

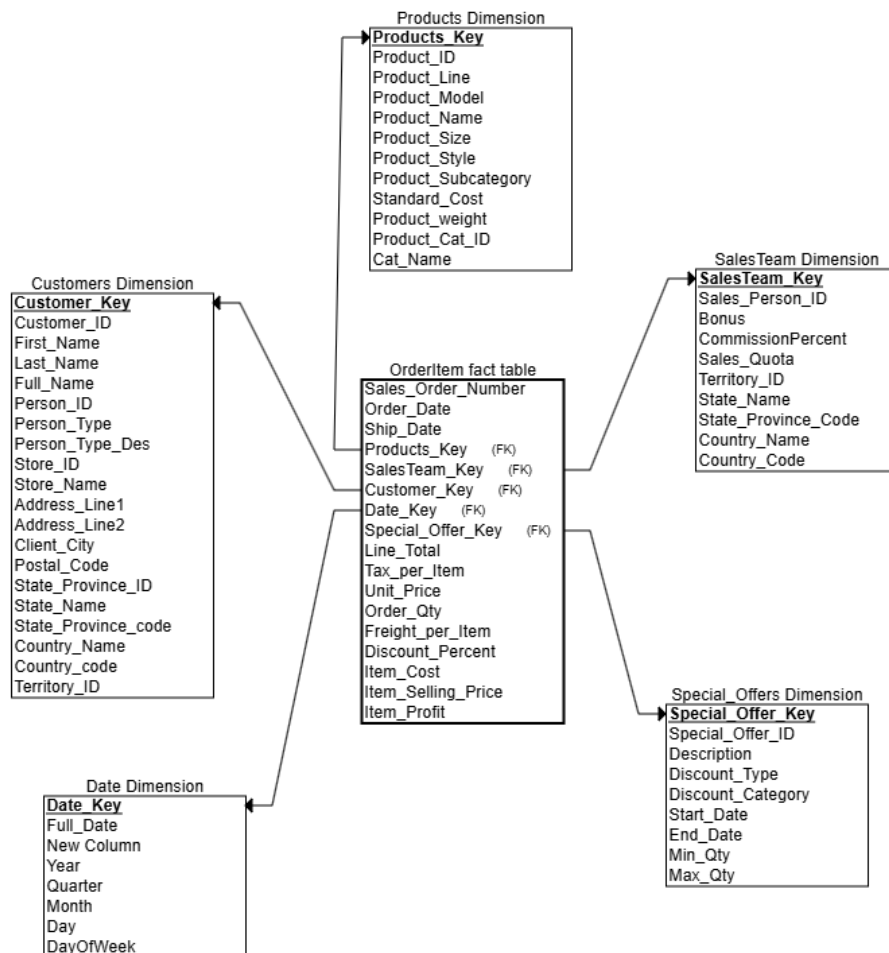
VEVO Bikes Data Warehouse

Star Schema Design & SSIS ETL Pipeline Implementation

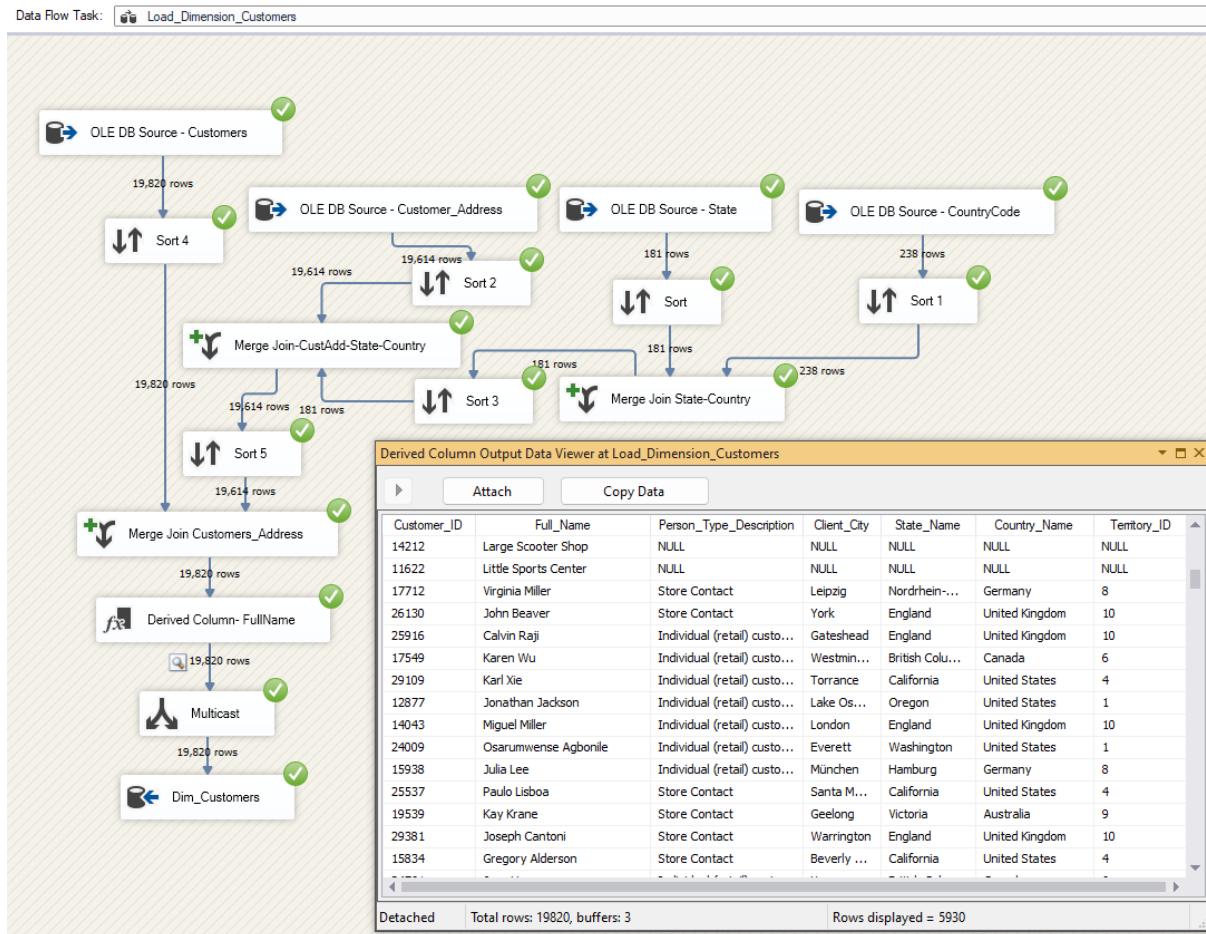
Supporting implementation imagery from a data warehousing project completed as part of the Graduate Certificate in Business Analytics (BSAN7206, University of Queensland, 2024). A star schema was designed using Kimball's Four-Step Process, implemented via an ETL pipeline in SQL Server Integration Services (SSIS), and queried in SQL to generate business insights.

