SQL Fundamentals for Data

Thomas Nield

O'Reilly Media

About the Speaker

Thomas Nield

Business Consultant for Southwest Airlines in Schedule Initiatives

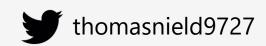
Author of *Getting Started with SQL* by O'Reilly and *Learning RxJava* by Packt

Teaches a few online trainings at O'Reilly

SQL Fundamentals for Data

Advanced SQL for Data Analysis

Reactive Python for Data Science





What to Expect in the Next Two Days

- 1. The role of databases and SQL in the IT/business landscape
- 2. Understand relational databases
- 3. Query and transform data with SQL
- 4. Database Design
- 5. Writing data in tables

Why Learn SQL?

Business and Technology professionals can both reap benefits from learning SQL.

SQL is a highly lucrative skill to have according to StackOverflow's Annual Survey.

It can be utilized and open up many career paths in both business and IT.

- Business Side Analytical, managerial, strategic, research, and project roles
- Technology Side Database design, database administration (DBA), systems engineering, IT project management, and software development

Section I

Introduction to Databases

What is a Database?

Broad definition: A database is anything that collects and organizes data

Examples:

- Excel spreadsheets
- Text files (CSV, XML, JSON)
- File cabinet with organized documents

When referred to professionally, a database is typically a Relational Database Management System (RDBMS)

Understanding Relational Databases

- A Relational Database Management System is simply a type of database holding tables that may have relationships
- A field in a table can point to another table for information

CUSTOMI	ER_	ORDER								
ORDER_ID	OR	DER_DATE	SHIP_DATE(CUSTOMER	_ID PRO	DUCT_ID	ORDER_Q	TY	SHI	PPED
1	201	5-05-15	2015-05-18		1	1		450	false	
2	201	5-05-18	2015-05-21		3	2		600	false)
3	201	5-05-20	2015-05-23		3	5		300	false)
4	201	5-05-18	2015-05-22		5	4		375	false)
5	201	5-05-17	2015-05-20		3	2		500	false	,
сиѕтом	_									
CUSTOMER_	ID	N	AME	REGION	STREET_	ADDRESS	CITY	STA	TE	ZIP
	1	LITE Indust	rial	Southwest	729 Ravin	e Way	Irving	TX		75014
	2	Rex Tooling	J Inc	Southwest	6129 Colli	e Blvd	Dallas	TX		75201
	3	Re-Barre Co	onstruction	Southwest	9043 Wind	dy Dr	Irving	TX		75032
					000	D 1	N 4	01/		
	4	Prairie Cons	struction	Southwest	264 Long	Rd	Moore	OK		62104

Why Separate Tables?

- This idea of separating different types of data (e.g. CUSTOMER versus a CUSTOMER_ORDER) is known as **normalization**
- Putting both *CUSTOMER* and *CUSTOMER_ORDER* information in one table would be bloated, redundant and difficult to maintain
- Example of a non-normalized table:

NAME	REGION	STREET_ADDRESS	CITY	STATE	ZIP	ORDER_ID	ORDER_DATE	SHIP_DATE	ORDER_QTY	SHIPPED
LITE Industrial	Southwest	729 Ravine Way	Irving	TX	75014	1	2015-05-15	2015-05-18	450	false
Re-Barre Construction	Southwest	9043 Windy Dr	Irving	TX	75032	2	2015-05-18	2015-05-21	600	false
Re-Barre Construction	Southwest	9043 Windy Dr	Irving	TX	75032	3	2015-05-20	2015-05-23	300	false
Marsh Lane Metal Works	Southeast	9143 Marsh Ln	Avondale	LA	79782	4	2015-05-18	2015-05-22	375	false
Re-Barre Construction	Southwest	9043 Windy Dr	Irving	TX	75032	5	2015-05-17	2015-05-20	500	false

Imagine if we needed to change an address. We would have to do it three times!

Why Separate Tables?

- This is why it is better to separate the CUSTOMER and CUSTOMER_ORDER information into separate tables
- You only need to update the address in one place

CUSTOME	ER_C	ORDER			_					
ORDER_ID	ORI	DER_DATE	SHIP_DATE	CUSTOMER	_ID	PRODUCT_ID	ORDER_QT	YS	HIP	PED
1	2015	5-05-15	2015-05-18		1	1	4	50 fa	lse	
2	2015	5-05-18	2015-05-21		3	2	6	00 fa	lse	
3	2015	5-05-20	2015-05-23		3	5	3	00 fa	lse	
4	2015	5-05-18	2015-05-22		5	4	3	75 fa	lse	
5	2015	5-05-17	2015-05-20		3	2	5	00 fa	lse	
CUSTOMER			NAME	REGION	стп	EET ADDDESS	CITY	STA	TE	ZIP
CUSTOMER_	_					EET_ADDRESS			-	
		LITE Indus				Ravine Way	Irving	TX		75014
		Rex Tooling	•			Collie Blvd	Dallas	TX		75201
	3	Re-Barre C	onstruction	Southwest			Irving	TX		75032
		Prairie Cor		Southwest			Moore	OK		62104
	5	Marsh Lan	e Metal Works	Southeast	9143	Marsh Ln	Avondale	LA		79782

• Is this table normalized?

