

# Untangling Data For Analytics and Reporting Systems

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All too often, DW/BI teams lose their business focus during the project and concentrate on selecting a BI tool

rather than providing full end-to-end solutions.

www.kimballgroup.com/2013/01/08/design-tip-151-bi-components-for-business-value/

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#### **Data Transformation**

- It's all about the data
- 70% of a BI project can be data "cleansing" and optimization related
- If 1 + 1 = 3 in the source data, then getting the wrong answer faster and in graphical form really doesn't buy you much
- If the data is not trusted, the project will fail
- If the data is not understood, the task is very difficult
- BI is intended to REVERSE the 80/20 rule
  - 80% Gathering, 20% Analyzing





#### **Transformation Examples**

**Legacy Date** 

OrderDT – P8 Decimal 02132016 03212017 06012016



Date Usage
Desired by End Users

Order Date Month
Order Date Year
Order Date Quarter
Order Date Day Name

Current Date
Current Month
Current Year
Today's Date – 30
Same Date Last Year

Is it a Weekend?
Is it a Holiday?
What was the weather?
Was there a full moon?



# Agenda

Meta Data as a Foundation

• ETL (Extract, Transformation, and Load) is often the Best Practice to support Analytics Applications





#### DB2 Web Query Meta Data

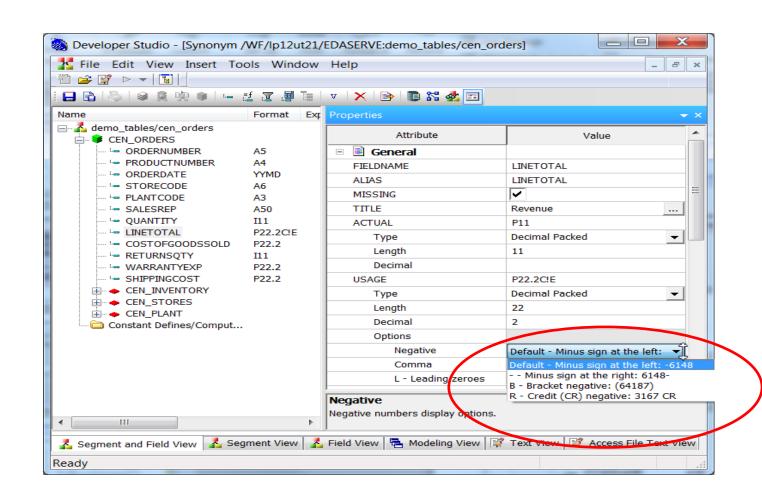
- Called SYNONYMS in DB2 Web Query terms
- Can be used to shield complexity of database from report authors when querying production databases
  - Make the data meaningful to business users through simplification and transformation
  - Add business rules
- Can (and is actually required) to be used for defining source and target data elements in a data warehouse architecture
- Define ONCE, use EVERYWHERE
  - And if you need to change something, you change it ONCE and not in every report





# Examples of Meta Data Transformation Capabilities – Formatting Fields

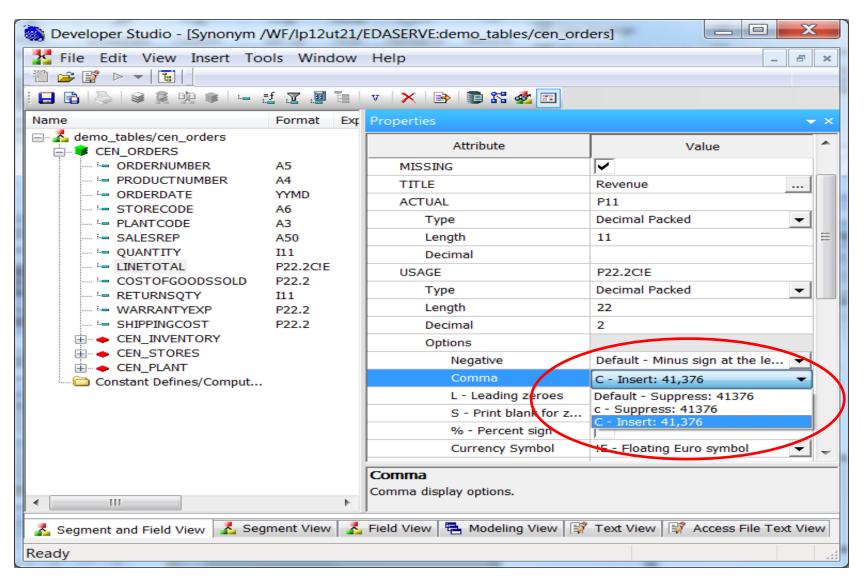
- Field Formats
  - Set default formats
  - Every Report will use this default format
  - Can be overridden in each report
- How do you want negative numbers depicted?







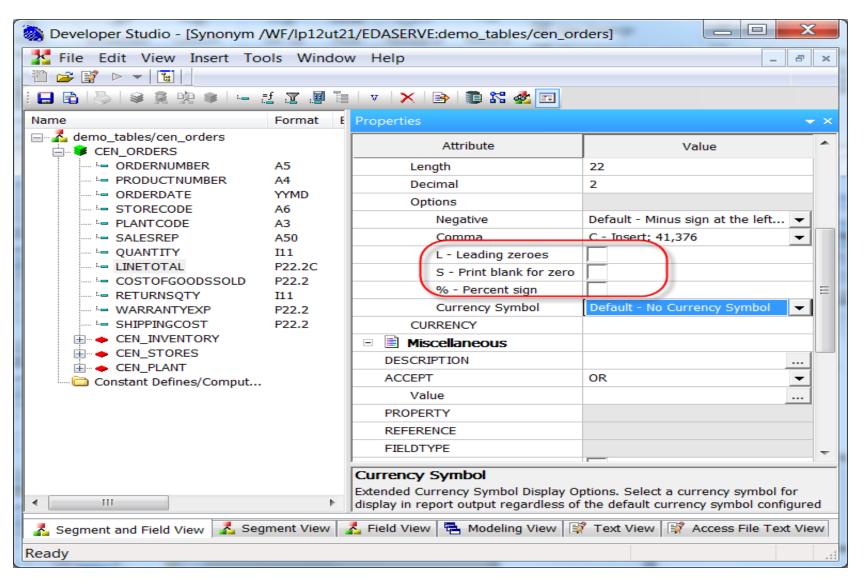
#### Inserting thousands separators







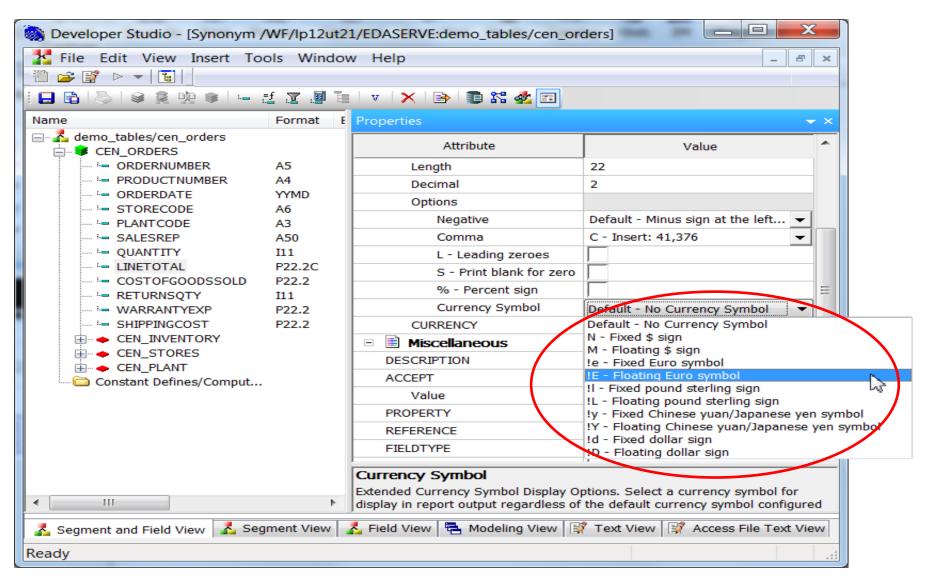
#### Leading zeroes, percent sign







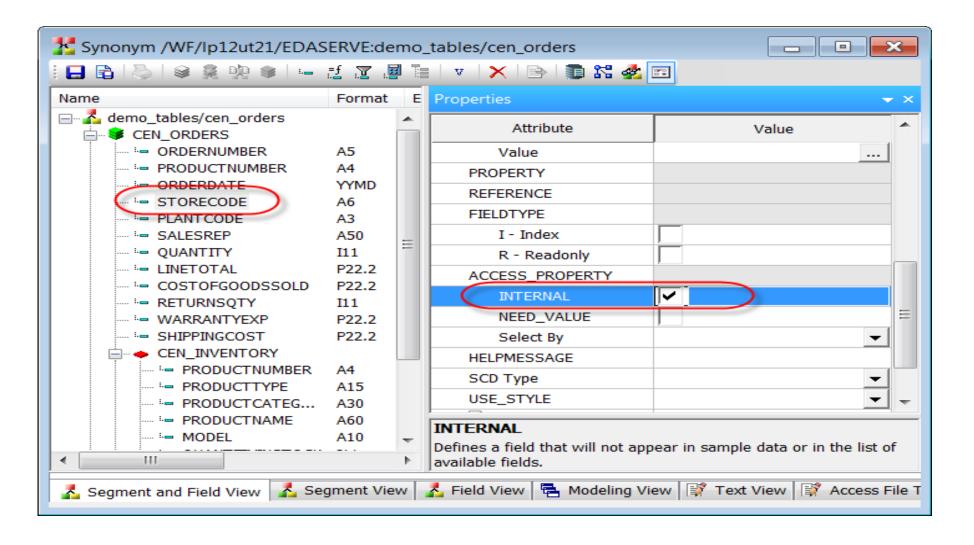
# Fixed/floating dollar, Euro signs







# Hiding columns (so they do not appear in development tools)







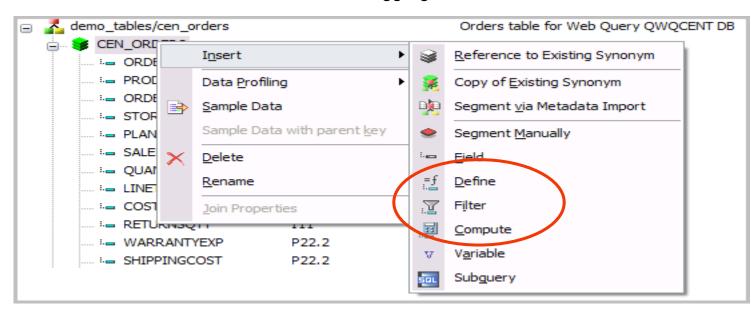
#### Creating derived (virtual) fields in Meta Data

