

## **Databases for Analytics**

Kroenke / Auer Chapter 2

## **Learning Objectives**

This is a **very LONG chapter** that we will likely have to take in two parts.

- Skills: You should know how to ...
  - Write basic SQL SELECT / FROM / WHERE queries
  - Calculate aggregate quantities like AVG, SUM, etc.
  - Group records using field/column selectors
  - Query multiple tables using joins and subqueries
- Theory: You should be able to explain ...
  - The sequence and purpose of each clause of SQL select queries (SELECT, FROM, WHERE, GROUP BY, etc.)
  - The relationship between SQL and set algebra (Cross Products, Unions, Intersections, and Complements)

## The IS510 Classnotes Repository

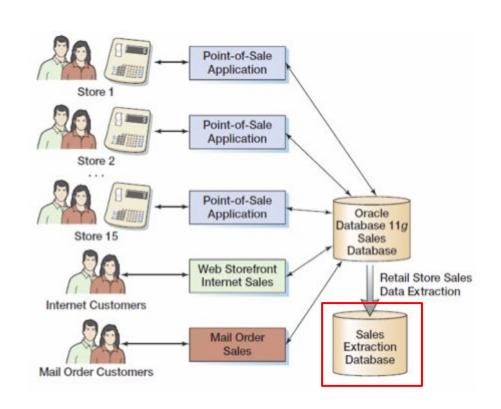
- 1. Click the GitHub classroom link on tonight's agenda.
  - Make sure you "link" your account when you accept the assignment. Otherwise, you might get locked out.
  - Go to your GitHub account to see the forked copy of the repository. You can then clone to your desktop. Take care to clone it to your IS510 folder.
- 2. Read the **Readme.md** file (on GitHub.com) for instructions.

## **Cape Codd Database**

Load the Sample Database for Chapter 2

#### **Data Source**

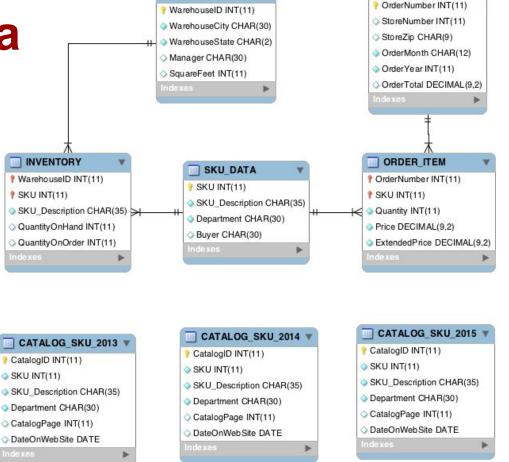
- The database is an extract of data from a live transaction system for Cape Codd Outdoor.
- 5 connected tables plus 3 disconnected archival tables.



**Database Schema** 

This will help us with the SELECT queries coming up.

The diagram was generated using MySQL Workbench's Reverse Engineering feature. No drawing required!

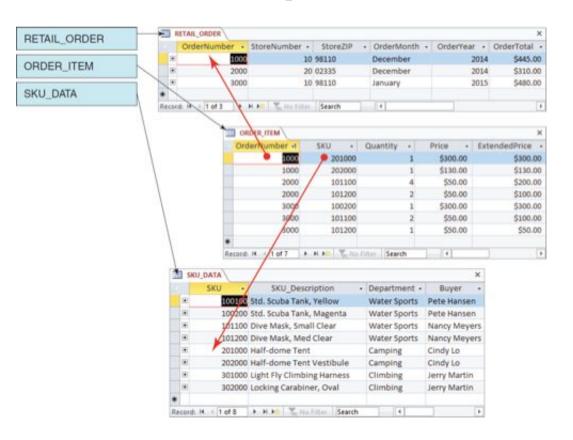


WAREHOUSE

RETAIL ORDER

## With Data and Relationships

Each link is an Foreign Key (FK) match to a Primary Key (PK) column.