APPOINTMENT							
APPOINTMENT_ID	PATIENT_FIRST_NAME	PATIENT_LAST_NAME	BIRTH_DATE	VISIT_DATE	CHECK_IN	CHECK_OUT	
1	Jonathon	Reyes	5/1/1981	5/1/2016	8:00AM	9:00AM	
2	Rebecca	Giles	1/8/1976	5/3/2016	10:00AM	11:00AM	
3	Sam	Johnson	9/3/1985	5/4/2016	9:00AM	10:00AM	
4	Jonathon	Reyes	5/1/1981	5/1/2016	1:00PM	2:00PM	
5	Jonathon	Reyes	5/1/1981	6/18/2016	3:00PM	4:00PM	
6	Rebecca	Giles	1/8/1976	5/3/2016	11:00AM	12:00PM	

• Is this table normalized? It is not!

APPOINTMENT							
APPOINTMENT_ID	PATIENT_FIRST_NAME	PATIENT_LAST_NAME	BIRTH_DATE	VISIT_DATE	CHECK_IN	CHECK_OUT	
1	Jonathon	Reyes	5/1/1981	5/1/2016	8:00AM	9:00AM	
2	Rebecca	Giles	1/8/1976	5/3/2016	10:00AM	11:00AM	
3	Sam	Johnson	9/3/1985	5/4/2016	9:00AM	10:00AM	
4	Jonathon	Reyes	5/1/1981	5/1/2016	1:00PM	2:00PM	
5	Jonathon	Reyes	5/1/1981	6/18/2016	3:00PM	4:00PM	
6	Rebecca	Giles	1/8/1976	5/3/2016	11:00AM	12:00PM	

PATIENT and APPOINTMENT data should be in separate tables

PATIENT

PATIENT_ID	PATIENT_FIRST_NAME	PATIENT_LAST_NAME	BIRTH_DATE
1	Jonathon	Reyes	5/1/1981
2	Rebecca	Giles	1/8/1976
3	Sam	Johnson	9/3/1985

APPOINTMENT

APPOINTMENT_ID	PATIENT_ID	VISIT_DATE	CHECK_IN	CHECK_OUT
1	1	5/1/2016	8:00AM	9:00AM
2	2	5/3/2016	10:00AM	11:00AM
3	3	5/4/2016	9:00AM	10:00AM
4	1	5/1/2016	1:00PM	2:00PM
5	1	6/18/2016	3:00PM	4:00PM
6	2	5/3/2016	11:00AM	12:00PM

PATIENT and APPOINTMENT data should be in separate tables

PATI	ENT
-------------	------------

PATIENT_ID	RATIENT_FIRST_NAME	PATIENT_LAST_NAME	BIRTH_DATE
1	Jonathon	Reyes	5/1/1981
2	Rebecca	Giles	1/8/1976
3	Sam	Johnson	9/3/1985

APPOINTMENT

APPOINTMENT_ID	PATIENT_ID	VISIT_DATE	CHECK_IN	CHECK_OUT
1	1	5/1/2016	8:00AM	9:00AM
2	2	5/3/2016	10:00AM	11:00AM
3	3	5/4/2016	9:00AM	10:00AM
4	1	5/1/2016	1:00PM	2:00PM
5	1	6/18/2016	3:00PM	4:00PM
6	2	5/3/2016	11:00AM	12:00PM

Types of Databases

- Relational databases and SQL are not proprietary to one company or organization
- Many companies and organizations have created their own relational database software

MySQL	Microsoft Access	SQLite
Oracle	Microsoft SQL Server	MariaDB
IBM DB2	PostgreSQL	SAP Sybase

 Do not be confused by "SQL" being used to brand database software, like Microsoft SQL Server, MySQL, and SQLite. SQL is the universal language used on all RDBMS platforms

NoSQL and "Big Data"

- NoSQL stands for not only SQL, and is often used to describe "Big Data" platforms that can leverage SQL but are not relational.
 - NoSQL databases include MongoDB, Couchbase, Apache Cassandra, and Redis.
 - These platforms store massive amounts of data in a variety of raw or structured formats.
 - Most of these solutions are **distributed** across multiple machines, which is difficult to do with relational databases.
- Other "Big Data" solutions such as Apache Hadoop and Apache Spark can be interacted with using SQL, but are not limited to relational databases.
- Therefore most of the knowledge in this course can be applied to "Big Data" solutions.
- Caution using NoSQL and Big Data: "When all you have is a hammer, everything starts to look like a nail."
 - Do not fall into the trap of treating all data problems as Big Data problems, because most are not.
 - While Big Data will continue to grow, data will always come in all shapes and sizes.

Lightweight vs Centralized Databases

Lightweight Databases

- When you want a simple solution for a small number of users, lightweight databases are a great place to start
- They store data in a file that can be shared, but can break down when edited simultaneously
- Common Lightweight Databases
 - Microsoft Access
 - SQLite
 - H2

