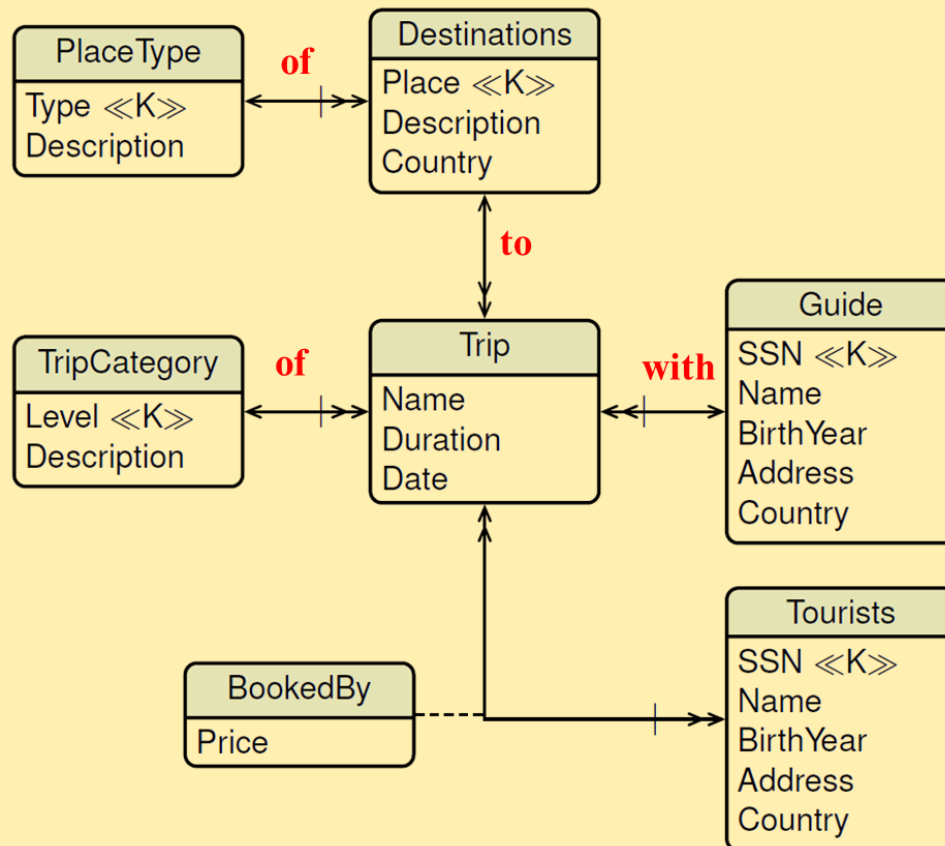


The travel agency is interested in a DM for analyzing the travel behavior of tourists.



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 trips of category level 1 in destination region 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

Requirement	Dimensions	Measures	Metrics
1. Total number of tourists and average trip duration for Florence, by age band	Destination (<u>City</u>), Tourist (<u>AgeBand</u>)	¹ Number of tourists , Duration of trip	Total number, Average duration
2. Total number of tourists for domestic trips, by age band, by country.	Trip (<u>Domestic</u>), Tourist (<u>AgeBand</u> , <u>Country</u>)	Number of tourists	SR Total number
3. Total number of tourists, by trip name and category, by group country (alternative: age band, guide, country).	Trip (<u>Name</u> , <u>Category</u>), Tourist (<u>Country</u> , <u>AgeBand</u>), Guide (<u>Name</u> , <u>Country</u>)	¹ Number of tourists	SR Total number
4. Average trip revenue for tourists of a trip category level 1 in Toscana, by type of destination, and by year.	Trip (<u>Category</u>), Destination (<u>Region</u> , <u>Type</u>), Date (<u>Year</u>)	Revenue	Average revenue
5. Number of trips by place type, by month, and by guide country.	Destination(<u>PlaceType</u>), Date (<u>Month</u>), Guide (<u>Country</u>)	Number of tourists	SR Total number

