



**ICEAA 2024**

# **HOW TO CHOOSE A DATABASE STORAGE MODEL**

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May 16, 2024



# Introduction

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Last year I was tasked with setting up the data pipeline for our team.

I did an analysis of our data needs and concluded that dimensional databases are the best solution for us.

I'm here to tell you how I came to that conclusion and what benefits come with dimensional databases.

# Our data needs

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## Requirement Analysis

- Large amounts of structured data
- Querying in PowerBI
- Ability to Time phase data
- Scalable structure



# Database Options

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Excel, storing documents in file explorer

- Optimized for ease of use



Traditional Relational databases

- Optimized for normalization



Microsoft®  
**SQL Server**®



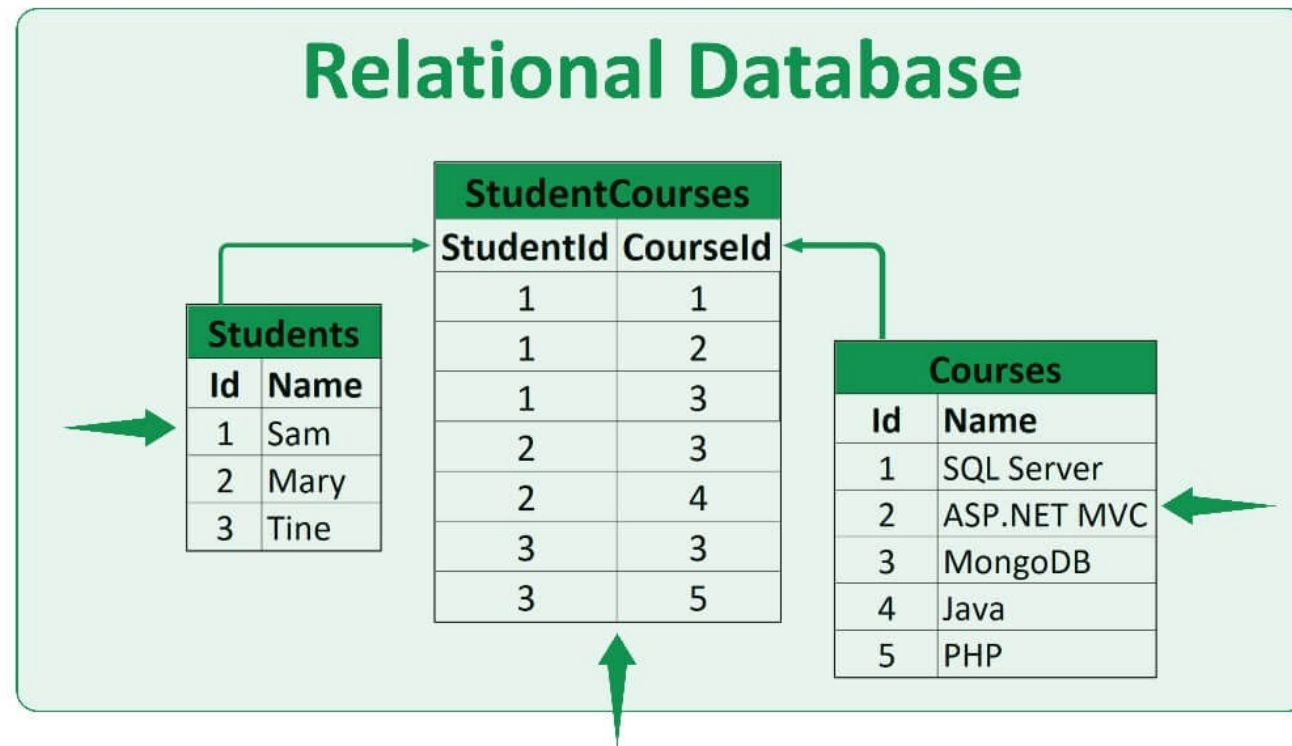
Dimensional databases

- Optimized for ease of Querying



# What is relational

- Type of Database, typically managed using Structured Querying Language (SQL)
- Data is organized into tables, where each row represents a record and each column represents a data field
- Each row has a unique primary key used to identify the row, and information can be linked using these keys