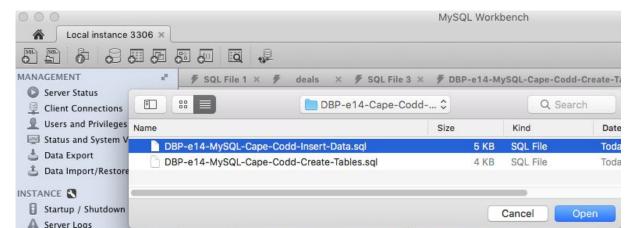
#### More Details ...

This shows the data types of the fields (columns) of the five linked tables.

Table	Column	Data Type
RETAIL_ORDER	OrderNumber	Integer
	StoreNumber	Integer
	StoreZIP	Character (9)
	OrderMonth	Character (12)
	OrderYear	Integer
	OrderTotal	Currency
ORDER_ITEM	OrderNumber	Integer
	SKU	Integer
	Quantity	Integer
	Price	Currency
	ExtendedPrice	Currency
SKU_DATA	SKU	Integer
	SKU_Description	Character (35)
	Department	Character (30)
	Buyer	Character (30)
CATALOG_SKU_20##	CatalogID	Integer
	sku	Integer
	SKU_Description	Character (35)
	Department	Character (30)
	CatalogPage	Integer
	DateOnWebSite	Date

### 1. Load into MySQL Workbench

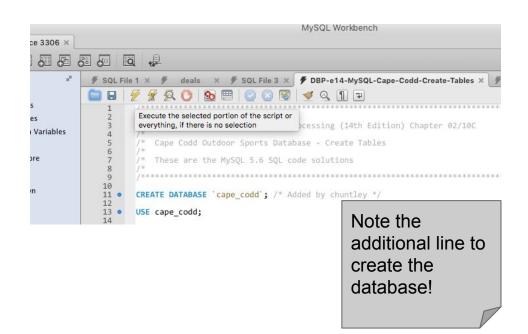
- Start up MySQL Server and MySQL Workbench as usual
- 2. From within the **Schemas** folder, open the two SQL scripts for the Cape Codd database.



## 2. Run the SQL Scripts

- 1. Run the scripts in order, starting with the one shown at right.
- 2. Refresh the Schemas list to see the new database

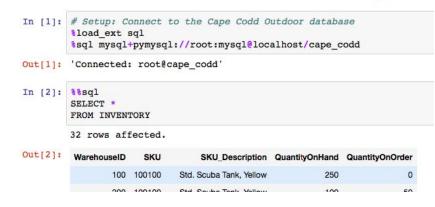
```
Filte Q bjects
```



## 3. Start Taking Notes in Jupyter

- Start Anaconda Navigator and launch/open the Chapter\_2\_notes.ipynb notebook file
- 2. Run all the cells to make sure Jupyter is configured correctly.
- 3. To add a new code cell, just click the '+' icon.

#### Class Notes for Kroenke & Auer Chapter 2



# Structured Query Language

A bit of background from the textbook

#### **Note about SQL Standards**

- Structured Query Language (SQL) was developed by the IBM Corporation in the late 1970's.
- SQL was endorsed as a U.S. national standard by the American National Standards Institute (ANSI) in 1992 [SQL-92].
- Newer versions exist, such as SQL:2008 and SQL:2011,and they incorporate new features including XML and some object-oriented concepts.
   Some of these features are discussed in this book.

## SQL is a Specialized Language

- SQL is **not** a full featured programming language like C, C#, Java, Python, PHP, Javascript, ...
- SQL is a data sublanguage for creating and processing database data and metadata.
- SQL is ubiquitous in enterprise-class DBMS products and works with just about any programming language on earth.

