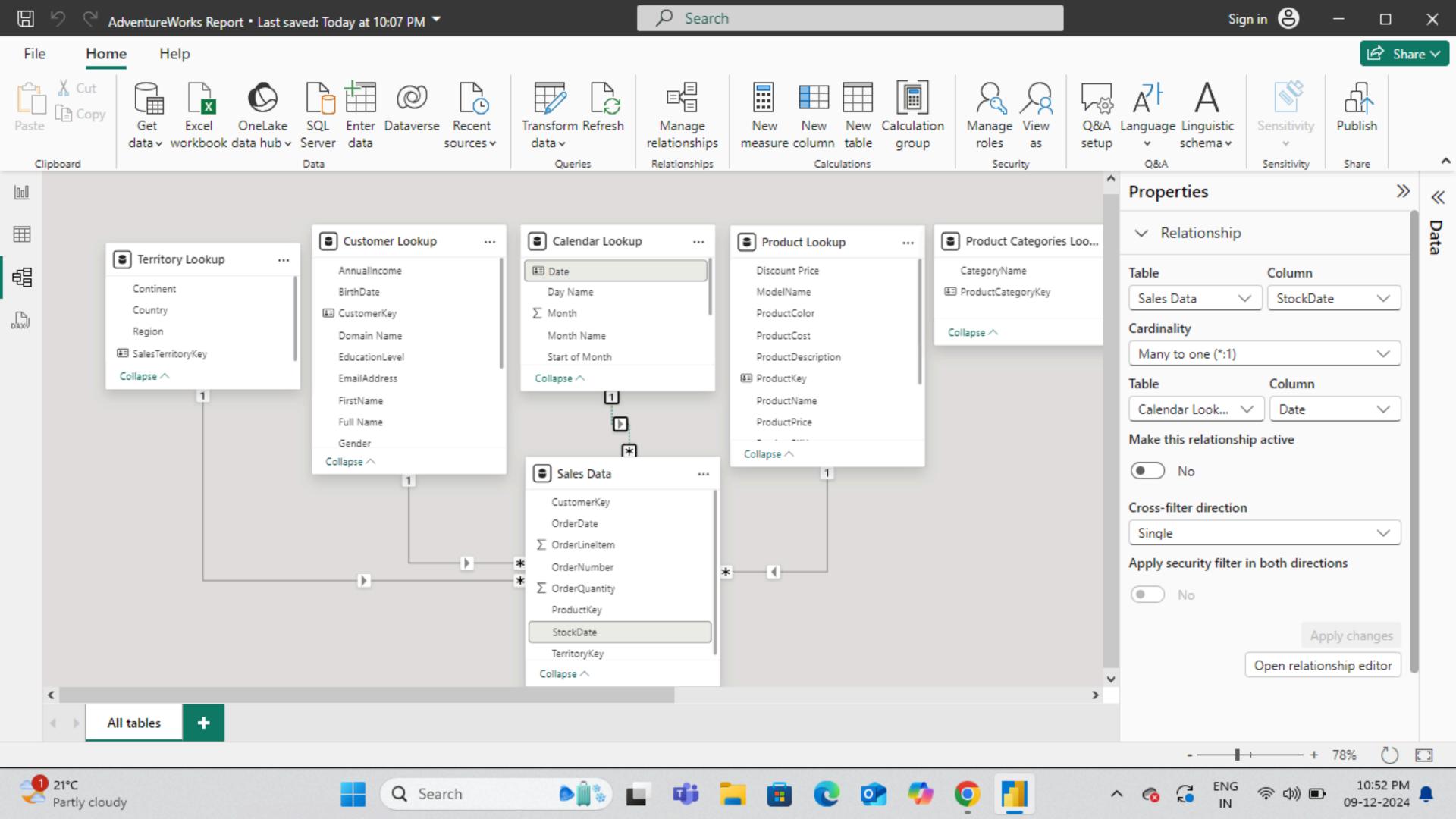


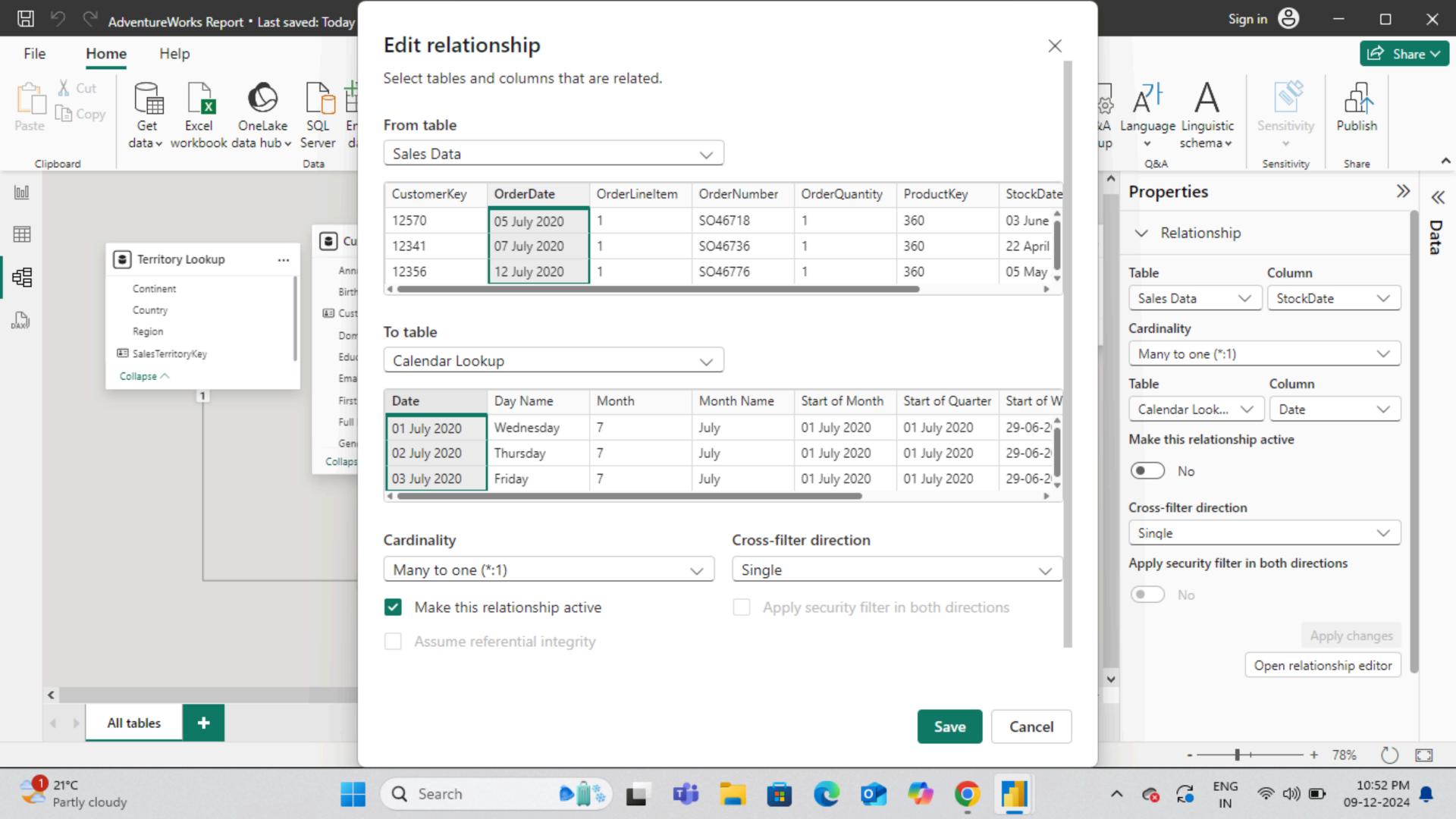
7. MANAGING AND EDITING RELATIONSHIPS:

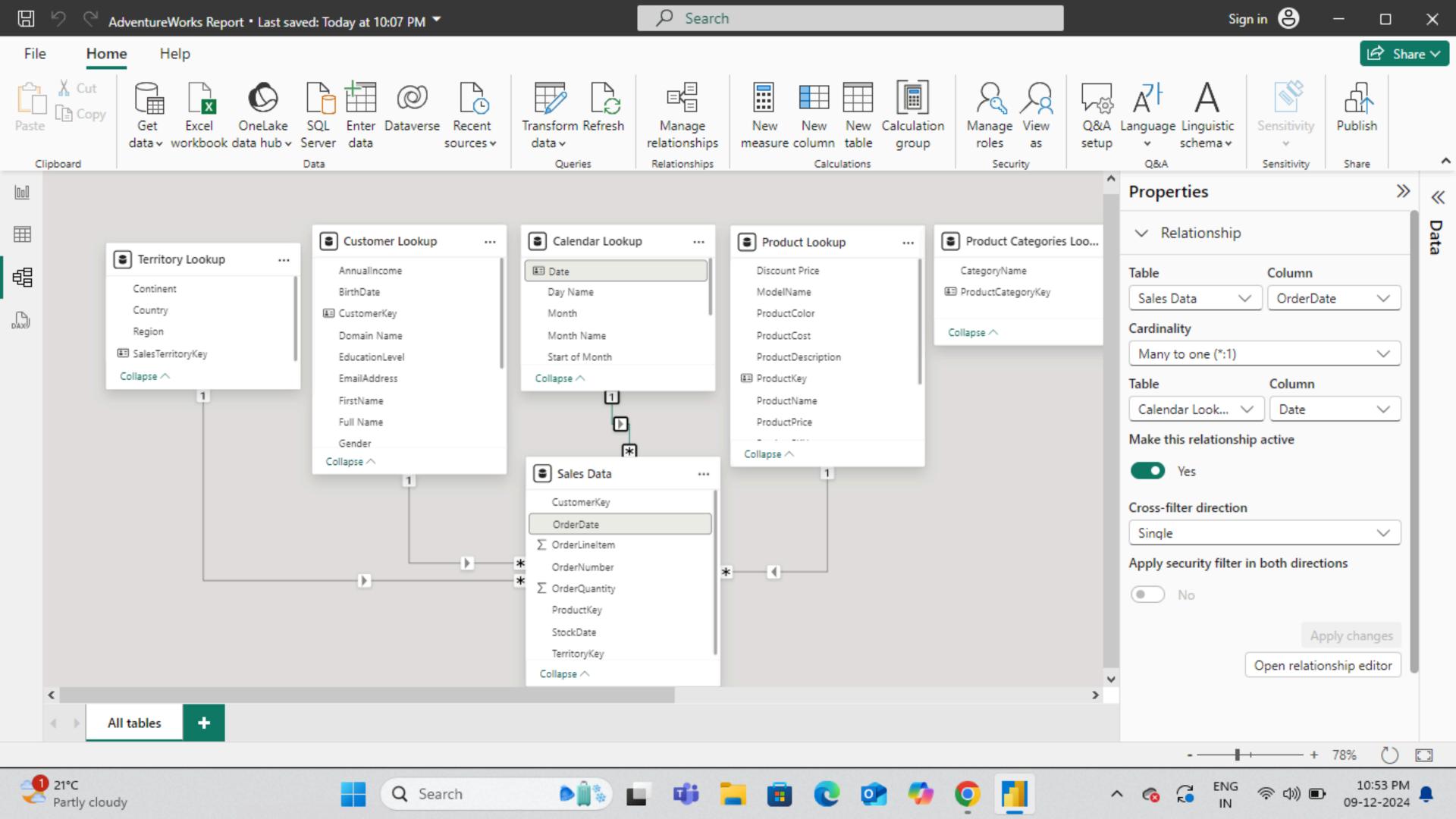
- Review the relationships between tables to ensure they are correct.
- Adjust keys or relationships if they are not working as expected.
- Check relationship types (example: one-to-Many, Many-to-Many) to ensure accurate data connections.
