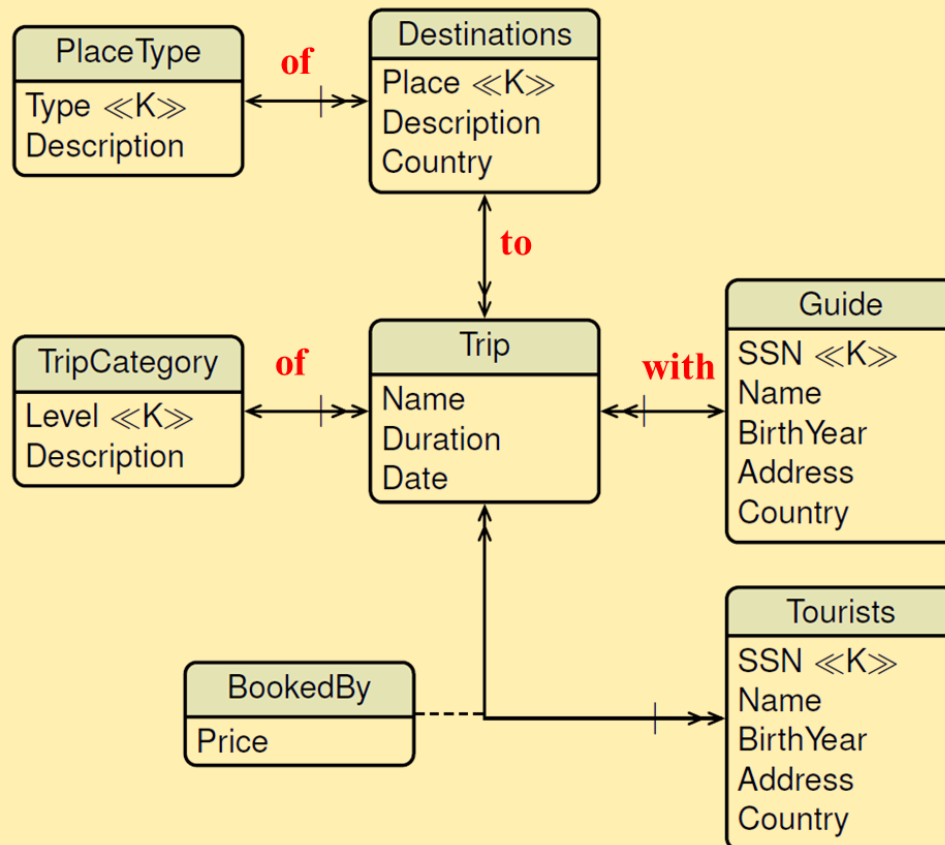


TRAVEL AGENCY: REQUIREMENTS ANALYSIS



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The travel agency is interested in a DM for analyzing the travel behavior of tourists.



1. Total number of tourists and average trip duration for Florence, **by** age band
2. Total number of tourists for domestic trips, **by** age band, **by** country.
3. Total number of tourists, **by** trip name and category, **by** group country (alternative: age band, guide, country).
4. Average trip revenue for tourists of a trip category level 1 in Toscana, **by** type of destination, and **by** year.
5. Number of trips **by** place type, **by** month, and **by** guide country.

Requirement	Dimensions	Measures	Metrics
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1. Total number of tourists and average trip duration for Florence, **by** age band
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Fact Granularity