Centralized Databases

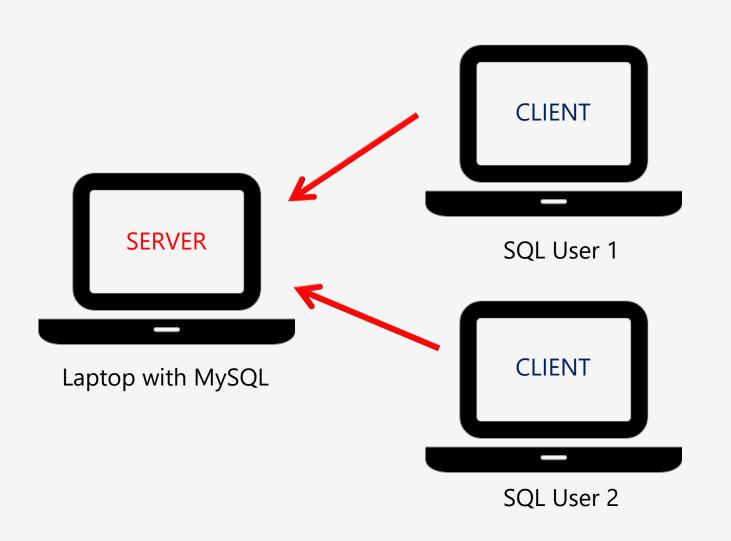
When you need to support tens, hundreds, or thousands of users and applications, you need a centralized database

These databases are designed to handle a high volume of traffic efficiently

Some examples of centralized database platforms

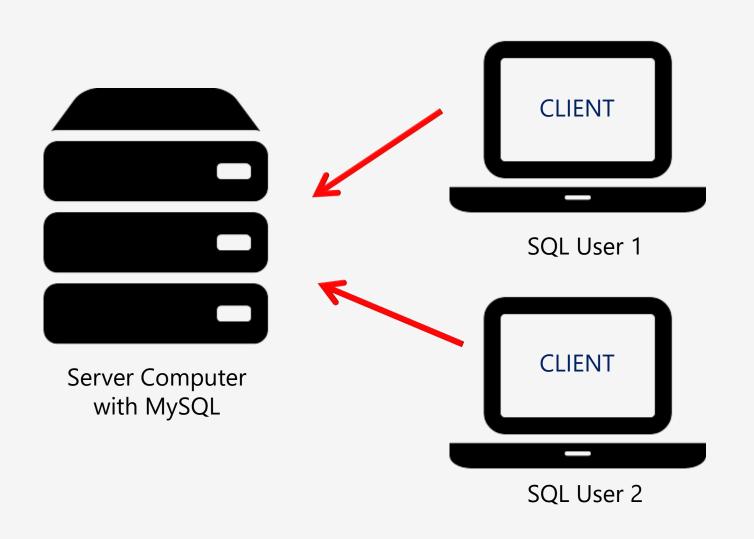
- Oracle
- Microsoft SQL Server
- MySQL
- PostgreSQL
- Teradata

Typical Centralized Database Setup



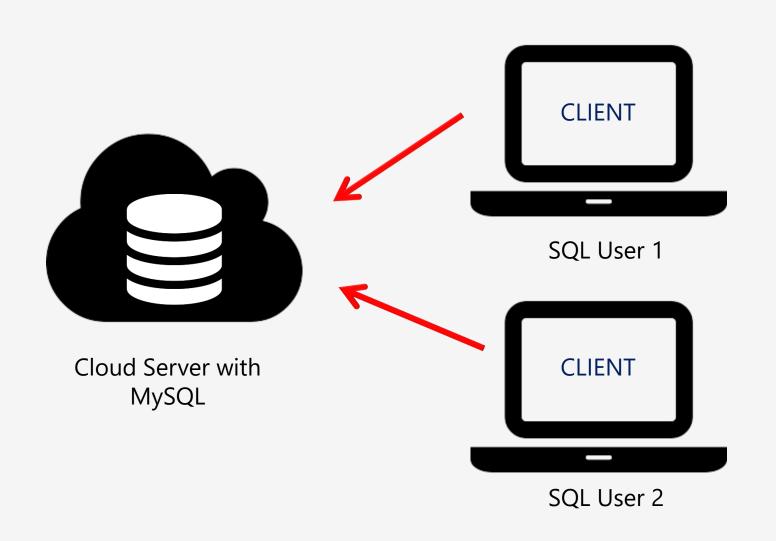
Centralized databases use a Client/Server Setup

Typical Centralized Database Setup



For production, you typically use a server computer to host the database rather than a laptop or desktop

Typical Centralized Database Setup



A popular architecture nowadays is to have cloud services from Amazon, Google, or Heroku host your database for you.

What We Will Use

Upon entering a workplace, there is a good chance you will need access to an existing centralized database

We will not be using centralized databases in this course, but we will be using SQLite

The experience between lightweight and centralized databases should largely be the same

Identify the following as being a *lightweight* or *centralized* database:

1. Facebook's MySQL database holding all user data

CENTRALIZED

2. A SQLite database holding an iPhone user's data *locally* on the hard drive

LIGHTWEIGHT

3. An Oracle database with shopping data for an e-commerce site

CENTRALIZED

Section II

SQLite

SQLite

- We will be using SQLite with SQLiteStudio in this course
- SQLite is a lightweight database and can be found on:
 - Android, iPhone, iPad, and Windows 10
 - Car consoles, thermostats, and other gadgets
 - Satellites and the Airbus A350 XWB
 - SQLite excels where simplicity and low overhead is needed

SQLiteStudio

- We will be using SQLiteStudio to work with SQLite database files
- SQLiteStudio can be downloaded at http://sqlitestudio.pl/
- On Windows and Linux, download and copy the folder contents to a location of your choice
- On Mac, you can either drag the DMG to the Applications folder or use Homebrew http://macappstore.org/sqlitestudio/

Database Files

- The database files can be found on GitHub https://github.com/thomasnield/oreilly getting started with sql
- Click the Clone or Download button in the top-right, and then Download ZIP to download all the database files at once
- Open the database files in SQLiteStudio