## SQL is actually 5 languages

- SQL code can be divided into five categories:
  - Data definition language (DDL) statements
  - Data manipulation language (DML) statements
  - SQL/Persistent Stored Modules (SQL/PSM) statements
  - Transaction control language (TCL) statements
  - Data control language (DCL) statements
- We are going to learn select DML and DDL statements. The rest are for SQL DB Administrators/Engineers.

#### SQL DDL vs DML

SQL Data Definition Language (DDL) is used to create, modify, or discard <u>metadata</u>:

- Tables, columns, etc.
- Relationships, keys, etc.

We'll come back to DDL in chapter 7.

SQL Data Manipulation Language (DML) is used to retrieve, add, update, or delete data:

- SELECT statements retrieve data from tables
- INSERT, UPDATE, and DELETE statements manage the data in the tables

## Select / From / Where ...

Now that we are ready to go ... let's get back to the Cape Codd database

#### First ... The Whole Enchilada

**SELECT** column-list FROM tables **WHERE** row-conditions GROUP BY grouping-column **HAVING** aggregate-conditions ORDER BY column-sort-list;

- Clauses must be in the order given
- WHERE, GROUP BY, HAVING, and ORDER BY are optional
- Semicolon is required

#### The SELECT Clause

**SELECT** column-list

The SELECT clause is used to indicate which data **columns** we want.

Column names are comma separated.

To select all columns use the wildcard '\*'.

You can even use SELECT like a calculator. Try this yourself ...

```
In [3]: %%sql
SELECT 1+1;
1 rows affected.
Out[3]: 1+1
```

#### The FROM Clause

SELECT column-list

FROM tables;

The FROM clause indicates which tables to draw the columns from.



```
In [4]: %%sql
SELECT *
FROM Inventory;

32 rows affected.

Out[4]: WarehouseID SKU SKU_Description QuantityOnHand QuantityOnOrder

100 100100 Std. Scuba Tank, Yellow 250 0
```

#### Column Order

Columns are returned in the order they are listed in the query:

```
SELECT SKU, SKU_Description, Department, Buyer FROM SKU_DATA;
```

is not the same as

SELECT SKU, Department, Buyer, SKU\_Description

FROM SKU\_DATA;

Try this yourself to see the difference.

#### **SQL Comments**

Comments are used to annotate the SQL statements

for us humans. They are part of the code!

Anything inside /\* and \*/ is a comment:

```
In [ ]: %%sql
    /* *** SQL Query-CH02-01 *** */
    SELECT SKU, SKU_Description, Department, Buyer
    FROM SKU_DATA;
```

Use comments liberally in your code to make it readable/scannable.

Your course grade will suffer if you don't!

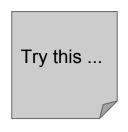
Alternatively, use a # sign just like in Python.

#### The WHERE Clause

SELECT column-list FROM tables

WHERE row-conditions;

The WHERE clause specifies a boolean expression (condition) to indicate which **rows** we want.



```
In [5]: %%sql
SELECT *
FROM |Inventory
WHERE QuantityOnHand < 10;
9 rows affected.

Out[5]: WarehouseID SKU SKU_Description QuantityOnHand QuantityOnOrder
```

## A Few SELECT Enhancements

Don't you love puns!

## The DISTINCT Keyword

Sometimes a query can return duplicate data, with two rows exactly the same. To prevent duplicates use the **DISTINCT** keyword in the **SELECT** clause.

SELECT **DISTINCT** Buyer, Department

FROM SKU\_DATA;

Try this **with** and **without** the **DISTINCT** keyword. Notice the difference?

#### The ORDER BY Clause

SELECT column-list
FROM tables
WHERE column-conditions
ORDER BY column-sort-list;

The ORDER BY clause sorts the rows according to listed columns.

### **ORDER BY Examples**

SELECT SKU, SKU\_Description, Department, Buyer

FROM SKU\_DATA

**ORDER BY SKU DESC;** 

**DESC** after a column name sorts in descending order.

SELECT SKU, SKU\_Description, Department, Buyer

FROM SKU\_DATA

ORDER BY SKU\_Description, SKU;

When multiple columns are listed, a *lexicographic* sort is used, starting with the first column in the list, then the second column, etc.