Dimensional Model

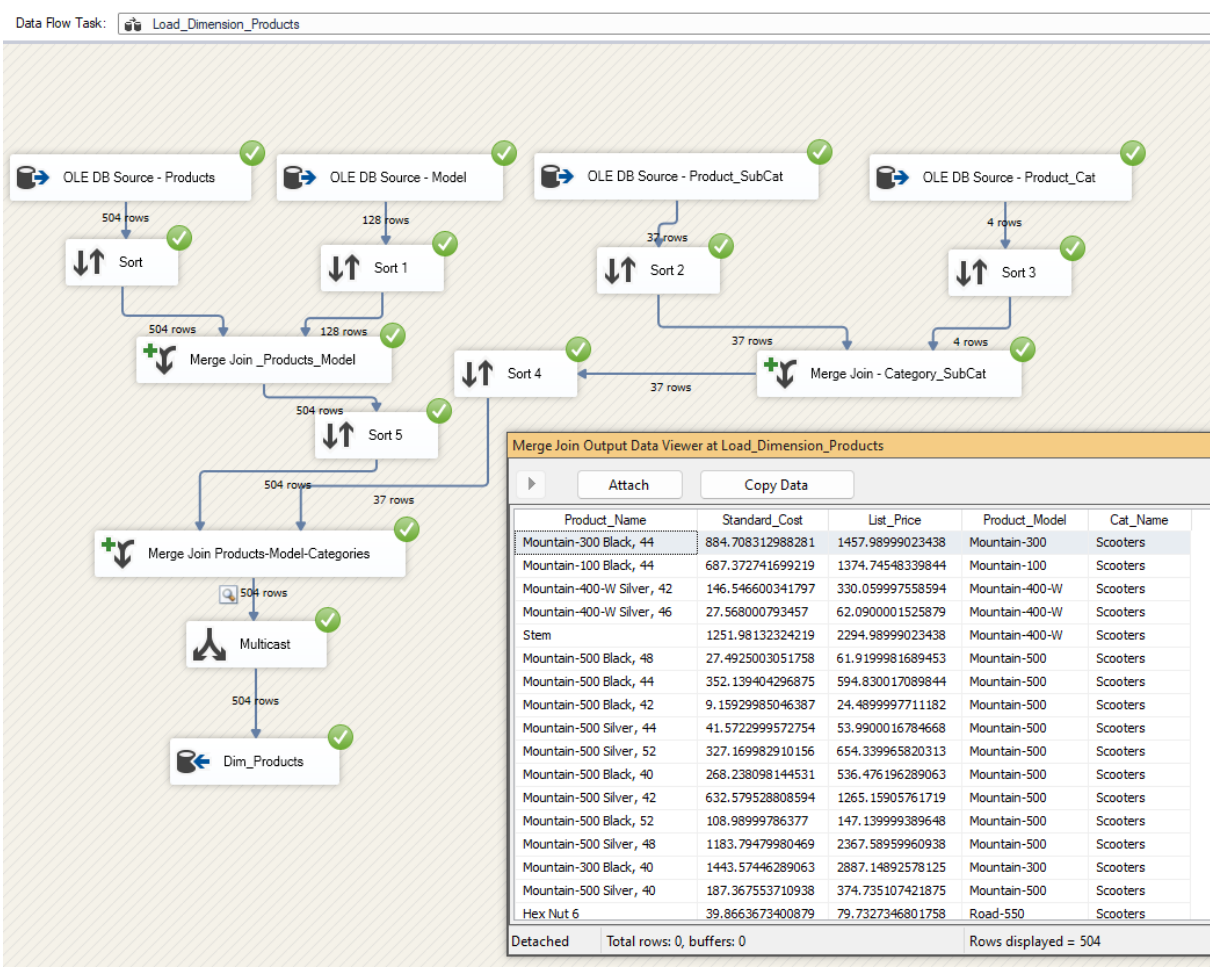
The star schema design, centred on the sales fact table with five supporting dimensions: Products, Customers, Sales Team, Special Offers and Date.



Dimension Table Implementation (SSIS ETL Data Flows)