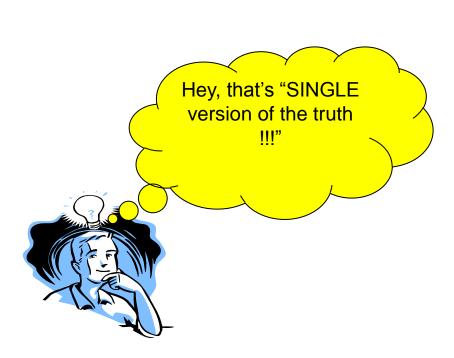
#### Define columns (Global)

- Sometimes referred to as Virtual fields
- Also called Define field in authoring tools (local to report)
- Executed on database read
- Calculated once for every record

#### Compute fields (Global)

- Also called Compute field in Authoring Tools (local to report)
- Calculated once for every printed line in report
- Executed after data is sorted and aggregated









# Editing DB2 Web Query synonyms: Define/Compute Column candidate examples

- Information needed in report but not stored in database in format desired
- Data transformation is necessary
  - Gross Profit Margin
  - Cost Ratio
  - Full customer name (Last\_Name, First\_Name Middle\_Initial)
  - String of codes to represent various values which need to be transformed

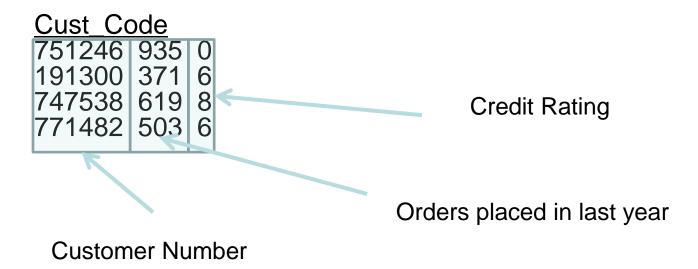
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# Editing DB2 Web Query synonyms: Define/Compute Column candidate examples

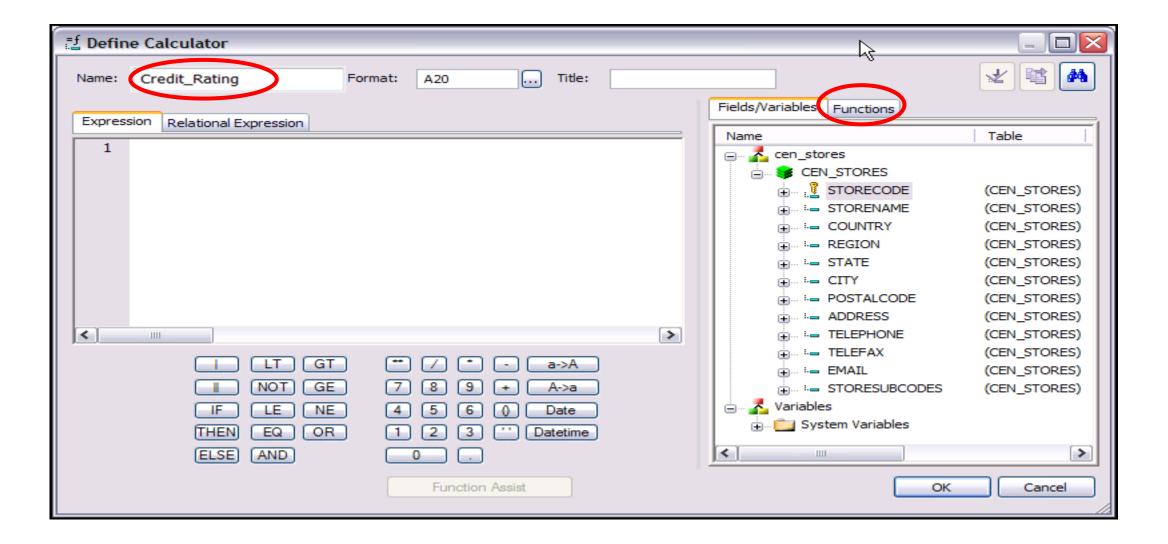
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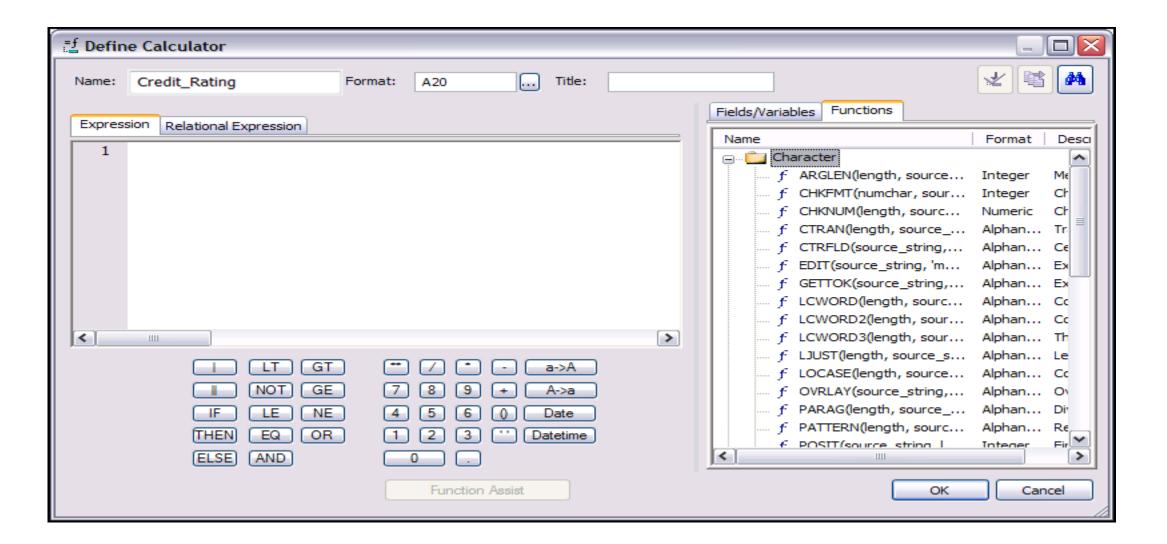
### Creating a derived (virtual) field







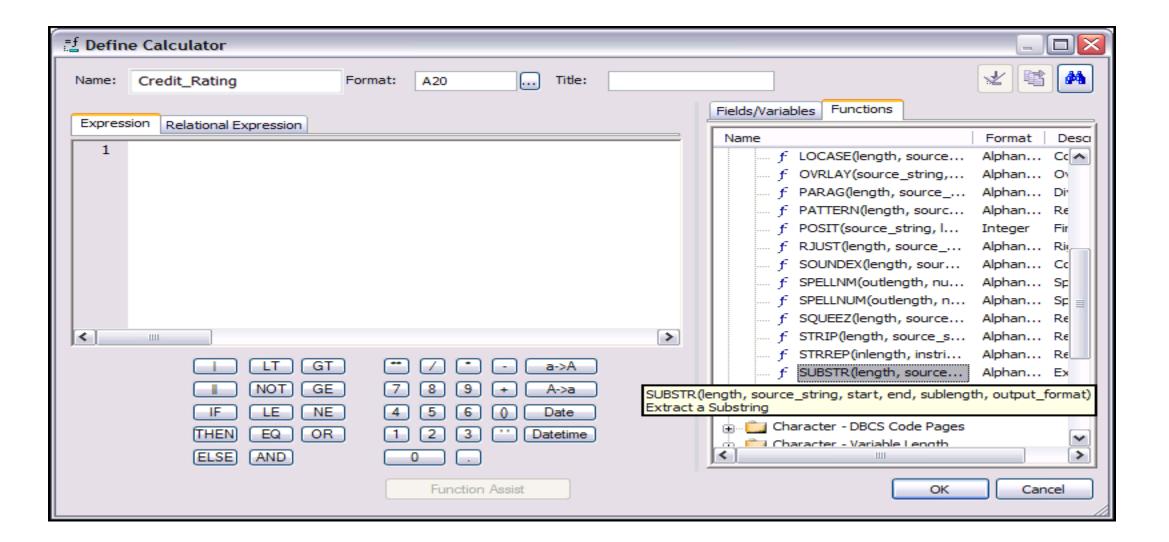
# 100's of Built in Functions (or use DB2 SQL built in functions)







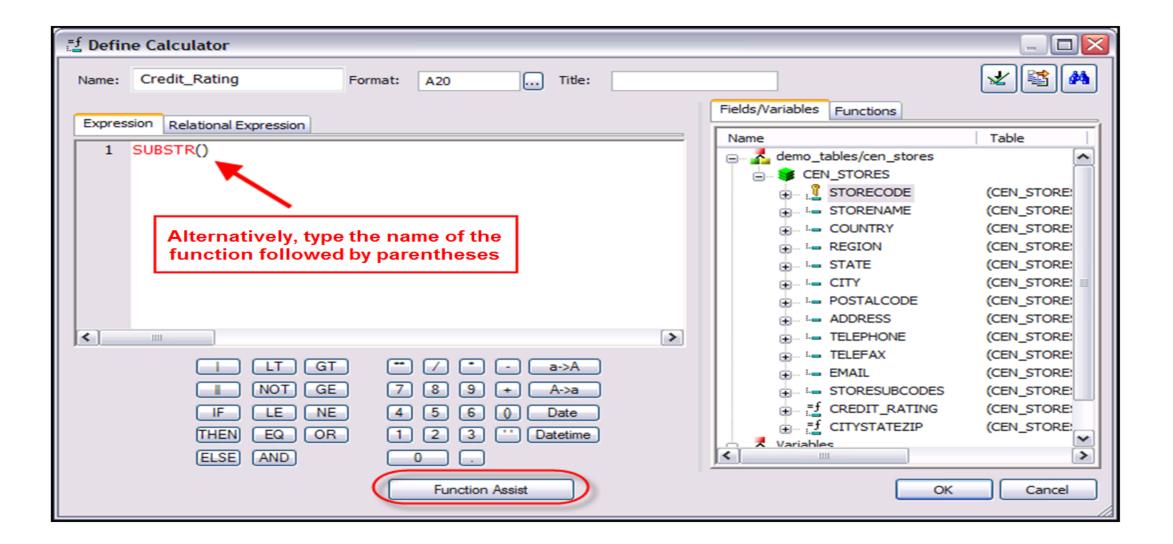
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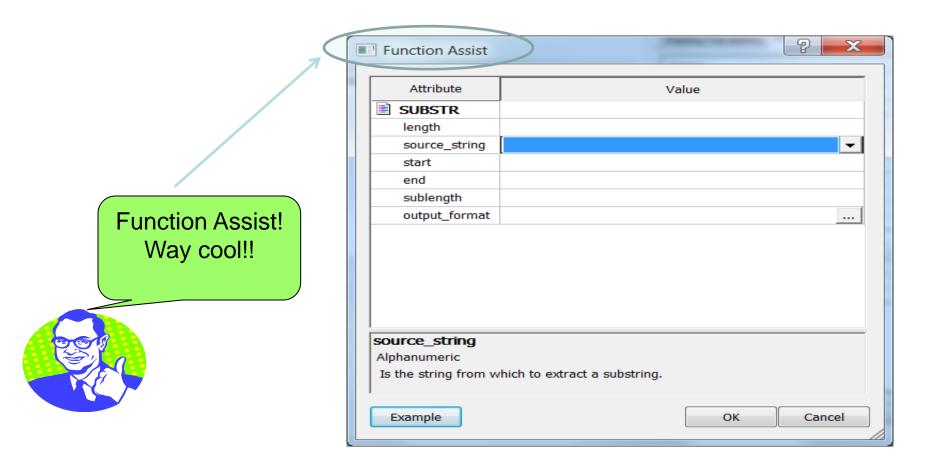