#### **CREATE VIEW Statements**

Views are not covered in the textbook but are included here because of their utility for business analysts.

#### CREATE VIEW SKU\_TENTS

**AS** (SELECT SKU, SKU\_Description FROM INVENTORY WHERE SKU\_Description lime "%Tent%");

A **view** is a named query that acts like a virtual table that is always up-to-date. It can be used anywhere a table can be used:

SELECT \*

FROM **SKU\_TENTS**;

The view above might be pre-defined in the database, allowing us to query it from a Jupyter cell without so much SQL code leaking into your Python code. It's an obvious win-win.

# SQL WHERE Clause Options

Because choosing what you want can be complex sometimes

## Comparisons

At a base level, just about every condition in a WHERE clause will involve one or more **comparisons**.

SELECT \*
FROM CATALOG\_SKU\_2014
WHERE

SQL Comparison Operators		
Operator	Meaning	
=	Is equal to	
<>	Is NOT Equal to	
<	Is less than	
>	Is greater than	
<=	Is less than OR equal to	
>=	Is greater than OR equal to	
IN	Is equal to one of a set of values	
NOT IN	Is NOT Equal to one of a set of values	
BETWEEN	Is within a range of numbers (includes the end points)	
NOT BETWEEN	Is NOT within a range of numbers (includes the end points)	
LIKE	Matches a set of characters	
NOT LIKE	Does NOT match a set of characters	
IS NULL	Is equal to NULL	
IS NOT NULL	Is NOT equal to NULL	

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DateOnWebsite = '01-Jan-2014';

## **Note on SQL Expressions**

The syntax of a comparison is actually like this

```
<left-expression> <operator> <right-expression>
where
```

- <operator> is a comparison operator (=,>,<,etc.) and</li>
- <left-expression> and <right-expression> are anything that evaluates to a value

SQL expressions can be column names, function calls, arithmetic calculations, numbers, dates, strings, etc.

## The IN Operator

```
SELECT *
FROM SKU_DATA
WHERE Buyer IN ('Nancy Meyers', 'Cindy Lo',
    'Jerry Martin');
```

The **IN** operator tests whether the column matches one of a set of values. The set is always enclosed in parentheses ( ). The set is actually a kind of SQL expression. Why? Because IN is a comparison operator. Duh!

## The BETWEEN Operator

```
SELECT *
FROM ORDER_ITEM
WHERE ExtendedPrice BETWEEN 100 AND 200;
```

The **BETWEEN** operator checks if the value is within a range. The endpoints of the range are included.

Like the set on the previous slide, the range '100 AND 200' is also a SQL expression.

## The LIKE Operator

```
SELECT *
FROM SKU_DATA
WHERE Buyer LIKE 'N%';
```

Selects all buyers whose name starts with the letter N.

The **LIKE** operator does a string pattern match. There are two wildcard characters we can use for the pattern:

- % matches any number of characters
- matches exactly one character

## The IS NULL Operator

SELECT \*
FROM CATALOG\_SKU\_2015
WHERE CatalogPage IS NULL;

Oops! This one doesn't return anything in this case. The sample database does not match the one in the textbook.

**NULL** is a special value meaning 'nothing at all', commonly used as a missing value. The **IS NULL** operator checks for a NULL value.

We can also check for non-NULL values with **IS NOT NULL**.