Break and Q&A

Section III

SELECT

Basic Math Operators

Operator	Description	Example
+	Adds two numbers	STOCK + NEW_SHIPMENT
-	Subtracts two numbers	STOCK - DEFECTS
*	Multiplies two numbers	PRICE * 1.07
/	Divides two numbers	STOCK / PALLET_SIZE
%	Divides two numbers, but returns the remainder	STOCK % PALLET_SIZE

SELECT all records (with all fields) from the **CUSTOMER_ORDER** table

ANSWER:

SELECT * FROM CUSTOMER_ORDER;

SELECT the ORDER_ID and SHIP_DATE fields from the CUSTOMER_ORDER table

ANSWER:

SELECT ORDER_ID, SHIP_DATE FROM CUSTOMER_ORDER;

SELECT the PRODUCT_ID, DESCRIPTION, and a REDUCED_PRICE (which subtracts \$1.10 from each PRICE) from the PRODUCT table

ANSWER:

SELECT PRODUCT_ID,

DESCRIPTION,

PRICE - 1.10 as REDUCED_PRICE

FROM PRODUCT

Section IV

WHERE

SELECT all records where **TEMPERATURE** is between 30 and 50 degrees

SELECT * FROM station_data

WHERE temperature BETWEEN 30 AND 50;

<u>OR</u>

SELECT * FROM station_data

WHERE temperature >= 30 and temperature <= 50;

SELECT all records where **TEMPERATURE** is between 30 and 50 degrees

SELECT * FROM station_data

WHERE temperature BETWEEN 30 AND 50;

<u>OR</u>

SELECT * FROM station_data

WHERE temperature >= 30 and temperature <= 50;

SELECT all records where station_pressure is greater than 1000 and a tornado was present

```
SELECT * FROM STATION_DATA

WHERE station_pressure > 1000 AND tornado;

OR

SELECT * FROM STATION_DATA
```

WHERE station_pressure > 1000 AND tornado = 1;

SELECT all records with report codes E6AED7, B950A1, 98DDAD

```
SELECT * FROM STATION_DATA

WHERE report_code IN ('E6AED7','B950A1','98DDAD')

OR

SELECT * FROM STATION_DATA

WHERE report_code = 'E6AED7'

OR report_code = 'B950A1'

OR report_code = '98DDAD'
```

SELECT all records with report codes E6AED7, B950A1, 98DDAD

```
SELECT * FROM STATION_DATA

WHERE report_code IN ('E6AED7','B950A1','98DDAD');

OR

SELECT * FROM STATION_DATA

WHERE report_code = 'E6AED7'

OR report_code = 'B950A1'

OR report_code = '98DDAD';
```

SELECT all records WHERE station_pressure is null

SELECT * FROM STATION_DATA

WHERE station_pressure IS NULL;

Section V

GROUP BY and ORDER BY

Find the SUM of precipitation by year when a tornado was present, and sort by year descending.

ANSWER:

```
SELECT year,
SUM(precipitation) as tornado_precipitation
FROM station_data
WHERE tornado = 1
GROUP BY year
ORDER BY year DESC
```

SELECT the year and max snow depth, but only years where the max snow depth is at least 50.

ANSWER:

```
SELECT year,
max(snow_depth) AS max_snow_depth
FROM STATION_DATA
GROUP BY year
HAVING max_snow_depth >= 50
```

Section VI

CASE

SELECT the report_code, year, quarter, and temperature, where a "quarter" is "Q1", "Q2", "Q3", or "Q4" reflecting months 1-3, 4-6, 7-9, and 10-12 respectively.

```
SELECT
report code,
year,
CASE
    WHEN month BETWEEN 1 and 3 THEN "Q1"
    WHEN month BETWEEN 4 and 6 THEN "Q2"
    WHEN month BETWEEN 7 and 9 THEN "Q3"
    WHEN month BETWEEN 10 and 12 THEN "Q4"
END as quarter,
temperature
FROM STATION_DATA
```

Get the average temperature grouped by quarter and year, where a "quarter" is "Q1", "Q2", "Q3", or "Q4" reflecting months 1-3, 4-6, 7-9, and 10-12 respectively.

```
SELECT
year,
CASE
    WHEN month BETWEEN 1 and 3 THEN "Q1"
    WHEN month BETWEEN 4 and 6 THEN "Q2"
    WHEN month BETWEEN 7 and 9 THEN "Q3"
    WHEN month BETWEEN 10 and 12 THEN "Q4"
END as quarter,
AVG(temperature) as avg temp
FROM STATION DATA
GROUP BY 1,2
```

Section VII

JOIN

Revisiting Table Relationships

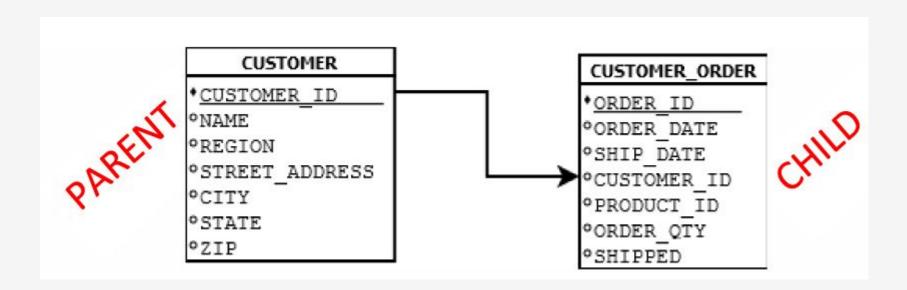
• Remember when we were talking about tables having relationships with each other?