#### Expression Builder Makes it Easier to Create and Validate



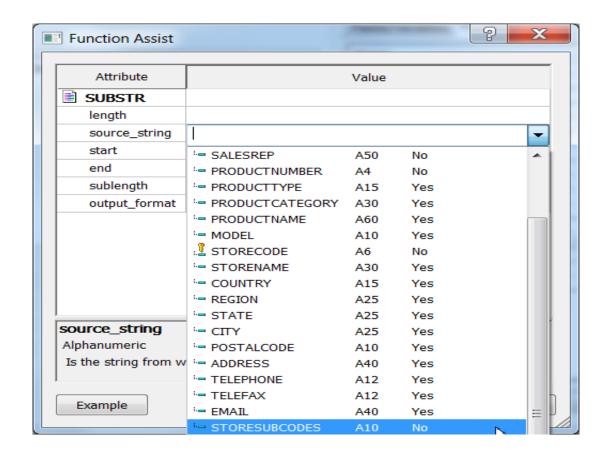












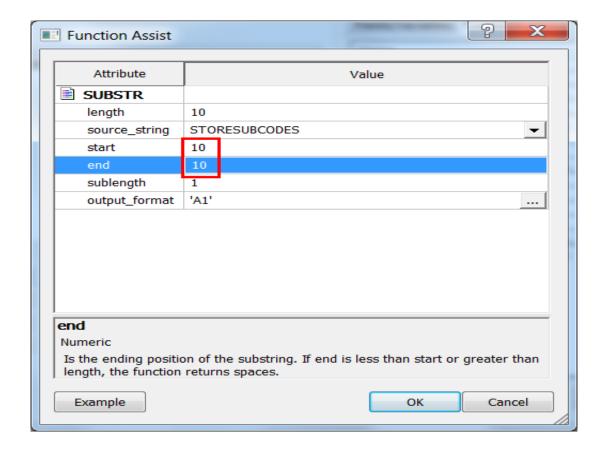




Function Assist			
	Attribute	Value	
	SUBSTR		
	length	10	
	source_string	STORESUBCODES ▼	
	start	1	
	end		
	sublength		
	output_format	<u></u>	
	source_string		
	Alphanumeric		
	Is the string from which to extract a substring.		
	Example	OK Cancel	



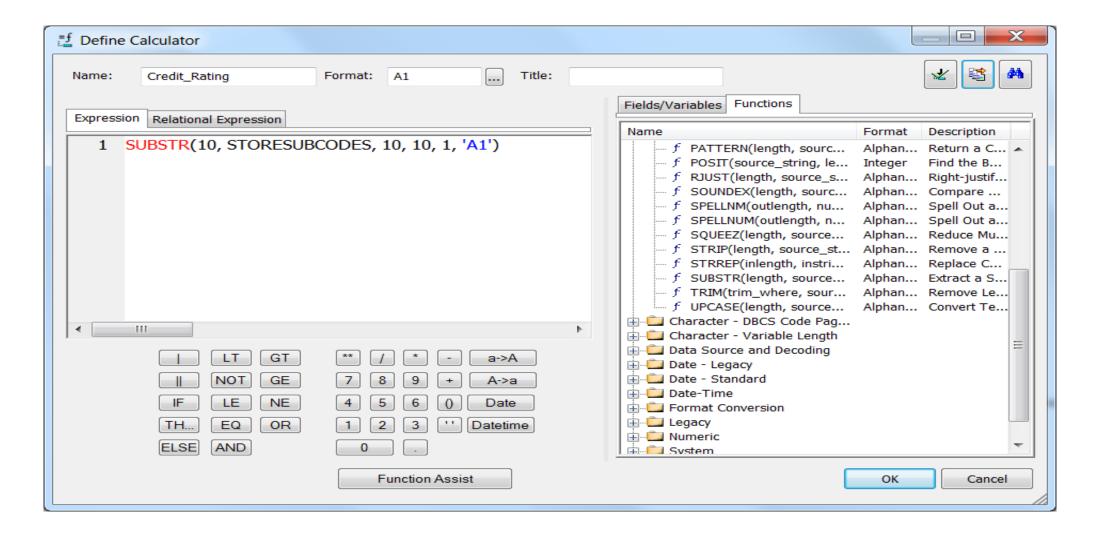








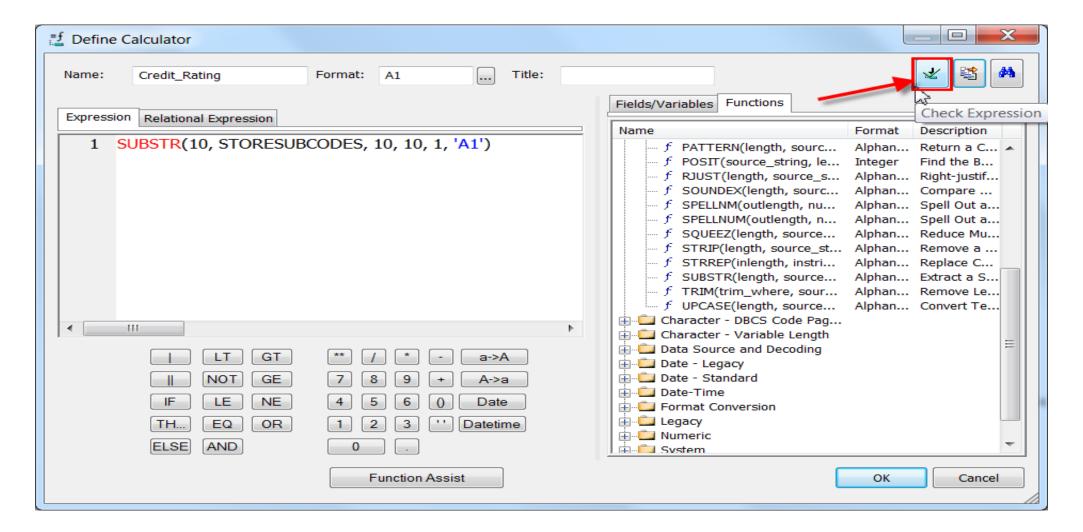
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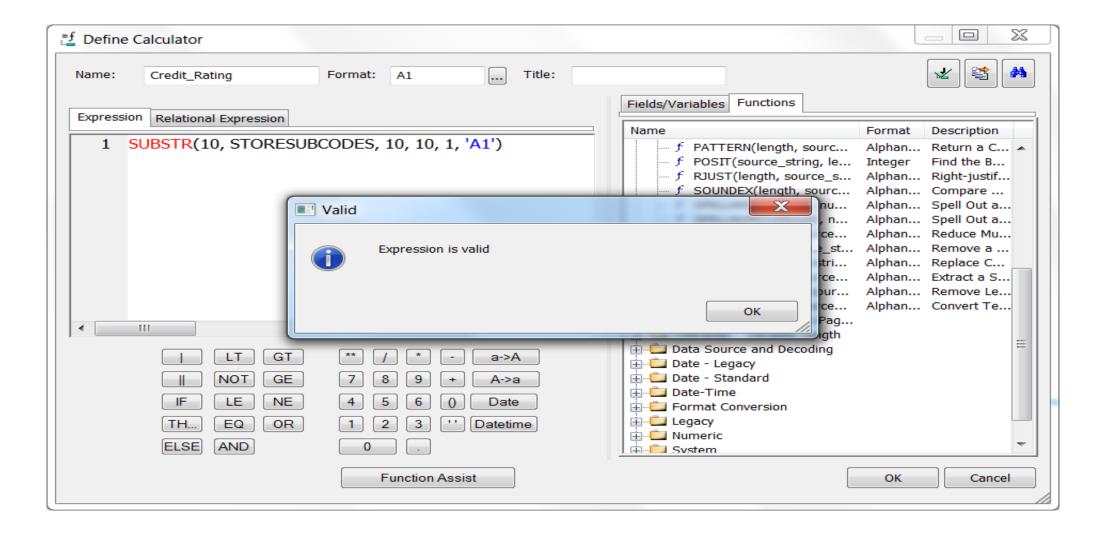
#### Validate your Function Syntax Along the Way