#### Logical Expressions: OR, AND, NOT, and ( )

We can combine comparisons to check or multiple conditions:

```
SELECT *
FROM SKU_DATA
WHERE
```

```
CSKU>200000 OR SKU_Description LIKE '%TENT%')

AND NOT Department = 'Camping';
```

Eval()

Eval NOT
 Eval AND

4. Eval OR

## **Logical Operators**

SQL Logical Operators		
Operator	Meaning	
AND	Both arguments are TRUE	
OR	One or the other or both of the arguments are TRUE	
NOT	Negates the associated operator	

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## Again, in slow motion

```
SELECT * FROM SKU_DATA WHERE SKU>200000;
```

Try all three to see how each condition affects the results

```
SELECT * FROM SKU_DATA
WHERE SKU>200000 OR SKU_Description LIKE '%TENT%';

SELECT * FROM SKU_DATA
WHERE (SKU>200000 OR SKU_Description LIKE '%TENT%')
AND NOT Department = 'Camping';
```

## Calculations in SQL

**SQL** Functions and Arithmetic

## **Built-in Aggregate Functions**

SELECT COUNT(SKU)
FROM SKU\_DATA;

SELECT MAX(SKU)
FROM SKU\_DATA;

	SQL Built-in Aggregate Functions		
Function	Meaning		
COUNT(*)	Count the number of rows in the table		
COUNT ({Name})	Count the number of rows in the table where column {Name} IS NOT NULL		
SUM	Calculate the sum of all values (numeric columns only)		
AVG	Calculate the average of all values (numeric columns only)		
MIN	Calculate the minimum value of all values		
MAX	Calculate the maximum value of all values		

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## The AS Keyword

SELECT **COUNT**(SKU) FROM SKU\_DATA;

Returns a column named 'COUNT(SKU)', which is pretty ugly and confusing. Use the **AS** keyword to give the calculation an *alias name* (as in "also known as").

SELECT COUNT(SKU) AS CountOfSKUs
FROM SKU\_DATA;

AS always **follows** the thing being aliased.

#### Functions/Expressions in the WHERE Clause

```
SELECT *
FROM ORDER_ITEM
WHERE ExtendedPrice > AVG(ExtendedPrice);
This selects any ORDER_ITEM with an above average ExtendedPrice.
```

## SQL Expressions (again)

Arithmetic and other SQL expressions work a lot like function calls:

```
SELECT (Quantity * Price) AS EP
FROM ORDER_ITEM;

SELECT *
FROM ORDER_ITEM
WHERE (Quantity * Price) > 150;
```

#### RTFM for more ...

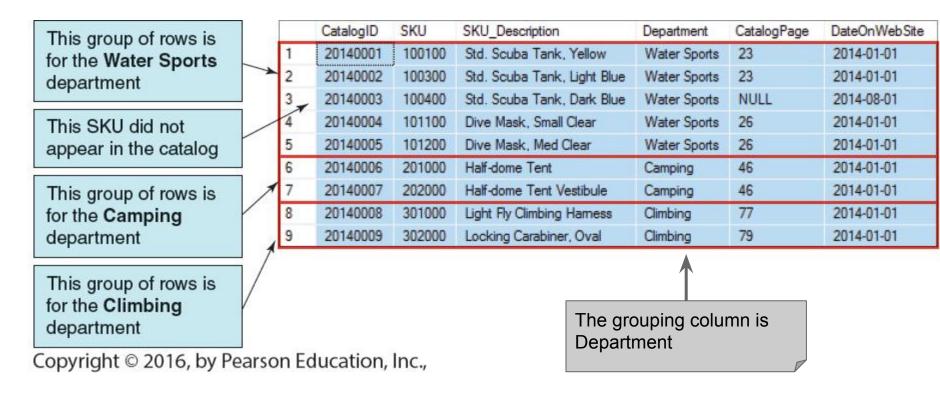
The MySQL manual has an <u>extensive section on</u> <u>various kinds of functions and operators</u> that you can use as SQL expressions.

You should at least spend some time reading up on numeric functions like LOG(), POW(), and ROUND() and string operators like CONCAT() and TRIM().

# Grouping and Group-wise Aggregates

How to generate subsets, subtotals, etc.

## **Grouping by Column Values**



#### The GROUP BY Clause

```
SELECT column-list
FROM tables
WHERE column-conditions
GROUP BY grouping-column-list;
```

We can group on multiple columns if needed. (Example on next slide.)