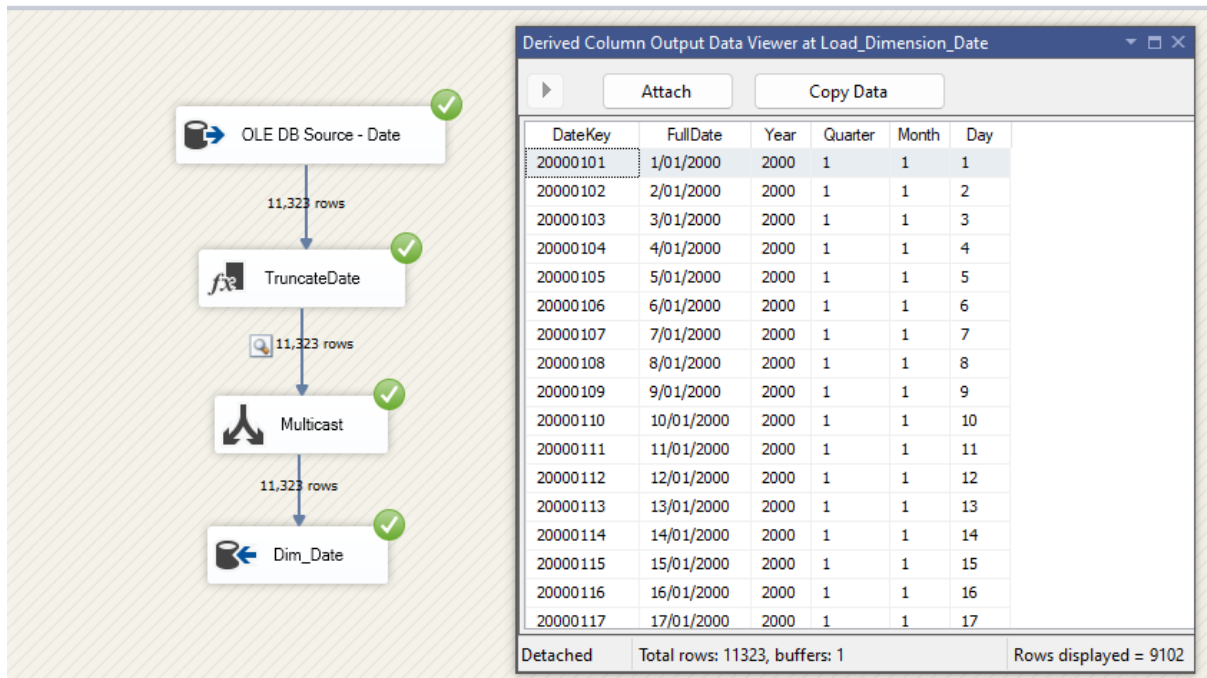


Customers dimension — ETL data flow



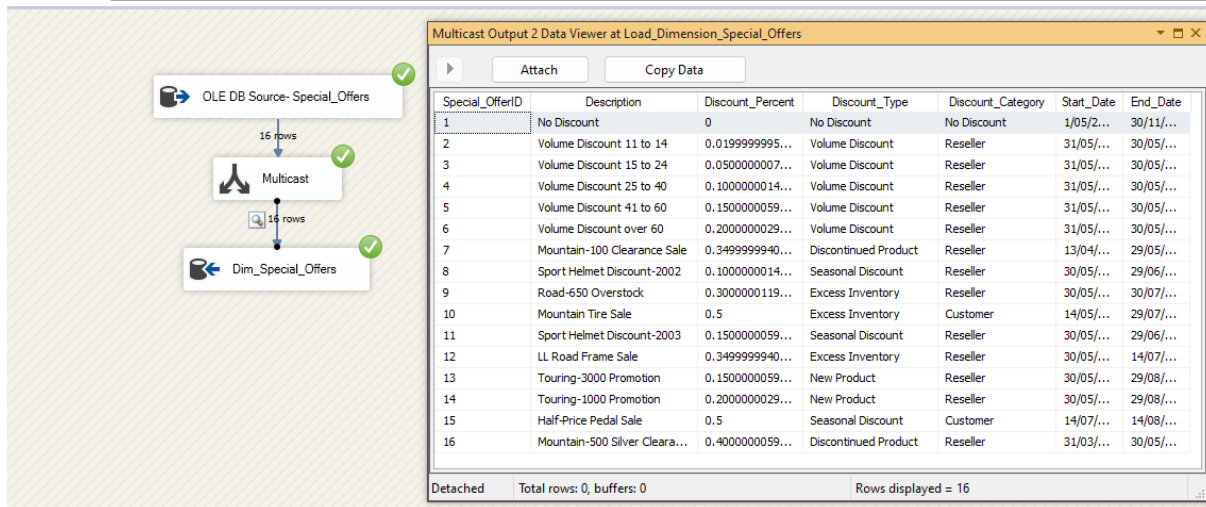
Products dimension — ETL data flow

Data Flow Task: Load_Dimension_Date

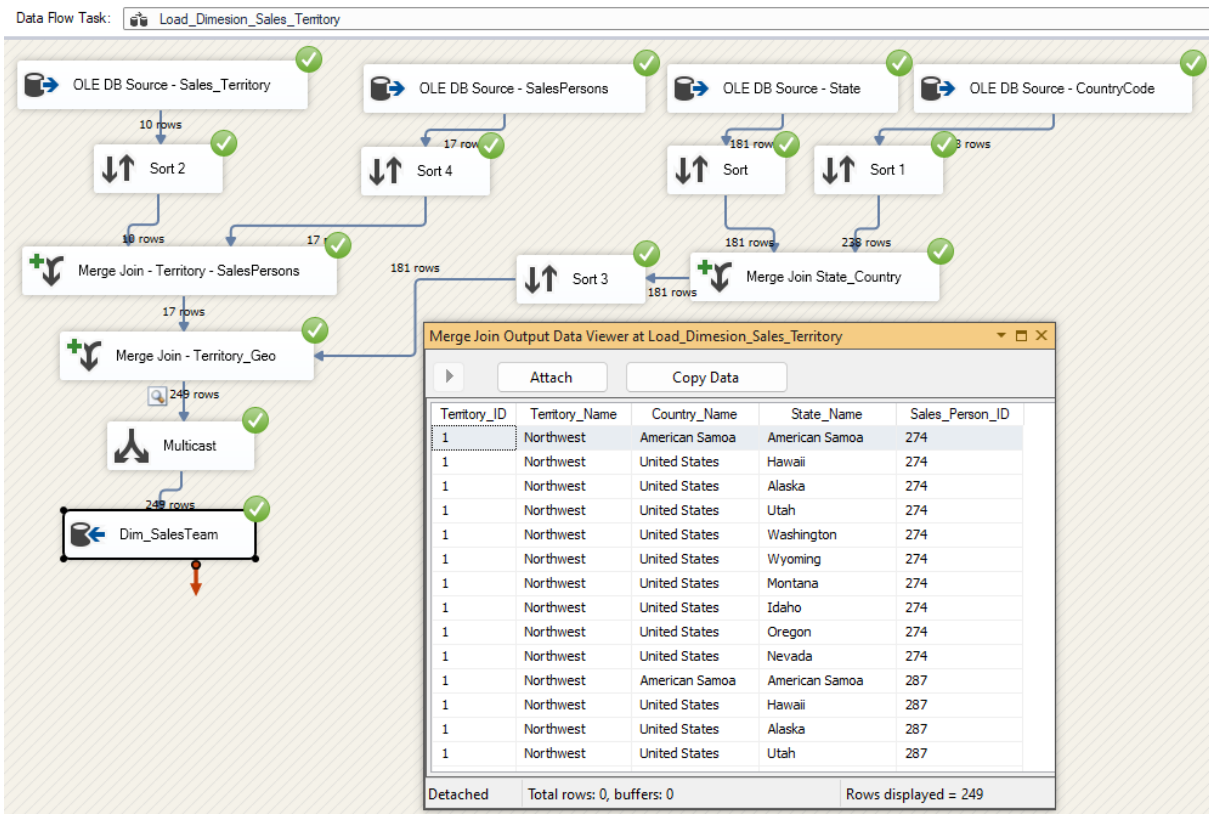


Date dimension — ETL data flow