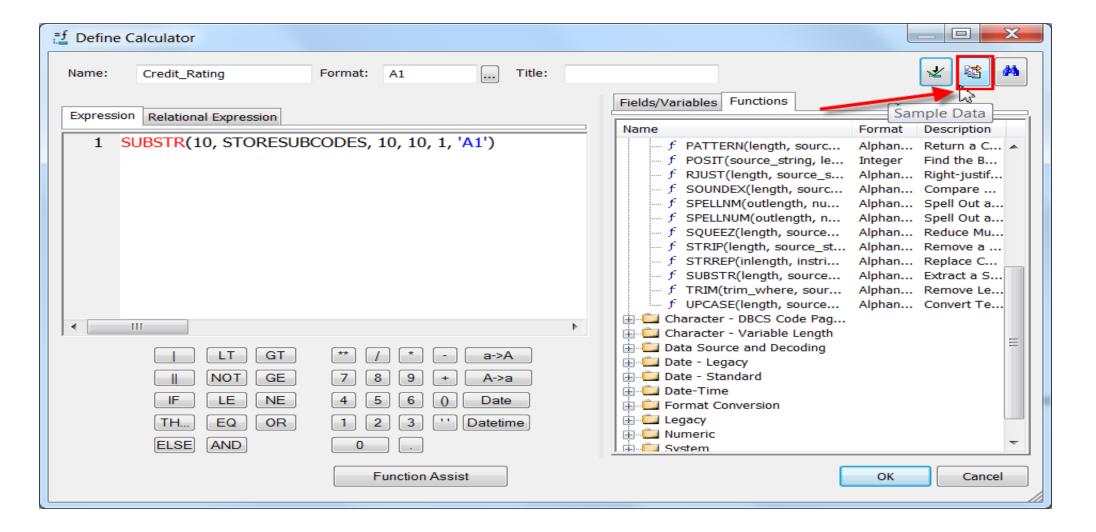
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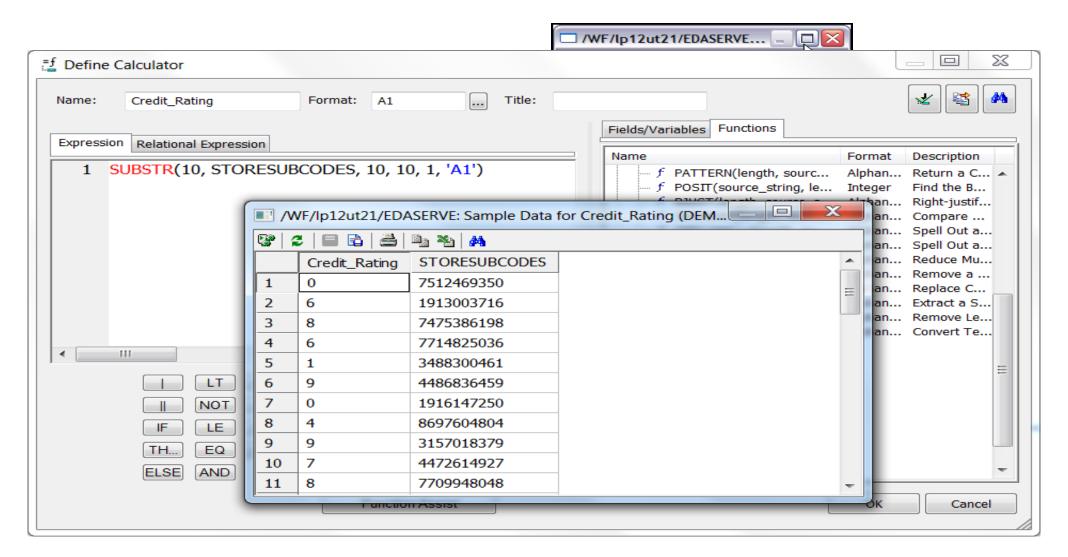
#### Sample Data to Validate







# Sample Data to Validate



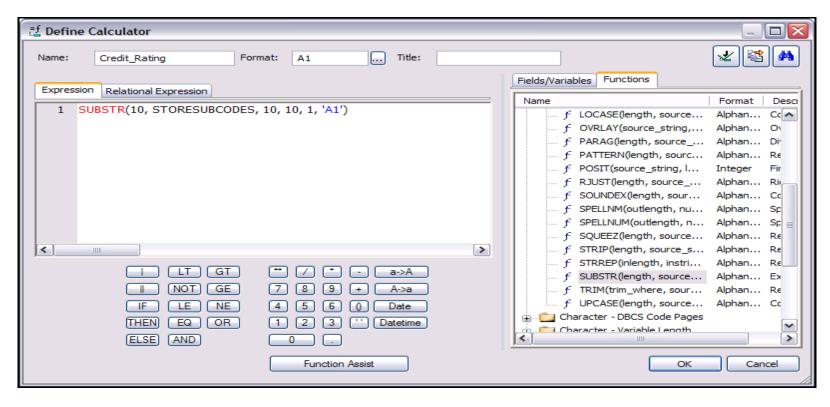




# Let's Keep Going

That's great, but let's add some transformation logic!





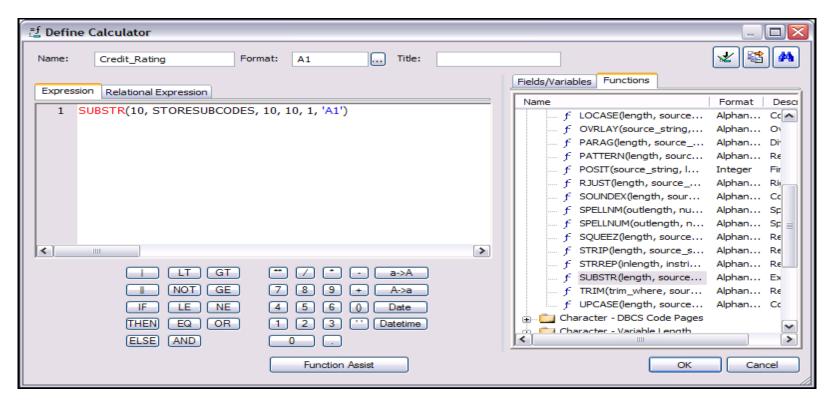




# Apply a Business Rule

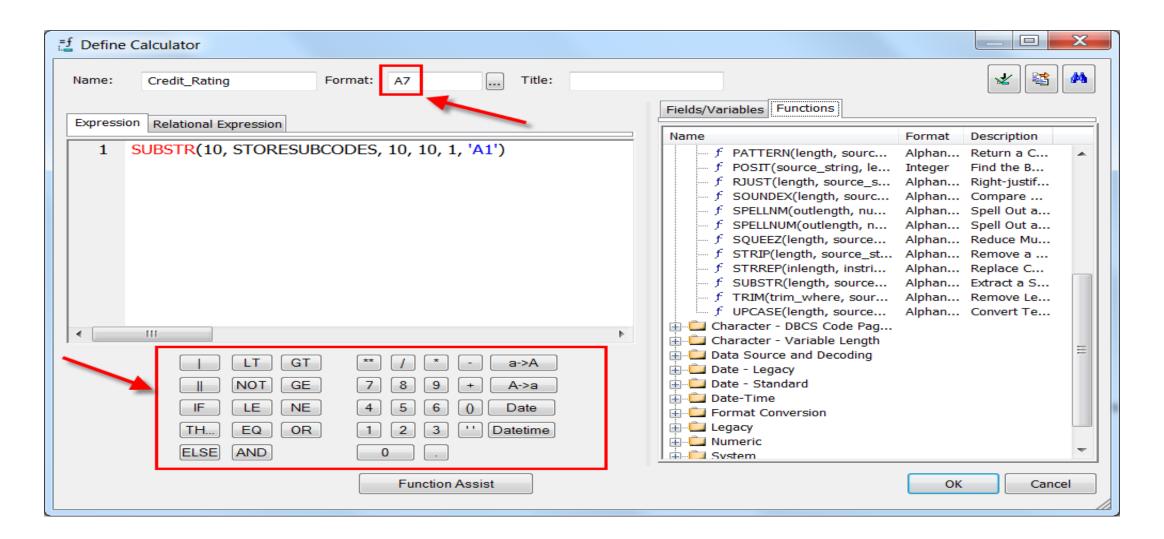
For credit rating >7 is "Good",
4-6 is "Average",
<4 is "Bad"





