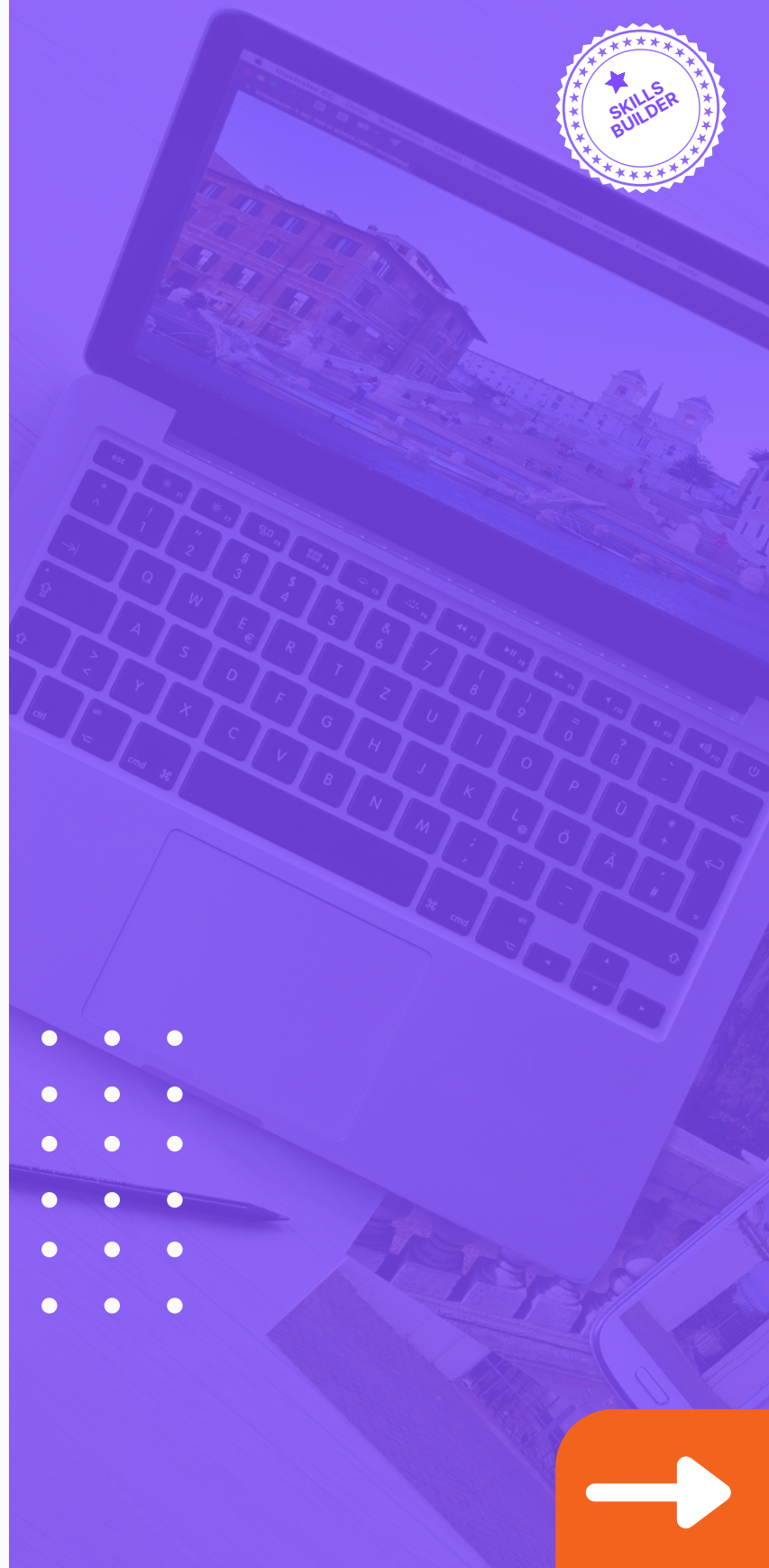




**SKILLS
BUILDER
SERIES**

**STAR SCHEMAS
SIMPLIFIED**





PROJECT BRIEF

1

THE SCENARIO

Your company's campaign data is poised for rapid growth, and designing a scalable data model is critical for efficient reporting. While the current dataset contains three months of performance metrics, your task is to transform the data into a star schema in Power BI, ensuring it can handle increasing volumes while maintaining optimal performance and usability.

2

THE CRITERIA

Prepare the provided dataset by loading, cleaning, and structuring the data into a star schema. This includes creating dimension tables with surrogate keys and linking them to a centralized fact table containing measurable metrics.

3

THE DELIVERABLE

1. Load and verify the dataset
2. Create dimension tables
3. Define relationships between tables
4. Build and validate the star schema





DELIVERABLE 1

Import the dataset into Power Query and conduct an initial exploration. Confirm that all columns are loaded correctly, assess the data types, and review the structure. Identify attributes that will form dimension tables (e.g., date) and metrics that should remain in the fact table (e.g., clicks).





DELIVERABLE 2

Generate clean dimension tables by extracting unique records for the attributes identified in Deliverable 1. Add surrogate keys to each table and prepare them for integration into the star schema.





DELIVERABLE 3

Integrate the dimension tables into the fact table by merging queries on shared attributes. Assign the corresponding surrogate keys from each dimension to the fact table. Ensure the fact table retains only the necessary metrics and foreign key references for scalability.





DELIVERABLE 4

Load the dimension and fact tables into the data model and establish the appropriate relationships. Create a date dimension and validate the schema by running sample queries to confirm accurate relationships and consistent data.





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