CUSTOME	ER_	ORDER								
ORDER_ID	OR	DER_DATE	SHIP_DATE(CUSTOMER	?_ID	PRODUCT_ID	ORDER_Q	TY	SHI	PPED
1	201	5-05-15	2015-05-18		1	1		450	false	9
2	201	5-05-18	2015-05-21		3	2		600	false	9
3	201	5-05-20	2015-05-23		3	5		300	false	9
4	201	5-05-18	2015-05-22		5	4		375	false	9
5	201	5-05-17	2015-05-20		3	2		500	false	9
CUSTOM	ER							1		
CUSTOMER_	ID	N	AME	REGION	STRE	ET_ADDRESS	CITY	STA	ATE	ZIP
	1	LITE Indust	rial	Southwest	729 Ra	avine Way	Irving	TX		75014
	2	Rex Tooling	Inc	Southwest	6129 (Collie Blvd	Dallas	TX		75201
3 Re-Barre Construction		Southwest	9043 \	Windy Dr	Irving	TX		75032		
	4	Prairie Cons	struction	Southwest	264 Lo	ong Rd	Moore	OK		62104
	5	Marsh Lane	Metal Works	Southeast	9143 I	Marsh Ln	Avondale	LA		79782

• A table can supply data to another table, like CUSTOMER information for a CUSTOMER_ORDER

Parent/Child Tables

- Because the CUSTOMER table supplies data to CUSTOMER_ORDER, it is the parent table to CUSTOMER_ORDER
- Because the CUSTOMER_ORDER table receives data from CUSTOMER, it is the child table to CUSTOMER



Primary/Foreign Keys

• Typically, a parent table will have a **primary key** and the child table will have a **foreign key**.

	CUSTOMER I	ID		NAME	REGION	STREET ADDRESS	CITY	STAT	E ZIP
		1	LITE Inc	dustrial	Southwest	729 Ravine Way	Irving	TX	75014
			Rex Too		Southwest	6129 Collie Blvd	Dallas	TX	75201
	Primary k	(ey 3	Re-Barr	e Construction	Southwest	9043 Windy Dr	Irving	TX	75032
				Construction	Southwest	264 Long Rd	Moore	OK	62104
		5	Mark	ane Metal Work	ks Southeast	9143 Marsh Ln	Avondale	LA	79782
U	STOMER_C	ORDE	R						
U	STOMER_C			SHIP DATE C	CUSTOMER_ID	PRODUCT_ID •	ORDER_Q	TY.	SHIPPED
	ORDER_ID		R_DATE	SHIP_DATE C		PRODUCT_ID • 5	ORDER_Q	TY 300	
L	ORDER_ID 3	ORDE	R_DATE 04-20	-11		3 5	ORDER_C		false
1	ORDER_ID 3 4	ORDE 2015-	R_DATE 04-20 04-18	2015-04-83	` (3 5	ORDER_C	300	false false
1 2 3 4	ORDER_ID 3 4	ORDE 2015- 2015-	R_DATE 04-20 04-18 04-15	2015-04-23 2015-04-22	` (3 5	ORDER_Q	300 375	false false

• The primary key is unique and can map to multiple foreign keys

INNER JOIN

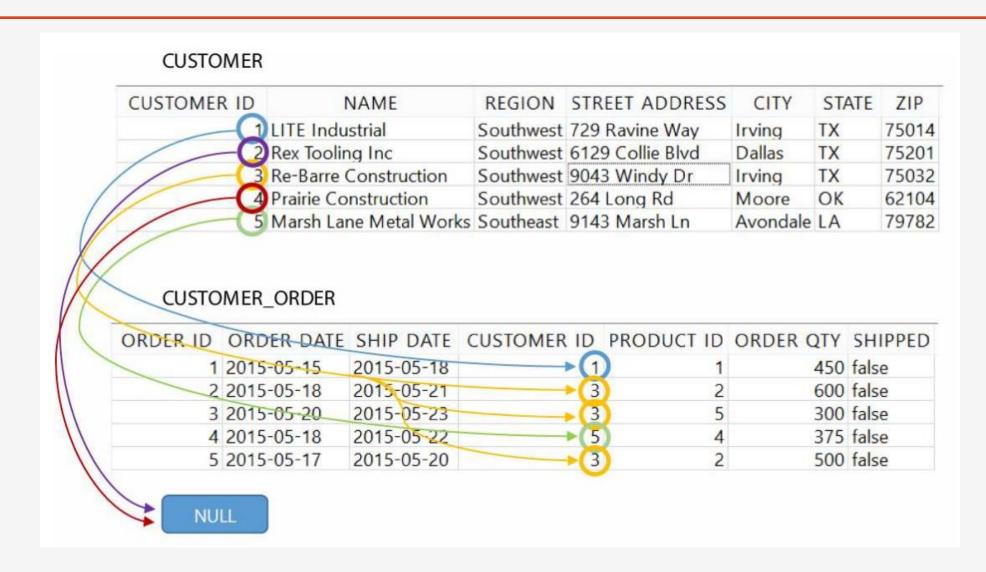
CUSTOMER

CUSTOMER ID	NAME	REGION	STREET ADDRESS	CITY	STATE	ZIP
(1) LITE Industrial	Southwest	729 Ravine Way	Irving	TX	75014
	Rex Tooling Inc	Southwest	6129 Collie Blvd	Dallas	TX	75201
/	Re-Barre Construction	Southwest	9043 Windy Dr	Irving	TX	75032
	4 Prairie Construction	Southwest	264 Long Rd	Moore	ОК	62104
(5 Marsh Lane Metal Works	Southeast	9143 Marsh Ln	Avondale	LA	79782