#### A few general rules:

- The column-list in the SELECT clause can only include grouping columns and aggregate functions
- The WHERE clause is executed before the grouping

## **GROUP BY Examples**

```
/* Grouping by a single column */
SELECT SKU, Count(SKU), AVG(ExtendedPrice)
FROM ORDER ITEM
GROUP BY SKU;
/* Grouping by multiple columns */
SELECT SKU, SKU_Description, SUM(QuantityOnHand)
FROM TNVFNTORY
GROUP BY SKU, SKU_Description;
```

#### A Common GROUP BY Error

```
/* The following does not work! */
SELECT SKU, SKU_Description, SUM(QuantityOnHand)
FROM INVENTORY
```

GROUP BY SKU;

**Problem**: **SKU\_Description** is neither a grouping-column nor an aggregate.

**Solution**: Add **SKU\_Description** to the **GROUP BY** clause.

#### The HAVING Clause

The group-wise equivalent of WHERE is the **HAVING** clause:

SELECT column-list

FROM tables

WHERE row-conditions

**GROUP BY** grouping-column-list

**HAVING** aggregate-conditions

The HAVING clause applies conditions to the groups formed by the GROUP BY clause.

## **HAVING Example**

SELECT SKU, SUM(QuantityOnHand) AS QuantOnHand FROM INVENTORY

GROUP BY SKU

HAVING QuantOnHand < 1000;

#### WHERE VS HAVING

It's important to keep in mind the subtle difference between these two seemingly similar clauses:

- WHERE chooses which rows to include.
- HAVING chooses which groups to include.

So, don't try to do group-wise conditions in the WHERE clause or row-wise conditions in the HAVING clause.

## **ORDER BY with Groups**

If the statement has a GROUP BY clause then the ORDER BY clause applies to the groups, not the rows.

SELECT SKU, SUM(QuantityOnHand) AS QuantOnHand FROM INVENTORY

**GROUP BY SKU** 

ORDER BY QuantOnHand ASC;

## **Joins**

Querying multiple tables using foreign key references

## Three Ways to Query Multiple Tables

- Implicit Joins with multiple tables listed in the FROM clause with match conditions given in the WHERE clause.
- Explicit Joins with SQL JOIN ON or JOIN USING operators in the FROM clause.
- **Subqueries** with a subquery in the **WHERE** clause that matches records from the *parent* query to records in the *child* sul More about this later ...

## **Implicit Joins -- Cross Products**

What happens if we try this?

```
SELECT *
```

FROM RETAIL\_ORDER, ORDER\_ITEM;

Each record (all columns) from the first table is merged with each record (again, all columns) from the second table. This is called a **cartesian cross product**.

To stick with the Join theme, a cartesian product in the FROM clause is sometimes called a **Cross Join**.

## Implicit Joins -- WHERE Clause

Once we have a Cross Join, we can then use the **WHERE** clause to narrow the results down to just the rows we want (i.e., the ones where the keys match):

```
SELECT *
```

FROM **RETAIL\_ORDER, ORDER\_ITEM** 

**Cross Join** 

WHERE

RETAIL\_ORDER.OrderNumber = ORDER\_ITEM.OrderNumber;

**Key match** using TABLE.Column notation to refer to columns with identicals names on different tables

## **Equijoins and Theta Joins**

Looking for a key match is called an **equijoin** because the keys on either side of the match have to be equal (identical).

A **theta join** relaxes this a bit to allow inexact matches and even inequalities:

```
SELECT *
FROM SKU_DATA as SD1, SKU_DATA as SD2
```

WHERE (SD1.SKU - SD2.SKU) BETWEEN 0 and 1000;

Imprecise match!

Useful when dealing with floating point numbers and times.