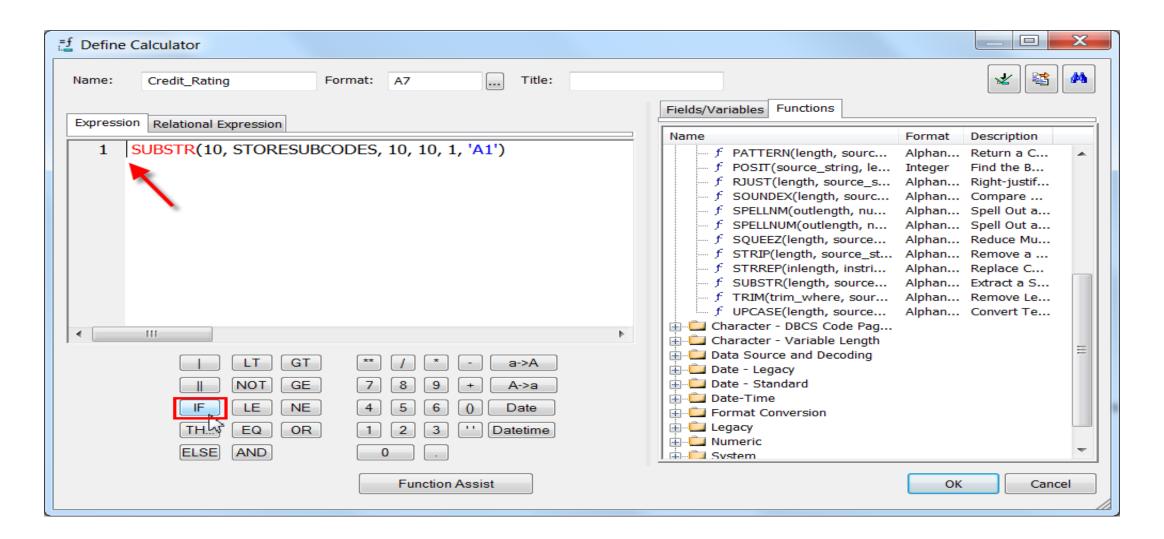






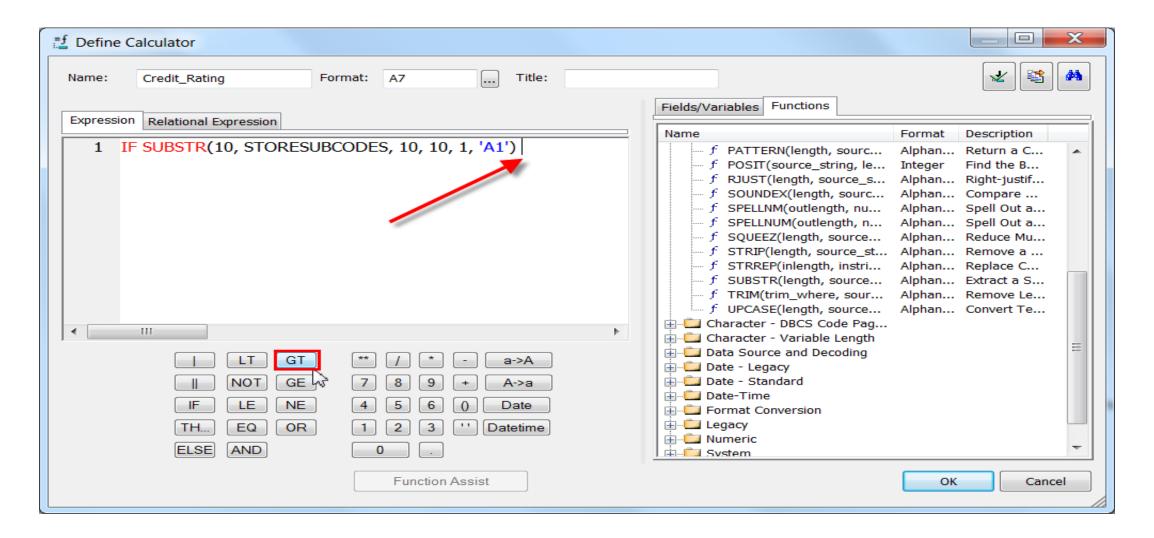






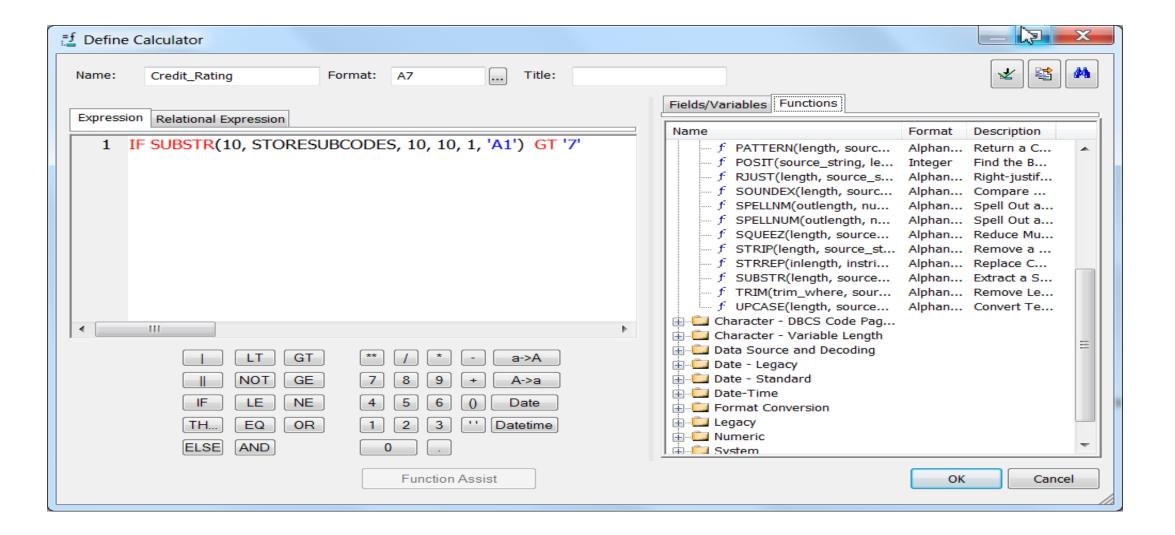






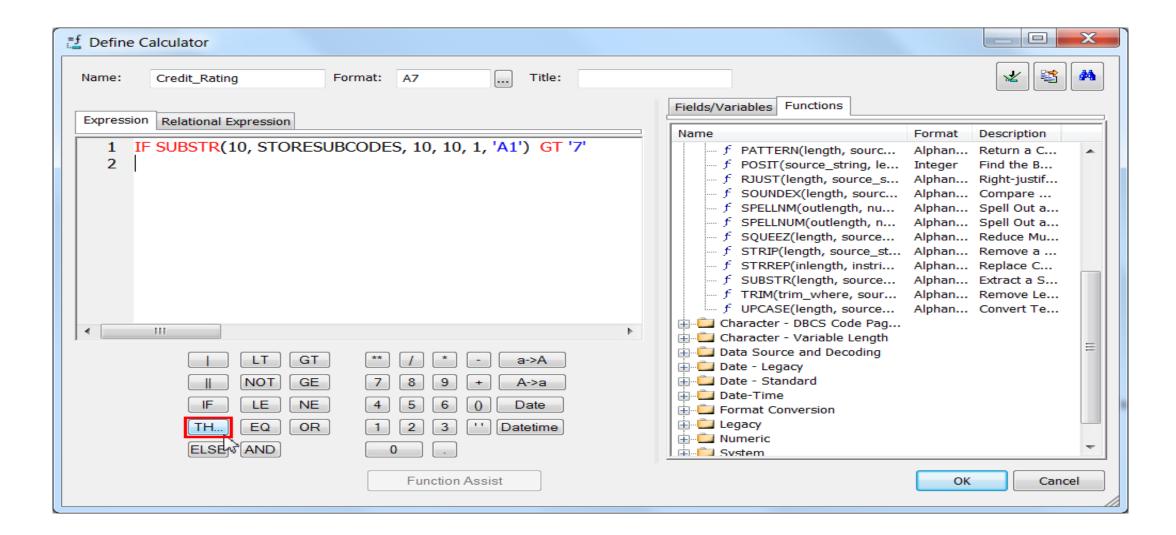






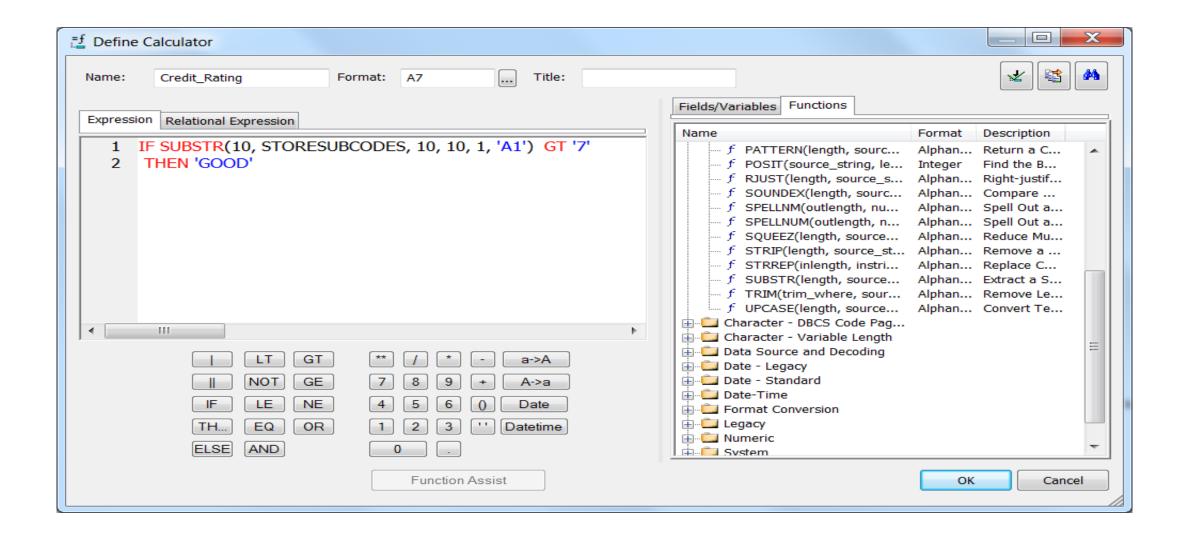






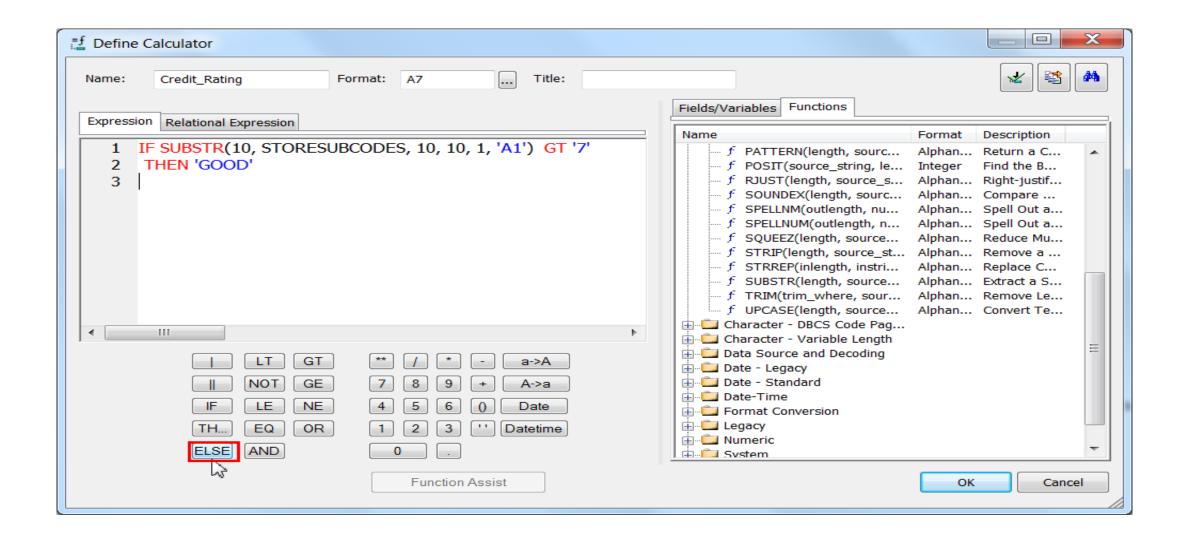








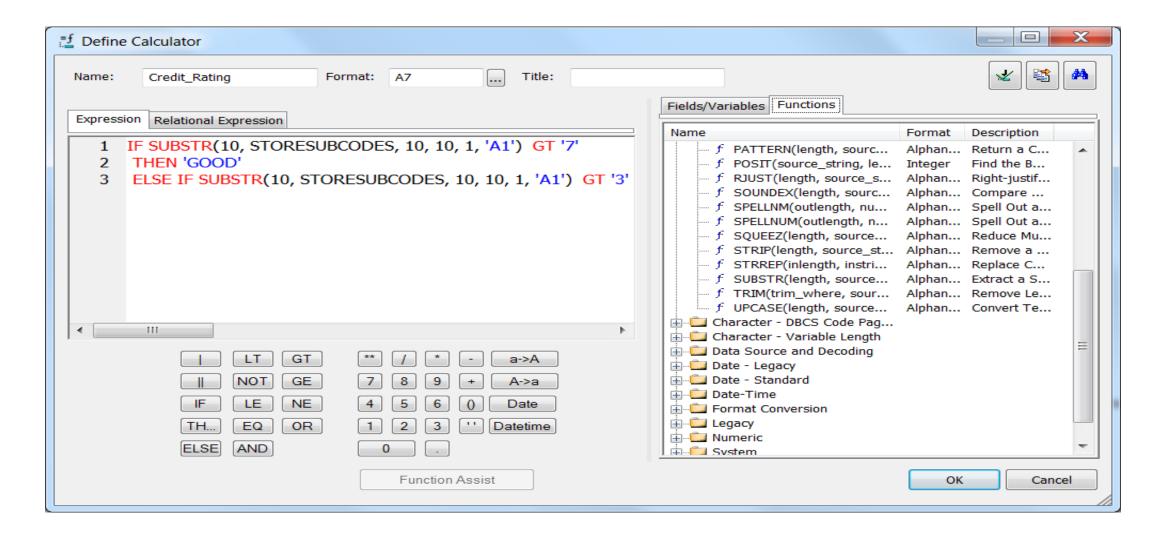








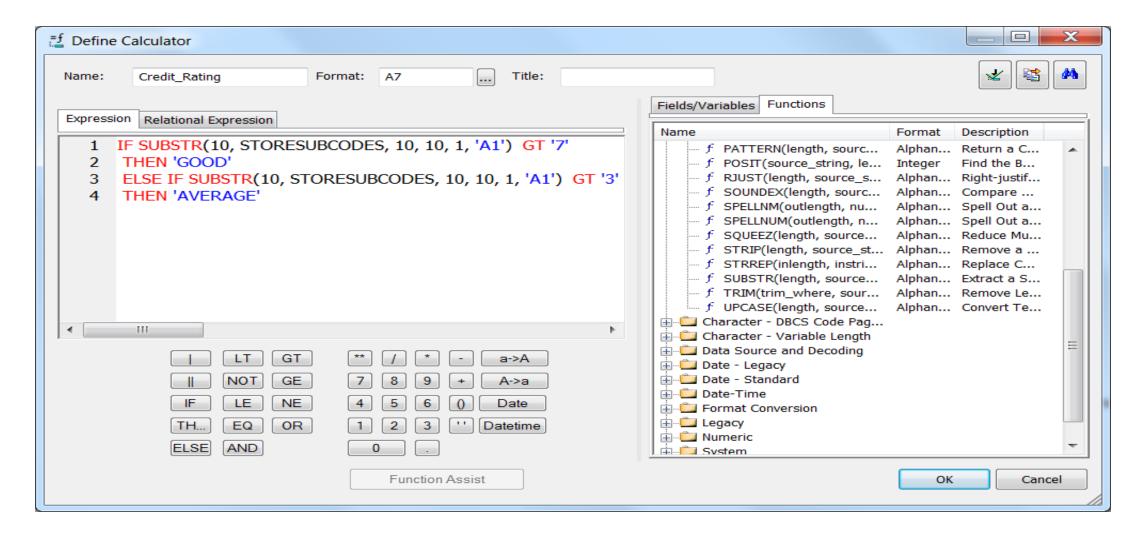
#### Use Touchpad to Build Logic







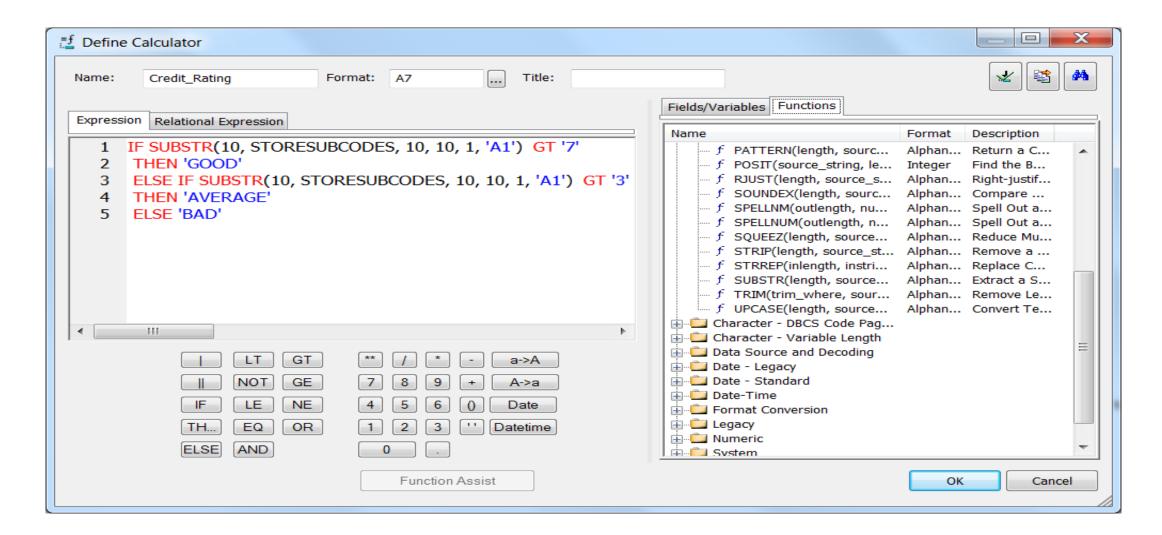
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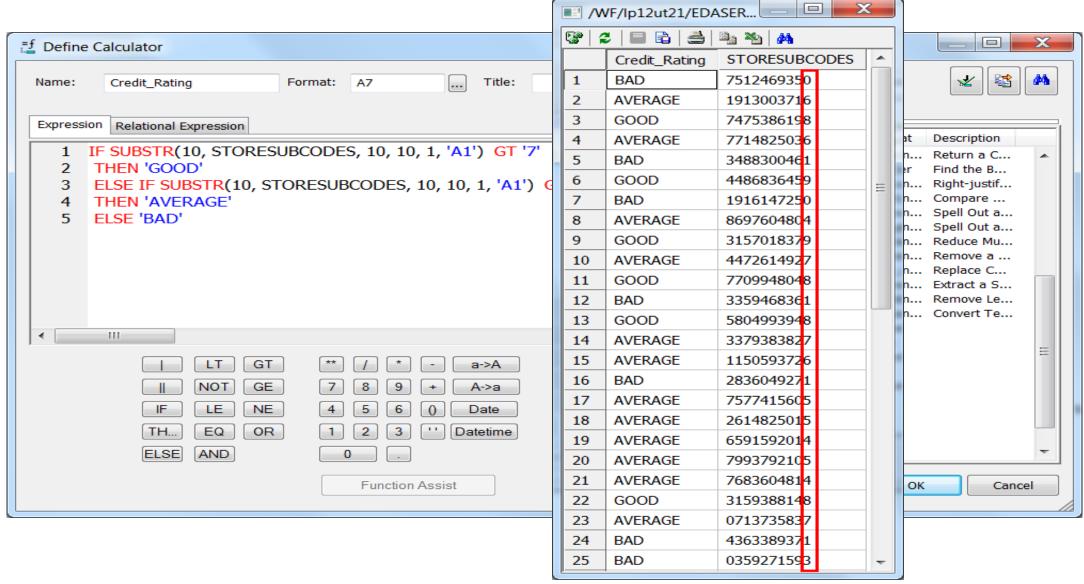
#### Use Touchpad to Build Logic







# Sample Data







# Dealing with Dates

One of the most common reporting issues is dealing with dates

- Dates can be stored in various formats in the underlying database
- Dates should be displayed in various formats
- Dates are often rolled up to create buckets based on week, month, quarter, year, etc.
- Dates are often used for prompts in reports (Start\_date, End\_date)
- Date calculations based on today's date are often required (today 30)
- Period to date calculations and comparisons to that same time frame in a previous period (QTD compared to QTD Last Year)

Meta Data is a great way to re-use date manipulation definitions

- Option 1: Create true date fields out of date fields being used in non date data types
  - Can then apply date functions to the virtual true date field to get date attributes such as "quarter" or "day of the week", etc.
- Option 2: Use a Date Dimension Table that contains date attributes
  - o Probably a better approach as it moves date processing to DB2 which improves performance

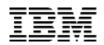




# Advanced Date Processing with Date Dimension Table

- Sample Date Dimension table NOW included in sample database (QWQCENT) that comes with DB2 Web Query
- Table can be joined with others within synonym to provide advanced date processing
  - What are the profit margins on days before and after holidays?
  - How many bags of corn chips are sold the week before the Super Bowl?
  - What is the rate of product returns on the day after Christmas as compared to any other day of the year?
  - Are more galoshes sold in the spring or the fall?
  - How many boxes of diapers are sold on days when there is a full moon?