CUSTOMER_ORDER

ORDER ID	ORDER DATE	SHIP DATE	CUSTOMER ID	PRODUCT ID	ORDER QTY	SHIPPED
1	2015-05-15	2015-05-18	→ (1	1	450	false
2	2015-05-18	2015-05-21	→ (3	2	600	false
3	2015-05-20	2015-05-23	3) 5	300	false
4	2015-05-18	2015-05-22	→ (5) 4	375	false
5	2015-05-17	2015-05-20	→(3) 2	500	false

LEFT OUTER JOIN



LEFT OUTER JOIN

```
SELECT CUSTOMER.CUSTOMER_ID,

NAME,

STREET_ADDRESS,

CITY,

STATE,

ZIP,

ORDER_DATE,

SHIP_DATE,

ORDER_ID,

PRODUCT_ID,

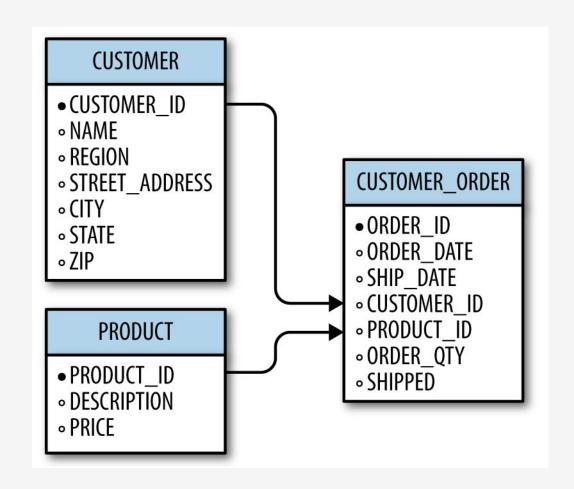
ORDER_QTY

FROM CUSTOMER LEFT JOIN CUSTOMER_ORDER

ON CUSTOMER.CUSTOMER_ID = CUSTOMER_ORDER.CUSTOMER_ID
```

Joining Multiple Tables

- It is not uncommon to have a table be a parent to one table, but a child to another
- A given table can also be a child to more than one table, so what does this look like?
- We can bring in a third table PRODUCT to supply product information to CUSTOMER_ORDER



SELECT the ORDER_ID, ORDER_DATE, and DESCRIPTION (from PRODUCT) (hint, you will need to INNER JOIN CUSTOMER_ORDER and PRODUCT)

ANSWER:

SELECT ORDER_ID, ORDER_DATE, DESCRIPTION

FROM CUSTOMER_ORDER INNER JOIN PRODUCT
ON CUSTOMER_ORDER.PRODUCT_ID = PRODUCT.PRODUCT_ID

Find the total revenue by product. Include the fields PRODUCT_ID, DESCRIPTION, and then the TOTAL_REVENUE.

(Hint: you will need to join CUSTOMER_ORDER and PRODUCT. Then do a GROUP BY)

ANSWER:

```
SELECT PRODUCT_ID,
DESCRIPTION,
COALESCE(SUM (ORDER_QTY * PRICE), 0) AS TOTAL_REVENUE

FROM PRODUCT LEFT JOIN CUSTOMER_ORDER
ON PRODUCT.PRODUCT_ID = CUSTOMER_ORDER.PRODUCT_ID
GROUP BY 1, 2
```

Section VIII

Database Design

Planning a Database

Design Questions

- What are the business requirements?
- What tables will I need to fulfill those requirements?
- What columns will each table contain?
- How will the tables be normalized?
- What will their parent/child relationships be?

Planning a Database

Data Questions

- How much data will be populated into these tables?
- Who/what will populate data into these tables?
- Where will the data come from?
- Do we need processes to automatically populate these tables?

Planning a Database

Security Questions

- Who should have access to this database?
- Who should have access to which tables? Read-only access? Write access?
- Is this database critical to business operations?
- What backup plans do we have in the event of disaster/failure?
- Should changes to tables be logged?
- If the database is used for websites or web applications, is it secure?

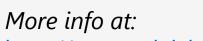
Preventing SQL Injection

- To prevent SQL injection, *never* concatenate a SQL string with parameters
- Instead, use the right tools and libraries to safely inject parameters for you
- For Python, use SQLAlchemy

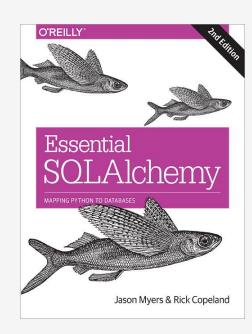
```
from sqlalchemy import create_engine, text
engine = create_engine('sqlite:///C:\\Users\\thoma\\Dropbox\\rexon_metals.db')
conn = engine.connect()

def customer_for_id(customer_id):
    stmt = text("SELECT * FROM CUSTOMER WHERE CUSTOMER_ID = :id")
    return conn.execute(stmt, id=customer_id).fetchone()

print(customer_for_id(2))
```



http://www.sqlalchemy.org/



Preventing SQL Injection

For Java, Scala, Kotlin, and other JVM languages use JDBC's PreparedStatement

More info at:

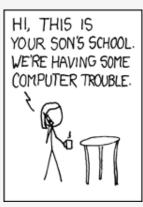
<u>http://tutorials.jenkov.com/jdbc/index.html</u>
<u>http://www.marcobehler.com/make-it-so-java-db-connections-and-transactions</u>

SQL Injection Humor



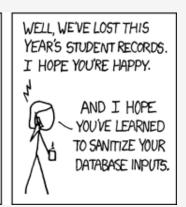








DID YOU REALLY
NAME YOUR SON
Robert'); DROP
TABLE Students;--?
OH. YES. LITTLE
BOBBY TABLES,
WE CALL HIM.