## **Explicit Joins: SQL JOIN ON Syntax**

SQL Joins (typically) use some variation of table-left **JOIN** table-right **ON** (join-condition) where join-condition is usually a key match. Three variations:

- table-left INNER JOIN table-right ON ...
- table-left LEFT JOIN table-right ON ...
- table-left **RIGHT** JOIN table-right ON ...

We'll take them one at a time.

### **Inner Joins**

table-left INNER JOIN table-right ON ...

```
SELECT *
FROM RETAIL_ORDER INNER JOIN ORDER_ITEM ON
(RETAIL_ORDER.OrderNumber = ORDER_ITEM.OrderNumber);
```

- Inner Joins are the *default* join type
- Only rows from both tables where the join condition is satisfied are included in the results

#### **Outer Joins**

Outer Joins are used when we might want to show records in table A that have no matching record in table B.

Which table is table A depends on which kind of outer join we are using:

- Left Outer Joins treat the first table as table A
- Right Outer Joins treat the second table as table A

### **Left Outer Joins**

table-left LEFT JOIN table-right ON ...

```
SELECT *
FROM RETAIL_ORDER LEFT JOIN ORDER_ITEM ON
(RETAIL_ORDER.OrderNumber = ORDER_ITEM.OrderNumber);
```

 Left Joins include every record from table-left but only records from table-right where the join condition is satisfied.

## **Right Outer Joins**

table-left RIGHT JOIN table-right ON ...

```
SELECT *
FROM RETAIL_ORDER RIGHT JOIN ORDER_ITEM ON
(RETAIL_ORDER.OrderNumber = ORDER_ITEM.OrderNumber);
```

 Right Joins include every record from table-right but only records from table-left where the join condition is satisfied.

## A Better Join Example

#### STUDENT LOCKER

StudentPK	StudentName	LockerFK	LockerPK	LockerType
1	Adams	NULL		
2	Buchanan	NULL		
3	Carter	10 ←	10	Full
4	Ford	20	20	Full
5	Hoover	30	30	Half
6	Kennedy	40	40	Full
7	Roosevelt	50	50	Full
8	Truman	60	60	Half
			70	Full
			80	Full
			90	Half

(a) The STUDENT and LOCKER Tables Aligned to Show Row Relationships

INNER JOIN Only the rows where LockerFK=LockerPK are shown—Note that some StudentPK and some LockerPK values are not in the results

StudentPK	StudentName	LockerFK	LockerPK	LockerType
3	Carter	10	10	Full
4	Ford	20	20	Full
5	Hoover	30	30	Half
6	Kennedy	40	40	Full
7	Roosevelt	50	50	Full
8	Truman	→ 60	60	Half

(b) INNER JOIN of the STUDENT and LOCKER Tables

## **Outer Join Example**

LEFT JOIN All rows from STUDENT are shown, even where there is no matching LockerFK=LockerPK value

→ StudentPK	StudentName	LockerFK	LockerPK	LockerType
1	Adams	NULL	NULL	NULL
2	Buchanan	NULL	NULL	NULL
3	Carter	10	10	Full
4	Ford	20	20	Full
5	Hoover	30	30	Half
6	Kennedy	40	40	Full
7	Roosevelt	50	50	Full
8	Truman	60	60	Half

(c) LEFT OUTER JOIN of the STUDENT and LOCKER Tables

NULLs where there is no key match

RIGHT JOIN All rows from LOCKER are shown, even where there is no matching LockerFK=LockerPK value

StudentPK	StudentName	LockerFK	LockerPK	LockerType
3	Carter	10	10	Full
4	Ford	20	20	Full
5	Hoover	30	30	Half
6	Kennedy	40	40	Full
7	Roosevelt	50	50	Full
8	Truman	60	60	Half
NULL	NULL	NULL	70	Full
NULL	NULL	NULL	80	Full
NULL	NULL	NULL	90	Half