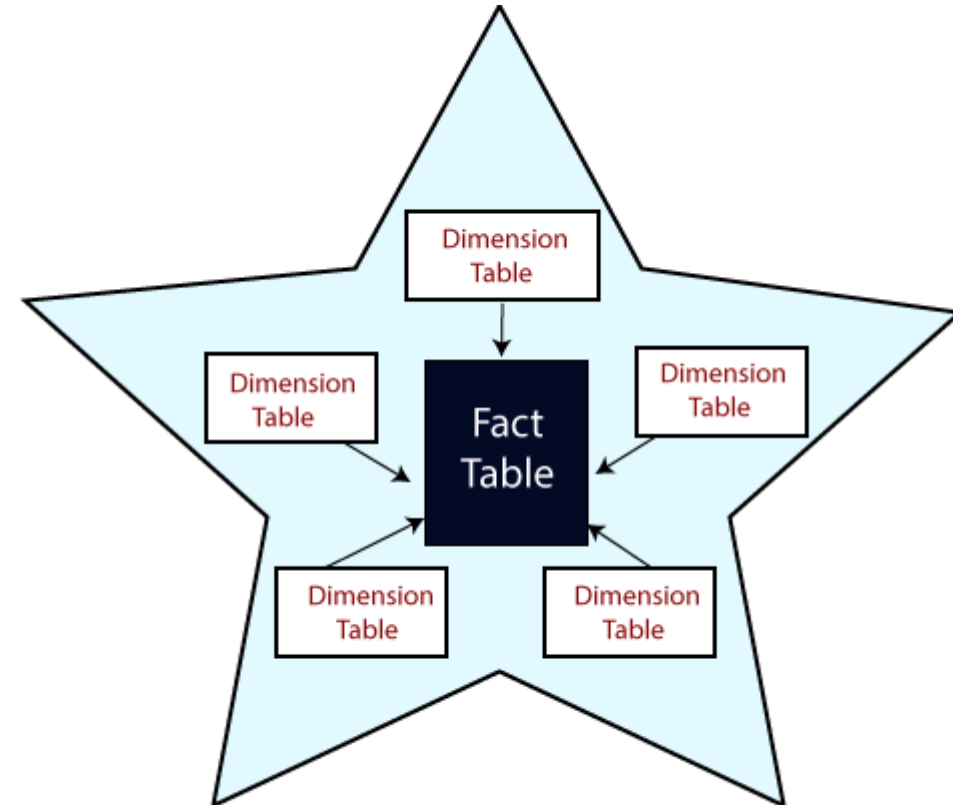


# What is dimensional?

Facts – The lowest grain you are storing

Dimensions – Tables that helps define the fact

Star Schema – Dimensional layout with a single fact table



**Star Schema**

# Relational vs Dimensional



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The primary difference between relational and dimensional is their design and intended purpose.

**Relational** are optimized for **data integrity** and **normalization**.

**Dimensional** databases are optimized for **data reading** and **querying speed**.



# Database option chart

	Excel	Relational	Dimensional
Large amounts of Storage	Yes	Yes	Yes
Quarriable in PowerBI	No	No	Yes
Time Phasing	No	No	Yes
Scalable Structure	No	No	Yes





# Dimensional Examples

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## Football

- Fact: Yardage lost or gained
- Dimensions: Players, teams, time, date

## Weather

- Fact: Temperature, humidity, wind speed
- Dimension: Date, time, units, equipment type

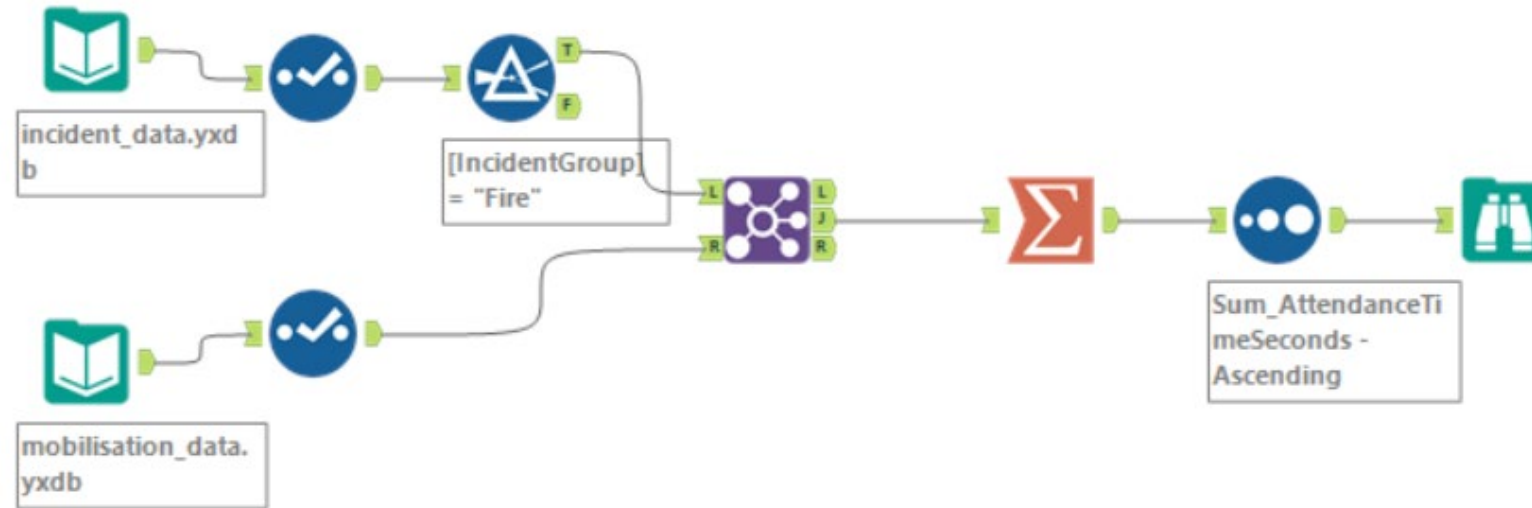
## Car Sales

- Fact: Sales record
- Dimension: Customer, Salesperson, Date, Time



# ETL

Splitting up the data comes with a little extra work, but we have tools to make it easy



Can also write python scripts to split up this data automatically. Comprises of comparison operations, splits, and merges.



# Time phasing

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**Type 0** – No changes allowed

**Type 1** – When a change occurs, the existing data is overwritten

**Type 2** – Multiple records are kept to track changes over time. When a change occurs, a new row is added, with a start and end date to signify when the data is up to date

**Type 3** – Instead of keeping separate records, changes are tracked by storing previous values in extra columns of the same record. Simply put a new column is added with the new values in the same row.



# Conclusion

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Dimensional Databases are a great option for teams with large amounts of structured data they would like to easily query

Star Schema gives a format for how to structure the database, and makes visualizing data in PowerBI easy

With a bit of time invested into learning SQL and Dimensional Design, a team can see many benefits when making the switch to a Dimensional Database.



**QUESTIONS?**

