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.
1. Total number of tourists and average trip duration for Florence, \textit{by} age band

2. Total number of tourists for domestic trips, \textit{by} age band, \textit{by} country.

3. Total number of tourists, \textit{by} trip name and category, \textit{by} group country (alternative: age band, guide, country).

4. Average trip revenue for tourists of a trip category level 1 in Toscana, \textit{by} type of destination, and \textit{by} year.

5. Number of trips \textit{by} place type, \textit{by} month, and \textit{by} guide country.

**Fact Granularity**

<table>
<thead>
<tr>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Preliminary dimensions</td>
</tr>
</tbody>
</table>
TRAVEL AGENCY: CONCEPTUAL DESIGN

DATA BASE

PlaceType
Type <<K>> Description

Destination
Place <<K>> Description Country

TripCategory
Level <<K>> Description

Trip
Name Duration Date

Guide
SSN <<K>> Name BirthYear Address Country

Tourists
SSN <<K>> Name BirthYear Address Country

BookedBy
Price

DATA MART

Journeys
Name Domestic GroupCountry

Trip
Category

Destination
Country Region City PlaceType

Date
Year Month Day

Guide
Name

Tourist
City AgeBand

Country
EXERCISE: DESIGN LOGICAL SCHEMA!
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.

SQL QUERIES ON STAR SCHEMA
ADDITIONAL REQUIREMENTS

6. Total revenue by distinct tourist

7. Total number of distinct tourists by year.

SQL QUERIES ON (MODIFIED) STAR SCHEMA