(d) RIGHT OUTER JOIN of the STUDENT and LOCKER Tables

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#### **Chained Joins**

Since a JOIN always returns a table-like result set, we can join the result with another table, then another, etc.

```
SELECT *
FROM RETAIL_ORDER

JOIN ORDER_ITEM ON (RETAIL_ORDER.OrderNumber =
   ORDER_ITEM.OrderNumber)

JOIN SKU_DATA ON (SKU_DATA.SKU = ORDER_ITEM.SKU);
```

# Subqueries

Using a SELECT query as a SQL expression inside another query ... sort of like the movie "Inception"

## **SELECT** queries as SQL Expressions

Any SELECT query can be made into a SQL expression by wrapping it inside parentheses:

(SELECT SKU, SUM(QuantityOnHand) AS QuantOnHand

FROM INVENTORY GROUP BY SKU)

When used inside another query this kind of expression is called a **subquery**.

## Subqueries in the WHERE Clause

```
SELECT SUM(ExtendedPrice) AS WaterSportRevenue
FROM ORDER_ITEM
WHERE SKU IN
   (SELECT SKU FROM SKU_DATA WHERE
   Department='Water Sports');
```

- The child subquery is run before the parent query
- The subquery returns a set of keys that can be matched between the tables, just like a join

## Subqueries are not Joins

The textbooks tends to conflate the two a bit, but a subquery is not the same thing as a join.

- Subqueries are not nearly as efficient, generating a new result-set each time instead of just matching keys directly.
- However, subqueries can sometimes do things that can't be done with joins.

## Subqueries in the FROM clause

```
SELECT *
FROM (SELECT SKU, SUM(QuantityOnHand) AS
QuantOnHand FROM INVENTORY GROUP BY SKU) AS SQ;
Tips:
```

- This usage is not very common
- The subquery must be aliased with AS in order to use it here.
- We sometimes use this to "decorate" the results of a subquery by adding columns to the SELECT clause.

## **SQL Views (again)**

#### CREATE VIEW SKU\_QUANT\_ON\_HAND

**AS** (SELECT SKU, SUM(QuantityOnHand) AS QuantOnHand FROM INVENTORY GROUP BY SKU);

While *technically* not a subquery, **a view can be used anywhere you can use a subquery**. They are also more efficient.

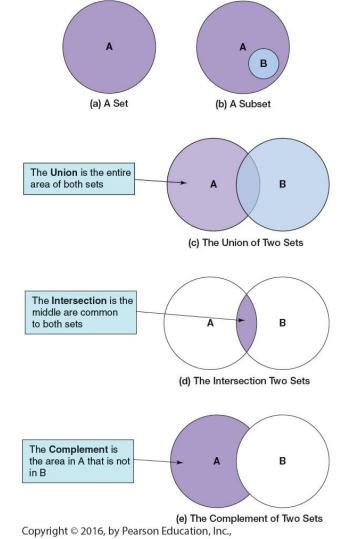
# **Set Operators**

When Joins and Subqueries are still not enough

## **Set Algebraic Features**

SQL is a pretty full-featured tool for set algebra, where the sets the records inside the tables.

SQL Set Operators		
Operator	Meaning	
UNION	The result is all the row values in one or both tables	
INTERSECT	The result is all the row values common to both tables	
EXCEPT	The result is all the row values in the first table but not the second	



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## **SQL UNION Queries**

Whereas a join merges the columns of two tables horizontally (i.e., "wider"), a union merges the tables vertically (i.e., "taller"), stacking the rows of one SELECT query on top of the rows of another.

```
SELECT * FROM CATALOG_SKU_2013
```

#### UNION

SELECT \* FROM CATALOG\_SKU\_2014

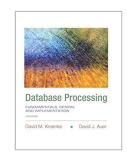
The columns in both tables have to be compatible. Same column order, data types, etc.

## Intersection and Except Operators

These are rarely used in practice. They are included in SQL for completeness, not practicality.

So ... let's move on.





# **Databases for Analytics**

Kroenke / Auer Chapter 2