#### **Date Dimension Table**

IBM DB2® for i

**ORDDTL** legacy file

Date dimension table

ORDER	CUST	ORDDAT	SHPDAT	SHPVIA	ORDSTS	ORDAMT	TOTLIN
1715810	H4541	2152005	6302005	UPS	1	933346.39	2
1563685	R1948	2202005	8042005	Mule Train	2	0.00	0
7195900	Q7881	2232005	5022005	Pick Up	2	0.00	0
8854635	S1511	2232005	9102005	Train	1	118086.88	2
6694902	X8863	2242005	7192005	Camel	2	0.00	0
8054679	F4327	2272005	9112005	Pnuematic Tube	2	0.00	0
527879	C3233	2282005	5022005	US Mail	1	897524.71	3
4011038	G1496	2282005	10162005	Train	1	865114.60	2
5417918	J3825	2282005	10022005	FedEx	1	84608.50	2
9456994	N2796	2282005	7012005	Train	2	0.00	0
3526155	07881	3012005	8062005	UPS	1	194660.67	2

Join (RI constraints, SQL view, synonym join, report join)

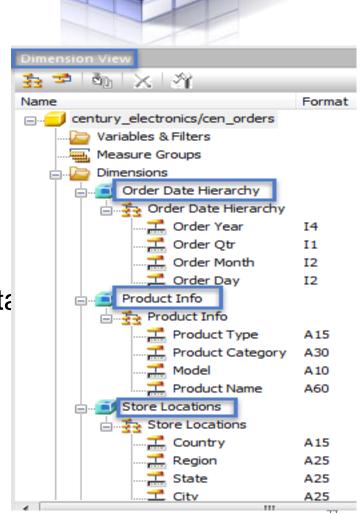
													Week	
					Month	Day of	Day Of	Day	Weekend		Fiscal	Fiscal	Starting	Same Day
<u>Date</u>	MDYY	<u>Year</u>	<u>Month</u>	Day	<u>Name</u>	<u>Week</u>	<u>Year</u>	<u>Name</u>	<u>Flag</u>	<u>Season</u>	Year	<u>Qtr</u>	<u>Date</u>	Last Year
2005/02/15	2152005	2005	2	15	ebruary	2	46	Tuesday	N	Winter	2005	2	2005/02/12	2004/02/17
2005/02/16	2162005	2005	2	16	February	3	47	Wednesday	N	Winter	2005	2	2005/02/12	2004/02/18
2005/02/17	2172005	2005	2	17	February	4	48	Thursday	N	Winter	2005	2	2005/02/12	2004/02/19
2005/02/18	2182005	2005	2	18	February	5	49	Friday	N	Winter	2005	2	2005/02/12	2004/02/20
2005/02/19	2192005	2005	2	19	February	6	50	Saturday	Υ	Winter	2005	2	2005/02/19	2004/02/21
2005/02/20	2202005	2005	2	20	February	7	51	Sunday	Υ	Winter	2005	2	2005/02/19	2004/02/22
2005/02/21	2212005	2005	2	21	February	1	52	Monday	N	Winter	2005	2	2005/02/19	2004/02/23
2005/02/22	2222005	2005	2	22	February	2	53	Tuesday	N	Winter	2005	2	2005/02/19	2004/02/24
2005/02/23	2232005	2005	2	23	February	3	54	Wednesday	N	Winter	2005	2	2005/02/19	2004/02/25
2005/02/24	2242005	2005	2	24	February	4	55	Thursday	N	Winter	2005	2	2005/02/19	2004/02/26
2005/02/25	2252005	2005	2	25	February	5	56	Friday	N	Winter	2005	2	2005/02/19	2004/02/27
2005/02/26	2262005	2005	2	26	February	6	57	Saturday	Υ	Winter	2005	2	2005/02/26	2004/02/28
2005/02/27	2272005	2005	2	27	February	7	58	Sunday	Υ	Winter	2005	2	2005/02/26	2004/02/29
2005/02/28	2282005	2005	2	28	February	1	59	Monday	N	Winter	2005	2	2005/02/26	2004/03/01
4		-	-						•	•	•	•	•	





## Multi Dimensional Analysis

- Business Analysts want to slice and dice data across dimensions
  - Product
  - Geography
  - Time
  - Sales Channel
- Each Dimension contains a hierarchy
  - Product -> Product Category -> Product Type -> Class
- DB2 Web Query doesn't care where the data resides the meta data that defines the relationships will point to the source
  - Enables Auto Drill Down Reports
  - Enables chained (smart) parameters
  - Data can be production database or isolated datamart





# Agenda

Meta Data as a Foundation

ETL (Extract, Transformation, and Load) is often the Best Practice to support Analytics
 Application





#### Performance

- Many BI queries are complex and summary in nature
  - "Show me revenue vs. forecast across these 3 product lines, these 2 regions, and the trend over the last 3 quarters."
- These kinds of queries against databases designed for transaction processing on systems tuned for transaction processing....can be problematic
  - Data not in multidimensional formats
  - Data in detail level, not summary
  - Data transformation work is being done at report run time
  - Data consolidation done at run time
  - Data is point in time, not historical (usually)



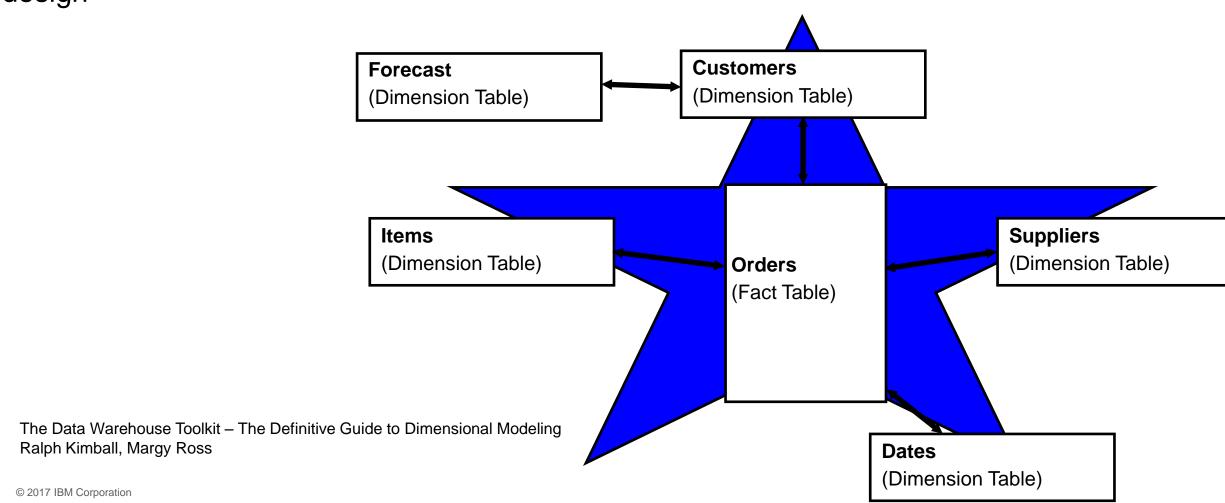




## Multi Dimensional Analysis with Star Schema

Many people choose to isolate the data being queried into its own LPAR or Server and.....

 Re shape that data into a multi-dimensional model such as a star schema or snowflake design







#### Difficult Data Issues

Customer File - US					
CUSTNO	CUSTNAME				
1001	John Smith				
1002	Mary Jones				
1003	Chris Anderson				
1004	David Perry				

Customer File - Canada				
CUSTNO	CUSTNAME			
1001	Harry Potter			
1002	Jeremy Carr			
1003	Penny Hayes			
1004	Debbie Thornton			





Surrogate key is a sequential number with no correlation to replaced value(s)

Customer File - Data Warehouse						
CUSTNUMBER	CUSTNAME	REGION	OLDNUM			
1	John Smith	US	1001			
2	Mary Jones	US	1002			
3	Chris Anderson	US	1003			
4	David Perry	US	1004			
5	Harry Potter	CANADA	1001			
6	Jeremy Carr	CANADA	1002			
7	Penny Hayes	CANADA	1003			
8	Debbie Thornton	CANADA	1004			

PK

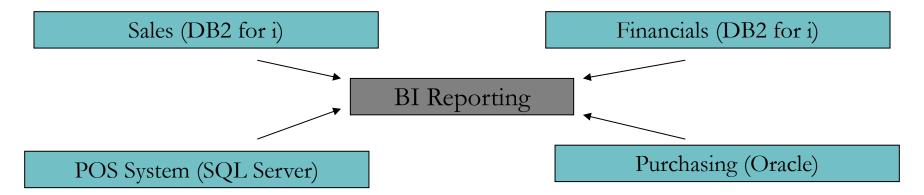
Secondary Index





#### **Difficult Data Issues**

- Multiple application databases
  - May even be different types (DB2, Oracle, SQL Server)
  - Data stored in totally different structures but related information



- Very difficult, if not impossible to join tables across databases
- Different security, availability etc
- Adds significant complexity





#### Difficult Data Issues

- Keeping History
  - Customer attributes (group, territory) are periodically changed

2010	100	Smith & Jones Electrical	Small Retailer	Jenny Brown
2013	100	Smith & Jones Electrical	Major Retailer	Jenny Brown
2017	100	Smith & Jones Electrical	Major Retailer	Rob McAdam

#### What happens if:

- •I need to run a report to get status of account and who covered them in 2012?

  You cannot get the same report that was run in 2012! The original groupings (customer group, sales rep etc) are no longer available in the operational database.
- I need to compare ThisYear sales against LastYear for all sales reps?
   Same problem You've lost visibility to last year's coverage.

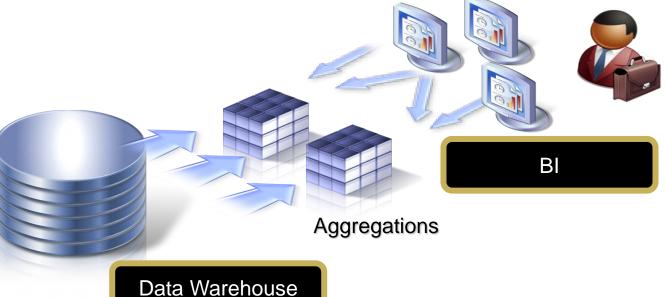




#### Answer: The Data Warehouse

- Automate Data Consolidation
  - Multiple Applications or Databases; Bring in Spreadsheet data(?)
- Move Data Transformations to the ETL process
  - Automate this process to run in the background
  - Validate data as it enters the warehouse
- Transform the data into an analytical data model
  - E.g., Star Schema or SnowFlake
- Automate Capturing and Maintaining Historical Data
  - Slowly changing dimensions
- Optimize Environment for Reporting
  - E.g., Create Summaries









# Transformation Examples

- Pull from files with character or numeric based 'dates' and transform them into true Date/Time/Timestamp fields
- Turn conditional based processing into database centric e.g. convert when FLAGFIELD = 'A' then use field1 else use field2 into a single column in the target table
- Pull a subset of fields from a source table and put into a target table
- Pull data from a legacy data model and convert into a star schema
- Aggregate data from a legacy database and put into a resulting table
  - E.g. pull data from legacy database that has all individual entries in customer orders, aggregate the multiple records of a given customer order into one row (with sums and counts) and put into the target table





# Load Types

- Multi Table Load
  - Extracts data using a single pass of the data and loads multiple targets
- Slowly Changing Dimensions
  - Choose how you want to handle history
  - Insert Begin/End Timestamp and activation flag columns (similar to DB2 temporal)
- Consolidate related data and generate surrogate key
  - Similar to identity column in DB2
- Clear then Load
- Change-Data-Capture
  - Log (journal receiver) based extraction
  - Can be from remote journals\*