Data Flow Task: Load_Dimension_Special_Offers

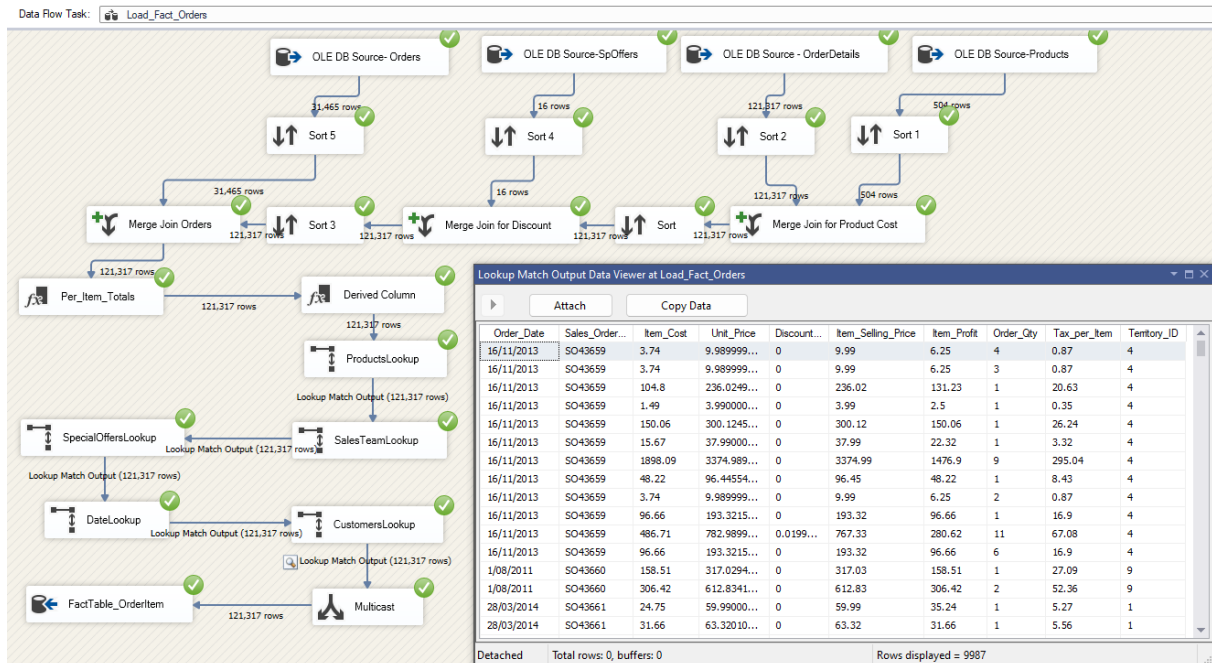


Special Offers dimension — ETL data flow



Sales Team dimension — ETL data flow

Fact Table Implementation



Order Item fact table — ETL data flow, populated once all dimension tables were loaded.