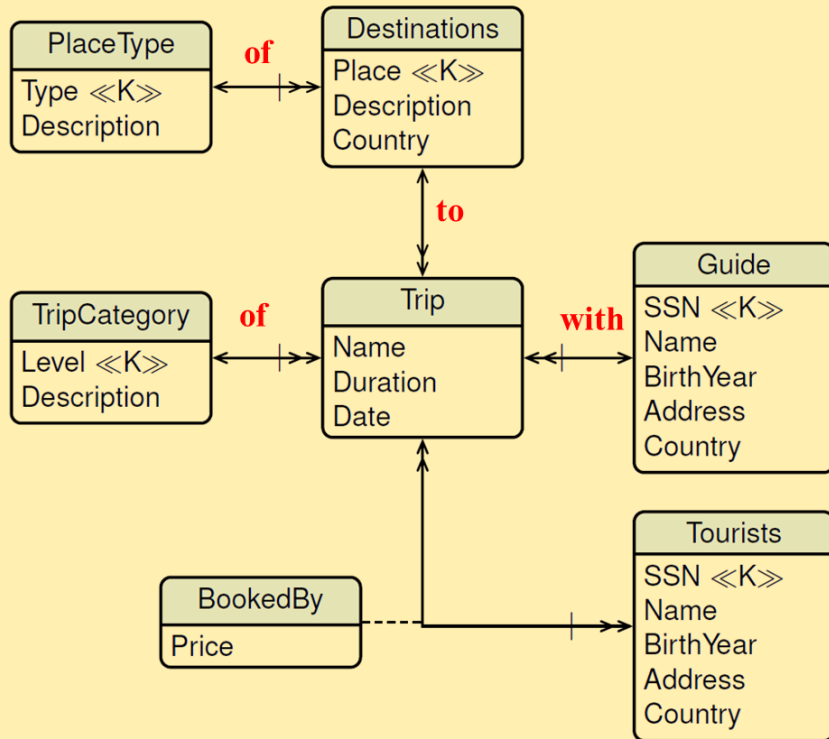
Description

Preliminary dimensions

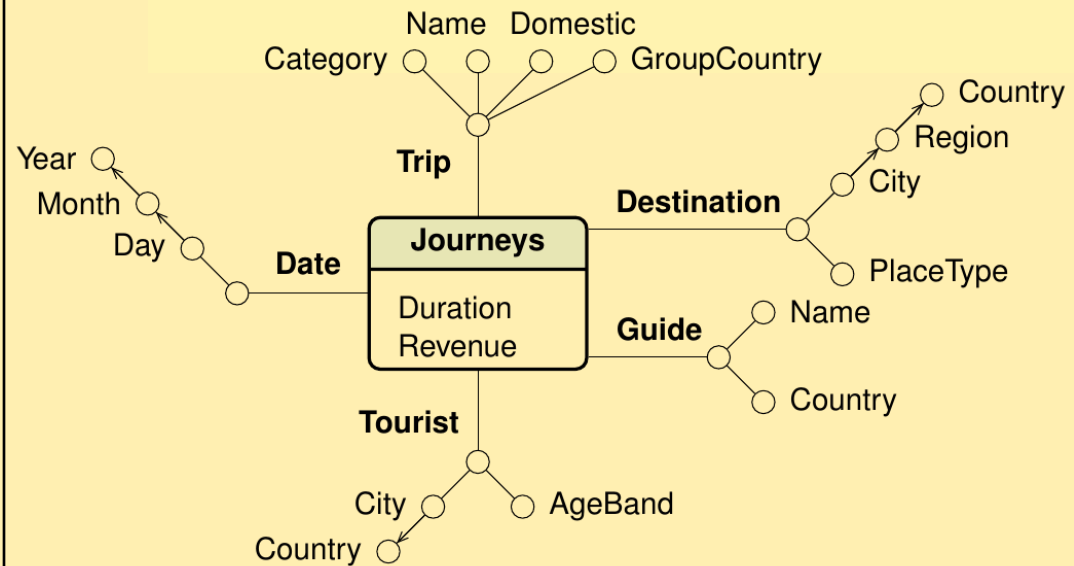
TRAVEL AGENCY: CONCEPTUAL DESIGN



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DATA BASE

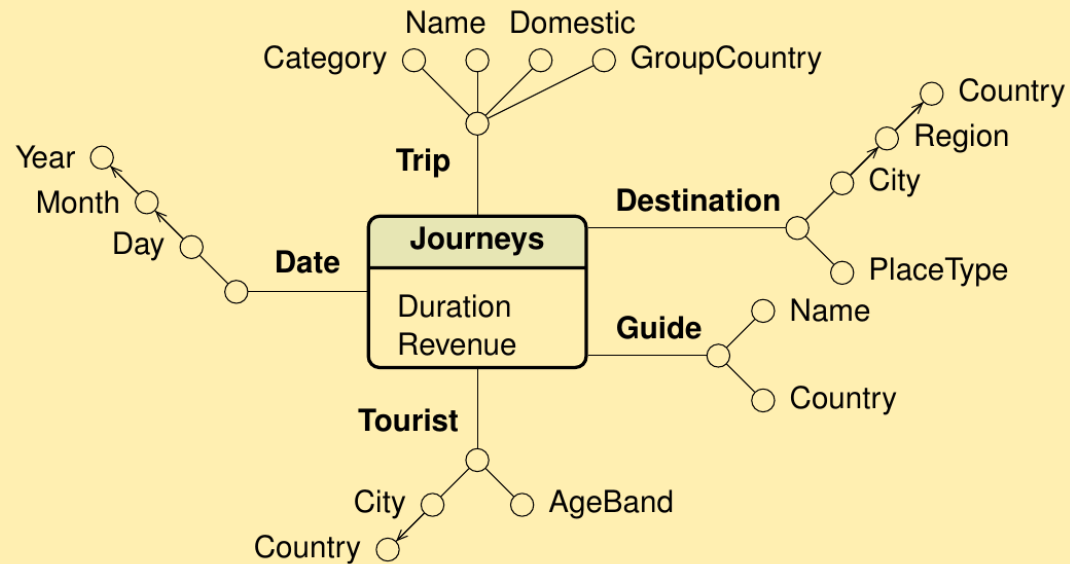


DATA MART

EXERCISE: DESIGN LOGICAL SCHEMA!



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DFM SCHEMA

STAR SCHEMA

The travel agency is interested in a DM for analyzing the travel behavior of tourists.

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5. Number of trips **by** place type, **by** month, and **by** guide country.

SQL QUERIES ON STAR SCHEMA

6. Total revenue **by** distinct tourist
7. Total number of distinct tourists **by** year.

SQL QUERIES ON (MODIFIED) STAR SCHEMA