- Update table connections to maintain accurate and meaningful analysis.
- Test and validate the relationships after editing to confirm the data is linked properly.

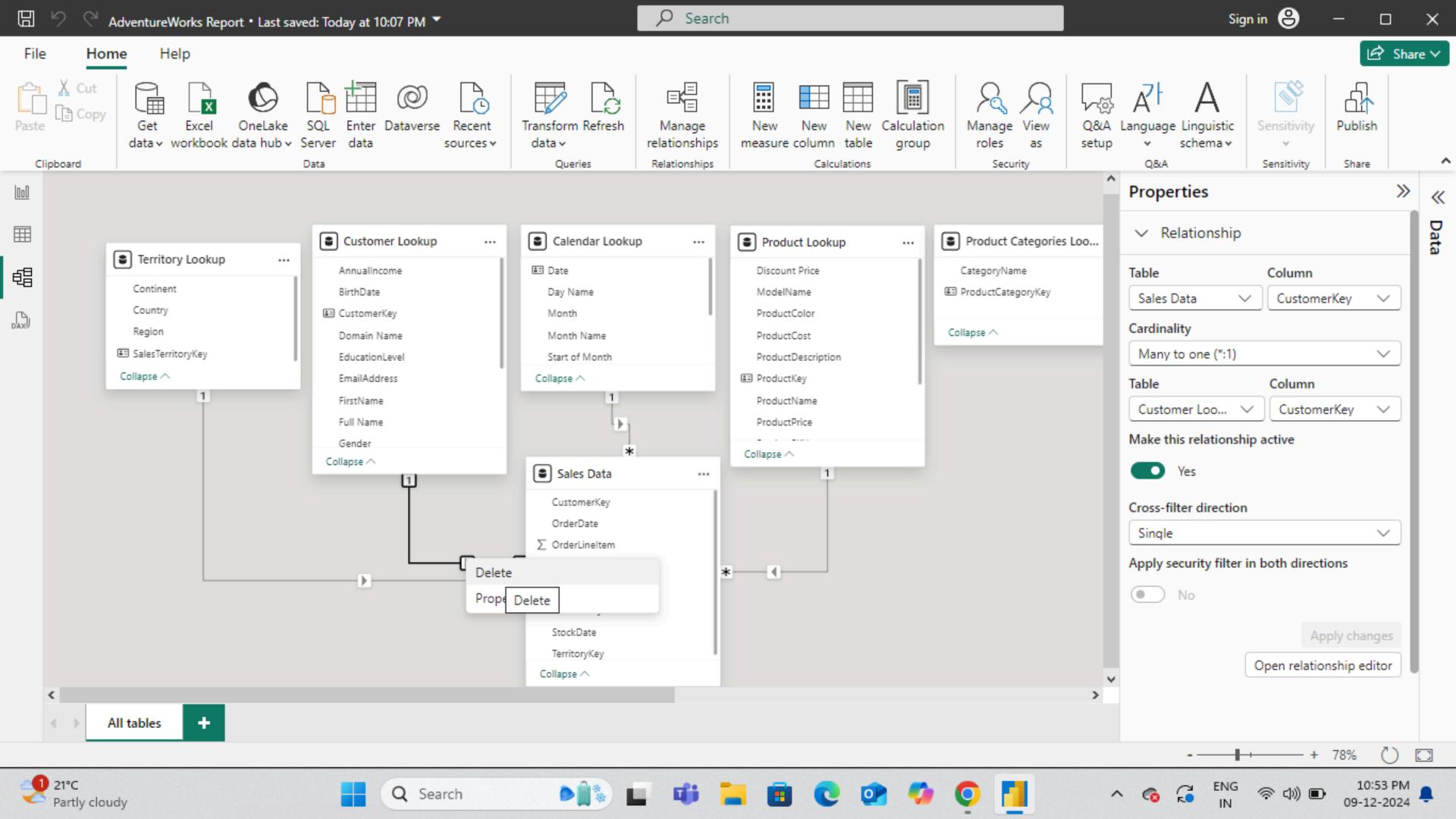


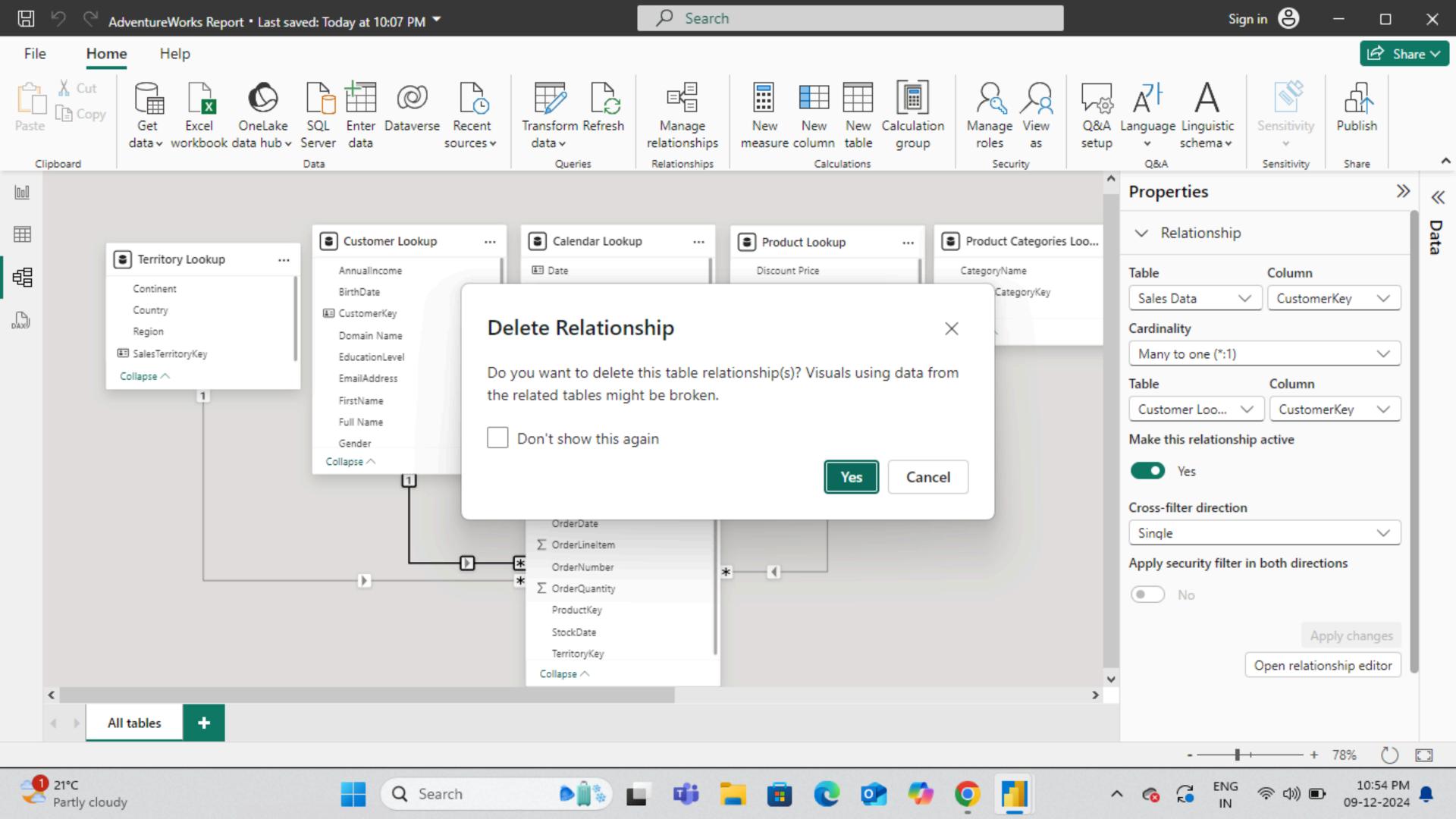