Credit: https://xkcd.com/327/

SQL Injection in the News

This couple cannot do the simplest things online because their last name is 'Null'

https://thenextweb.com/insider/2016/03/27/last-name-null-is-tough-for-computers/

Catholic financial services hacked, 130K accounts exposed

http://www.twincities.com/2017/10/16/catholic-united-financial-data-breach-may-have-affected-nearly-130k-accounts/

South Africa's massive data breach

https://www.moneyweb.co.za/news/tech/revealed-the-real-source-of-sas-massive-data-breach/

• TalkTalk gets record £400K fine for failing to prevent October 2015 attack

https://ico.org.uk/about-the-ico/news-and-events/news-and-blogs/2016/10/talktalk-gets-record-400-000-fine-for-failing-to-prevent-october-2015-attack/

The SurgeTech Conference

Let's design a database for a real-world scenario!

You are a staff member for the SurgeTech conference, a gathering of tech startup companies seeking publicity and investors. The organizer has tasked you with creating a database to manage the attendees, companies, presentations, rooms, and presentation attendance. How should this database be designed?

There are five entities here that can be turned into tables

- ATTENDEE
- COMPANY
- PRESENTATION
- ROOM
- PRESENTATION_ATTENDANCE

ATTENDEE

The attendees are guests (including some VIP's) who have registered for the conference

Each attendee holds the following information:

- ID
- Name
- Phone Number
- Email
- VIP status

To the right is our design for the ATTENDEE table

ATTENDEE

- ATTENDEE_ID
- FIRST_NAME
- LAST_NAME
- PHONE
- EMAIL
- VIP

COMPANY

The startup companies need to be tracked as well

Each company holds the following information:

- Company ID
- Name
- Description
- Primary contact attendee ID

To the right is our design for the **COMPANY** table

COMPANY

- COMPANY_ID
- NAME
- DESCRIPTION
- PRIMARY_CONTACT_ATTENDEE_ID

PRESENTATION

Some companies will schedule a presentation for a specific slot of time

Each presentation is defined by:

- Presentation ID
- Booked company ID
- Booked room ID
- Start time
- End time

PRESENTATION

PRESENTATION_ID

BOOKED_COMPANY_ID

• BOOKED_ROOM_ID

• START_TIME

• END_TIME

To the right is our design for the **PRESENTATION** table

ROOM

Rooms are available for presentations

Each room is defined with these attributes:

- Room ID
- Floor number
- Seat capacity

To the right is our design for the ROOM table

ROOM

- ROOM_ID
- FLOOR_NUMBER SEAT_CAPACITY

PRESENTATION_ATTENDANCE

When an ATTENDEE wants to attend a PRESENTATION, they can acquire a ticket with a ticket id

We can use these tickets to keep track of presentation attendance

Each presentation attendance is defined with these attributes:

- Ticket ID
- Presentation ID
- Attendee ID

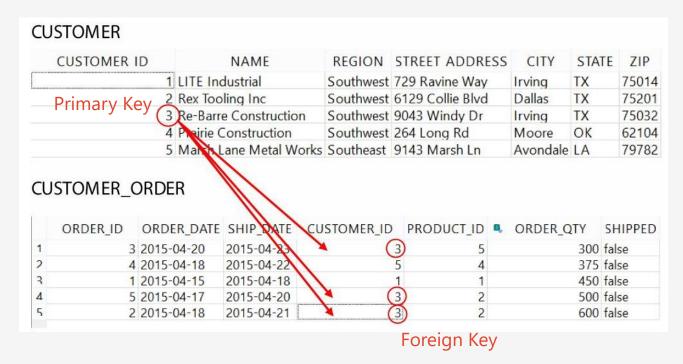
PRESENTATION_ATTENDANCE

- TICKET_ID
- PRESENTATION ID
- ATTENDEE_ID

To the right is our design for the PRESENTATION_ATTENDANCE table

Revisiting Primary/Foreign Keys

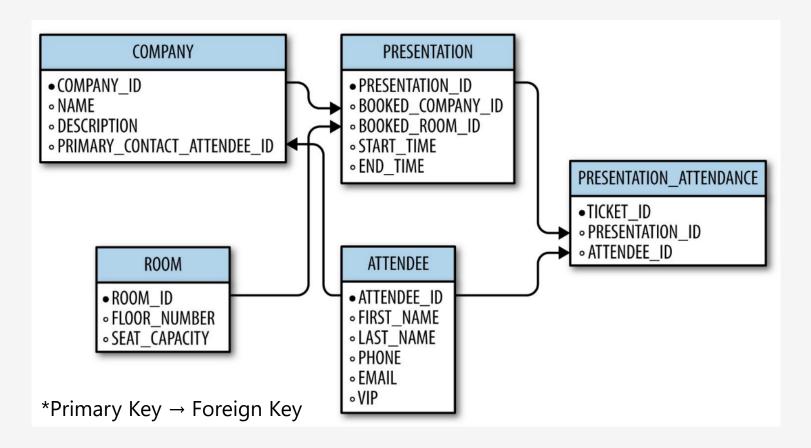
• With table relationships it is important to distinguish the primary key from the foreign key



• The field that *supplies* data to other tables is the **primary key**, and a field that receives data from another table is a **foreign key**.