Fact Granularity

Description

A trip of a single tourist

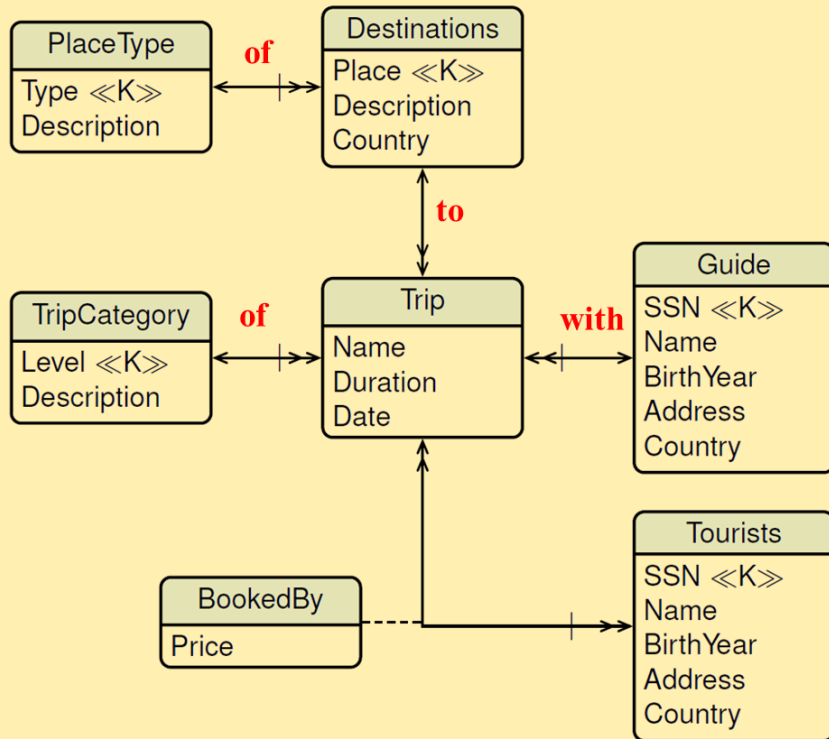
Preliminary dimensions

Destination, Guide, Date, Tourist, Trip

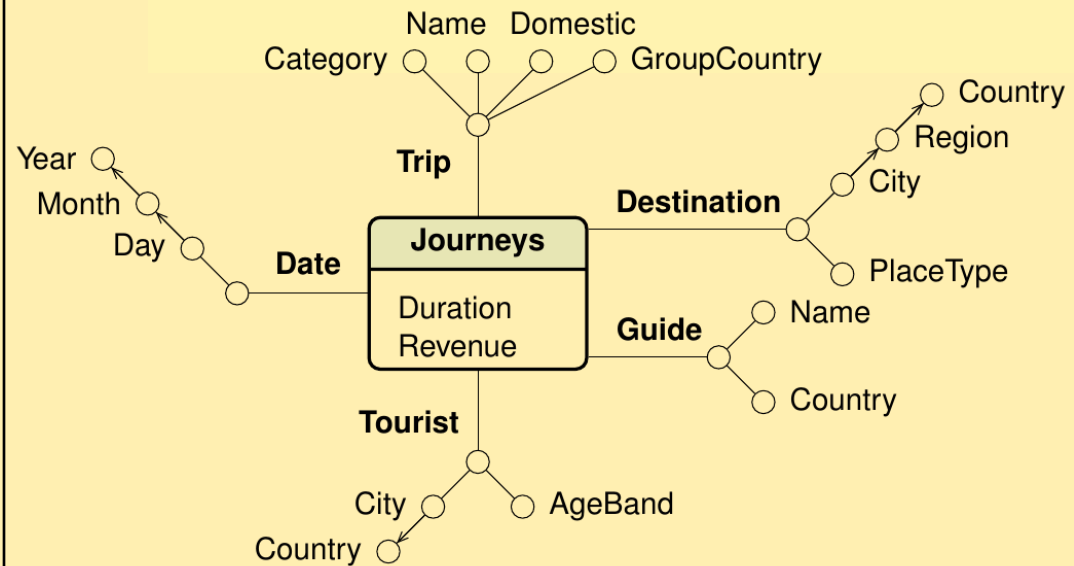
TRAVEL AGENCY: CONCEPTUAL DESIGN



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DATA BASE

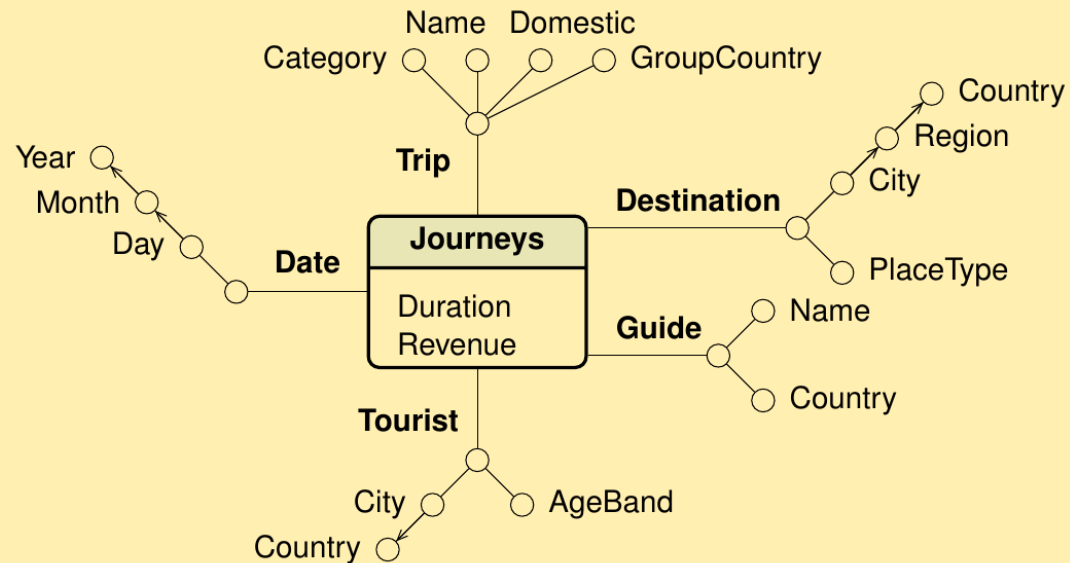


DATA MART

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