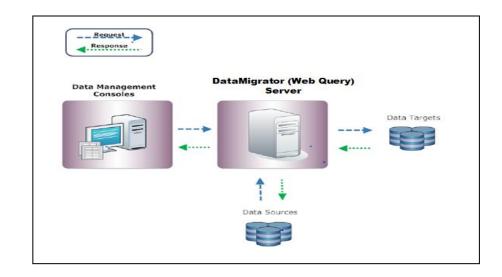


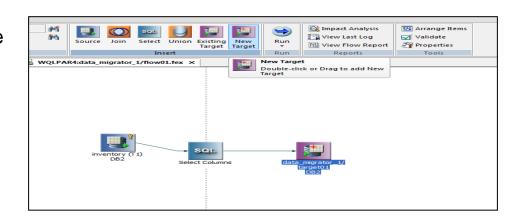
## DataMigrator ETL (Extract, Transformation, Load)

- New Product ID 5733-WQM
  - Requires either DB2 Web Query Express or Standard Edition V2.1 with Group PTF Level 11
    - Core based. Must have same number of cores as DB2 Web Query core licenses
  - Standard Edition required for non DB2 relational databases as a data source
  - One license of DB2 Web Query Developer Workbench is required to set up data and process flows

#### ETL for IBM i

- Like DB2 Web Query, all server code and ETL objects run in and/or are stored in IBM i
- INTEGRATED with DB2 Web Query
  - Can leverage meta data created with DB2 Web Query or vice versa
  - Same look and feel
  - Shared services and administration





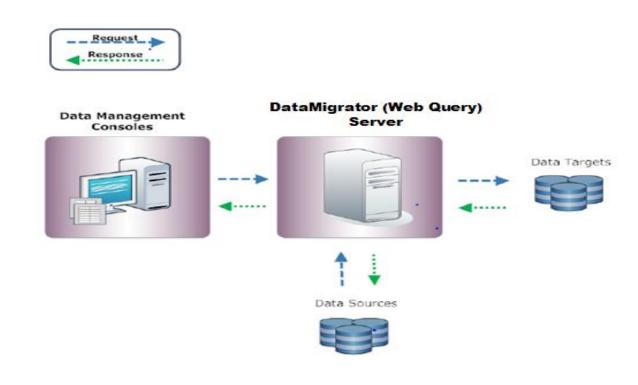




## **DataMigrator Architecture**

#### DataMigrator for i has two main components:

- DataMigrator Server
  - Engine that stores and runs ETL 'Flows'
  - Same reporting server as Web Query
- Data Management Console (DMC)
  - Graphical user interface
     Build and manage ETL 'Flows'
     Set up Schedules to Automate
  - Included in Developer Workbench
    - Installed on PC



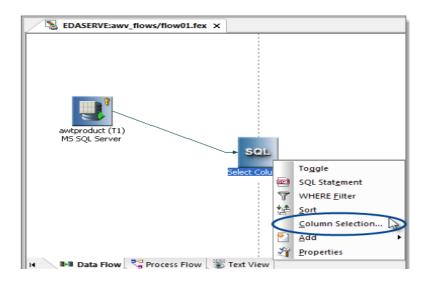


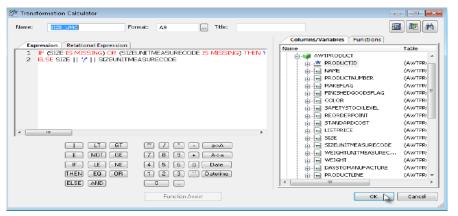


#### What is a Data Flow?

A Data Flow is where you define the data sources, transformation, and map to the target tables.

- Leverage existing DB2 Web Query meta data or create as part of the process
- Select columns, add where clause, edit SQL, or join files as part of the source transformations
- Create virtual (derived) columns
- Choose or create new target table(s)
- Determine load type (default is insert/update)
- Test your transformations, edit if necessary



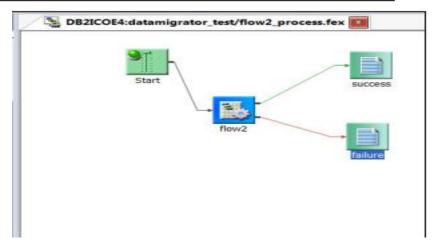






#### What is a Process Flow?

A Process Flow defines a set of steps that execute a series of components or objects, including the data flows that define your extractions, transformation, and load logic. You can define:



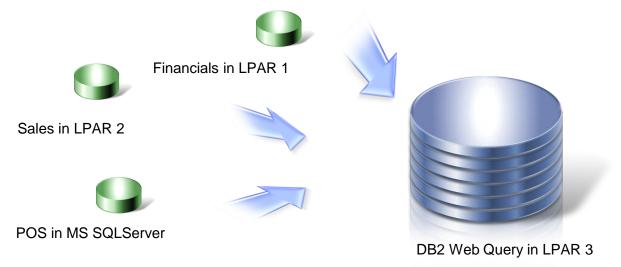
- Data Flow objects that indicate what data to extract and move from data sources to data targets.
- Email objects that notify users about the status of the process at specified points.
- Stored Procedure objects that perform some task before or after a step in the process flow
  - Example: Make a note in the log about success or failure of a load step
- Connector objects, represented as arrows, that specify execution logic for the other objects included in the process flow
  - Example: If step 1 is successful, take this path. If unsuccessful, take this other path
- Group objects that specify the flow of a subset of objects within the total flow
  - Example: Group two steps on the process flow and don't send notification email until both steps are completed





# DataMigrator Example

- Dedicated LPAR or Server for DB2 Web Query and Data Warehouse/Mart
  - DB2 Web Query and DataMigrator ONLY installed in LPAR3
  - DataMigrator automates process of pulling data from sources into LPAR3
    - Pull directly from operational databases (full refresh or based on some selection criteria, example where date=current\_date)
    - Pull from a Journal Receiver (Change Data Capture)
    - All reports run against data in LPAR 3 database







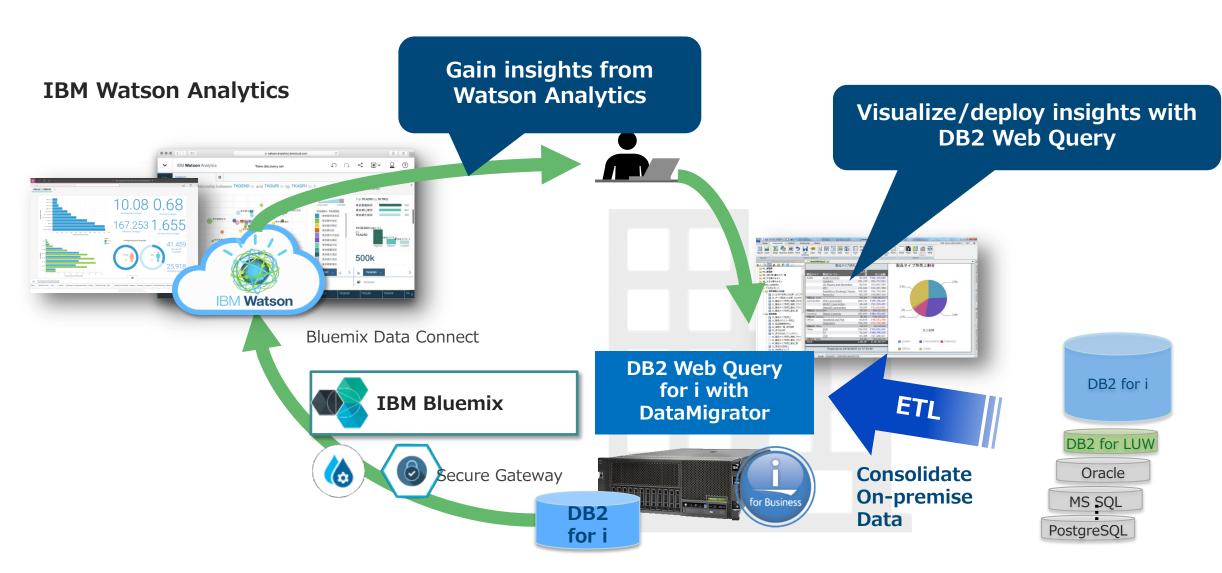
#### DataMigrator Use Cases

- Data Replication
  - Ongoing Log (Journal Receiver based) in near real time
- Data Migration
  - One time or on going data synchronization across different databases
- Data Preparation
  - Consolidate and/or transform data in preparation for feeding into predictive analytics or Watson
- Data Warehousing or Data Mart Automation
  - Timed ETL
- Spreadsheet Consolidation
  - Automate upload of spreadsheet of flat file data to offer reporting combining this data with DB2 data





# Preparing Data For Watson; Visualizing Insights with DB2 Web Query



Power Systems(IBM i)





# Any Questions?





## For Assistance: DB2 for i Lab Services Offerings

- DB2 Web Query Getting Started Service
  - 3 Day skills transfer and workshops to build prototype
  - Goes beyond tutorials with Best Practices and hand-holding
  - Best way to ensure successful implementation
  - Should include with EVERY DB2 Web Query proposal (proposal insert available)
- Query/400 Modernization
  - Discovery, Analysis, and Conversion
  - Addresses the question of how a customer can move from 100's or 1000's of Query/400 definitions to modernized environment that leverages DB2 query optimization!
  - Out with the (very) OLD, in with the NEW improve performance, productivity, perception of IBM i, and move into "analytics"
- DB2 Web Query V1 to V2 Migration Service
  - Remote assistance to help customers move to Version 2
  - While there exists migration tooling, migrations can become more complex depending on the customer's DB2 Web Query Environment inexpensive service to hand hold the migration
- DB2 and SQL Performance Assessments
  - Really critical assessment that should be conducted regularly by the customer
    - o But lack of DBAs in our i community means no one is paying attention to the database
  - Assessment collects database (and system) performance data
  - Recommendations made in report





#### To Learn More

- DB2 Web Query for i Website
  - Ibm.biz/db2webqueryi
- DB2 Web Query for i Wiki
  - Ibm.co/db2wqwiki
- DB2 Web Query Getting Started Enablement:
  - https://ibm.biz/db2wqconsulting
- Demonstrations:
  - Wizard Analytics: <a href="https://ibm.biz/DB2WQWizards">https://ibm.biz/DB2WQWizards</a>
  - End User Demos: <a href="https://ibm.biz/db2wqreportingdemos">https://ibm.biz/db2wqreportingdemos</a>
- Follow DB2 Web Query guy Doug Mack on twitter at @mckdrmoly or check out his blog at <a href="http://db2webqueryi.blogspot.com/">http://db2webqueryi.blogspot.com/</a> for all the latest