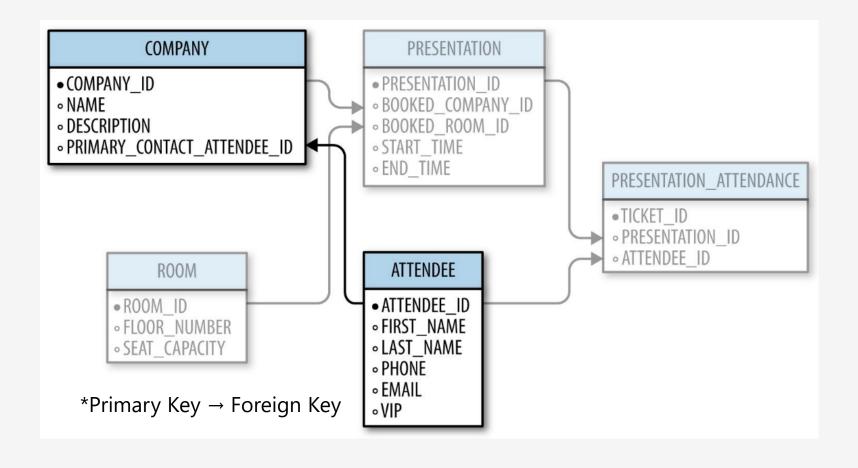
The Database Schema

With our knowledge of primary and foreign keys, we can create a **database schema** of all tables and their relationships for the SurgeTech conference



The Database Schema

It can be overwhelming seeing all tables and their relationships at once, so the secret to reviewing a database schema is to focus on 2-3 tables at a time



Common Column Types

Туре	Description
INTEGER	A simple, whole number
DOUBLE/DECIMAL	Supports non-whole, decimal numbers
BOOLEAN	A True/False value represented by 1 or 0
CHAR	A fixed number of text characters
VARCHAR	Any number of text characters, with an optional maximum
DATE	A calendar date value
TIME	A time value
DATETIME	A date and time value
TEXT	A longer piece of text (such as memos, articles, books, emails)

Common Column Modifiers

Modifier	Behavior
PRIMARY KEY	Makes the column a PRIMARY KEY
FOREIGN KEY	Makes the column a FOREIGN KEY
NOT NULL	Enforces that values can never be null in that column
DEFAULT	Allows you to specify a default value for a column rather than it default to NULL

Section IX

Writing Data

Insert a new record into the **COMPANY** table for a company named "Pied Piper", and provide a **DESCRIPTION** of "Compression platform for mobile and desktop" and a **PRIMARY_CONTACT_ATTENDEE_ID** of 1.

```
INSERT INTO COMPANY(NAME, DESCRIPTION, PRIMARY_CONTACT_ATTENDEE_ID)
VALUES ('Pied Piper', 'Compression platform for mobile and desktop', 1)
```

Create a new ATTENDEE named Richard Hendricks, with an EMAIL of richard.hendricks@piedpiper.com and a VIP true value

```
INSERT INTO ATTENDEE (FIRST_NAME, LAST_NAME, EMAIL, VIP)
VALUES ('Richard', 'Hendricks', 'richard.hendricks@piedpiper.com',1)
```

Make Richard Hendricks' ATTENDEE_ID the PRIMARY_CONTACT_ATTENDEE_ID for the COMPANY "Pied Piper"

UPDATE COMPANY SET PRIMARY_CONTACT_ATTENDEE_ID = 5

Section X

Going Forward

What Now?

- You now have the fundamentals of SQL in your tool belt
 - Get comfortable with consistent use and practice
 - If your job uses a specific database platform (e.g. MySQL, Oracle), apply this knowledge to learn that platform
 - Keep practicing with SQLite!
- There are SQL features you can advance into:
 - **Subqueries** query off of other queries just like they were tables
 - **Indexing** Configure large tables to perform better with SELECT operations
 - Transactions Perform multiple update commands into a single, fail-safe batch
 - Triggers Configure databases to react to UPDATE/DELETE/INSERT commands
 - **Database Administration** Fine-tune production databases for large corporate environments
 - Advanced Business Analysis Use advanced SQL features to perform deeper business analysis

What Now?

SQL Resources

- Getting Started with SQL (O'Reilly) by Thomas Nield
- Learning SQL (O'Reilly) by Alan Beaulieu
- <u>Using SQLite (O'Reilly)</u> by Jay A. Kreibich

It can be lucrative to combine SQL with another technical skill

- Python versatile scripting language
- R statistical scripting language and environment
- Java Build full software solutions

Other Online Trainings by Thomas Nield

⇒ LIVE ONLINE TRAINING

Advanced SQL for Data Analysis (with Python, R, and Java)

Unleashing relational database analytics



⇒ LIVE ONLINE TRAINING

Reactive Python for Data Science: Production-Ready, Scalable Code for Real-Time Data

Learn the basics of reactive programming for more resilient, event-driven code models