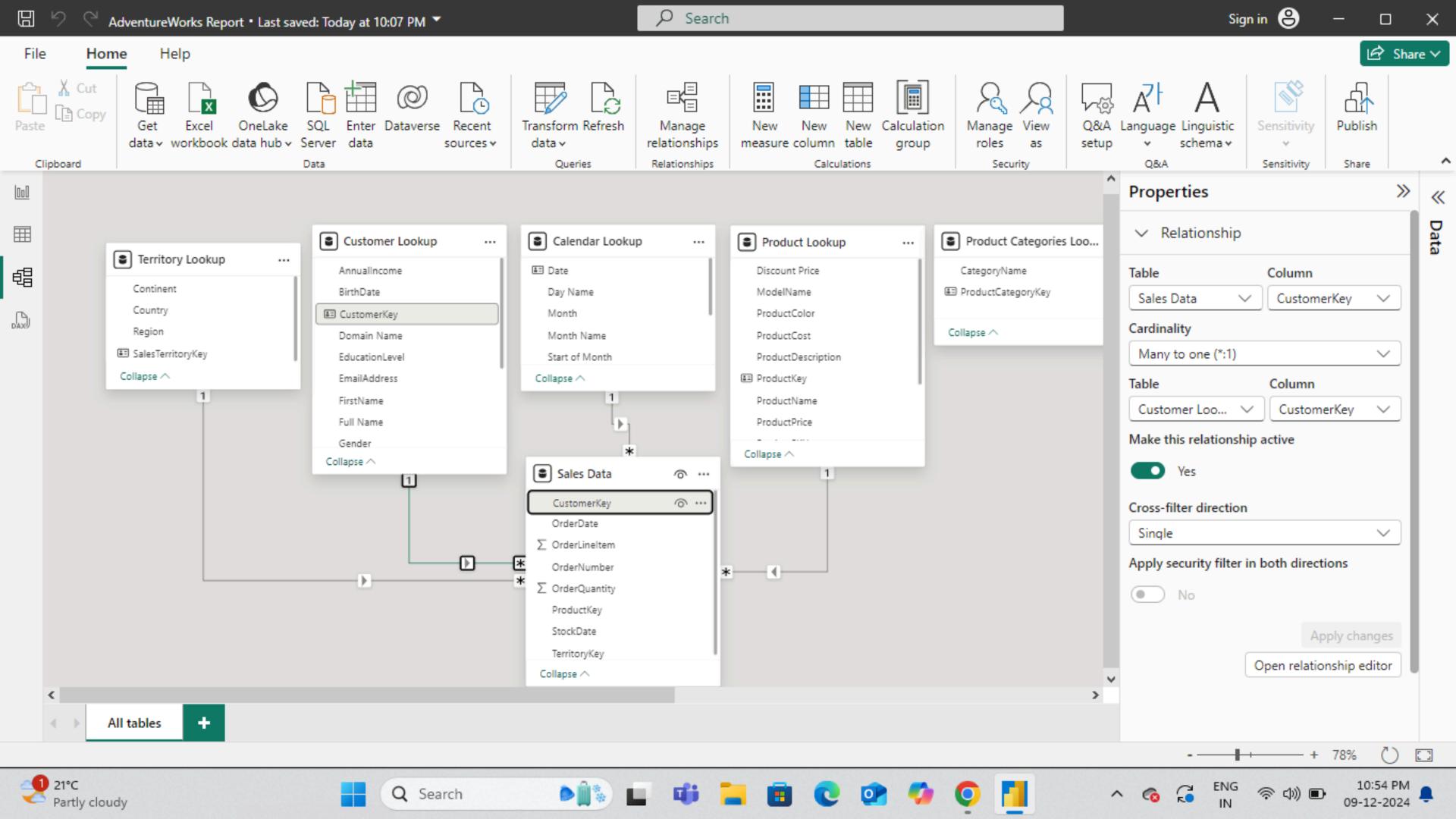












THANK YOU!

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