

MindRiteSQLTite

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Overview

- Background
- Business Rules
- Data Model
- Business Questions
- Conclusion

Background

- What is this data?
- Identifying Redundancy
- How is the data related (creation of entities and relationships)?
- What are the constraints?

Important Business Rules

Users can post zero to many threads

Threads can only be posted by one user

Users can reply to zero to many threads

Threads can be replied to by zero to many users

Threads can only be about one phone

Phones can have many threads about them

Business Rules cont.

Phones can only have one set of features

A set of features can represent only one phone

The Users table must have a unique User_ID

Thread_URL must be unique under Threads

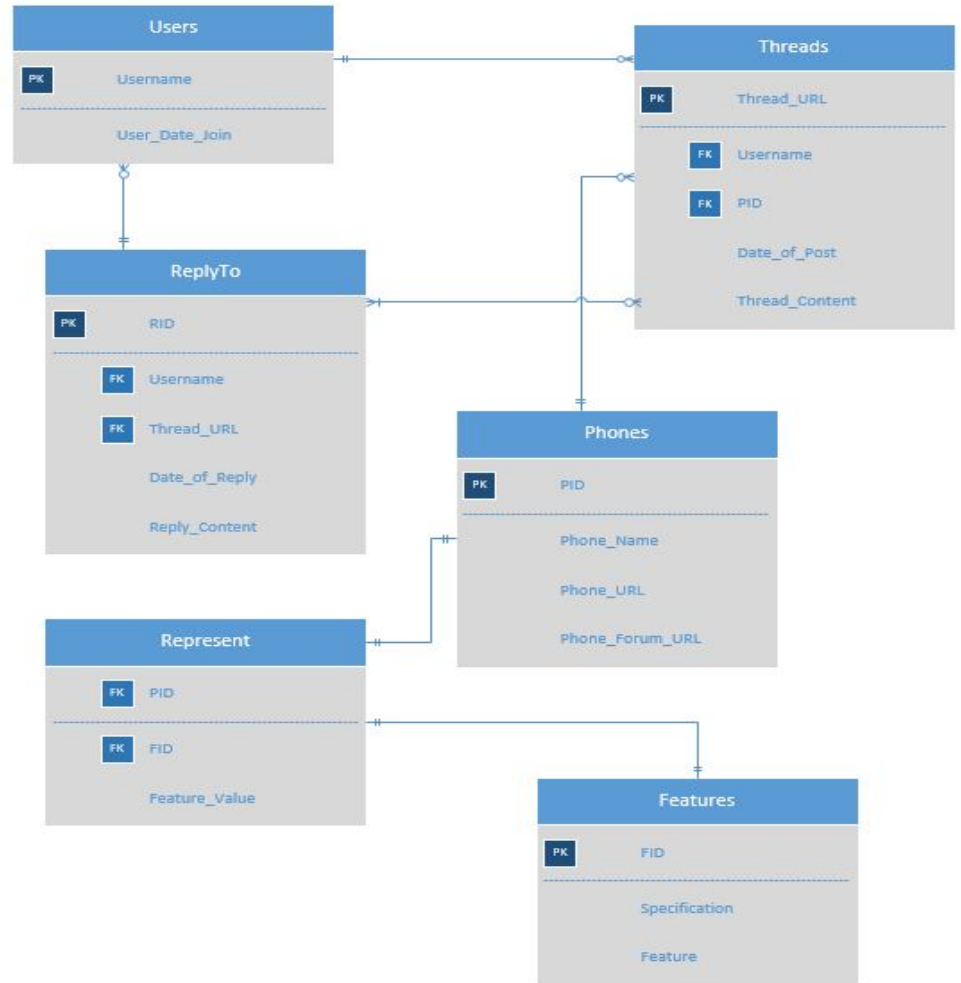
Thread_URL in the Reply_to table do not have to be unique however RIP does need to be unique

Feature_Value under Represent can contain multiple values

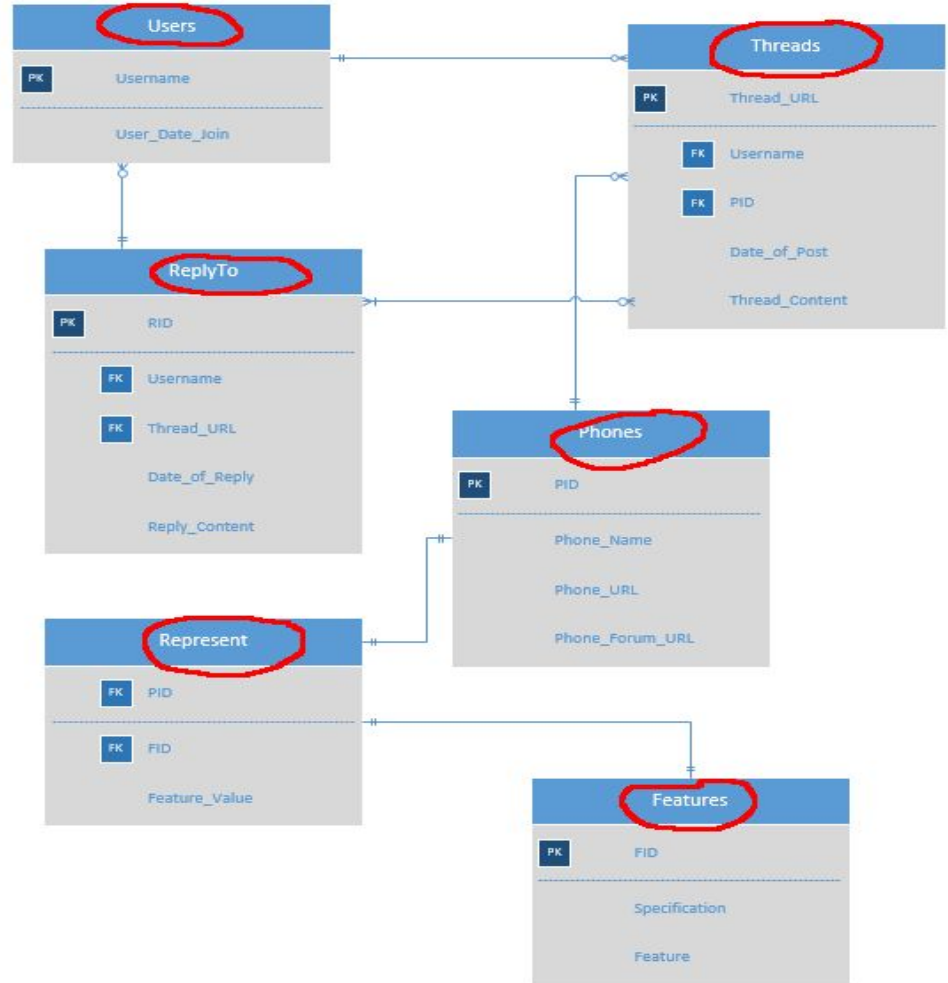
Relationship Matrix

Relationship Matrix				
	Users	Phones	Features	Threads
Users				Post/ReplyTo
Phones			Represent	
Features		Represented_by		
Threads	Posted_by/Replied_by			

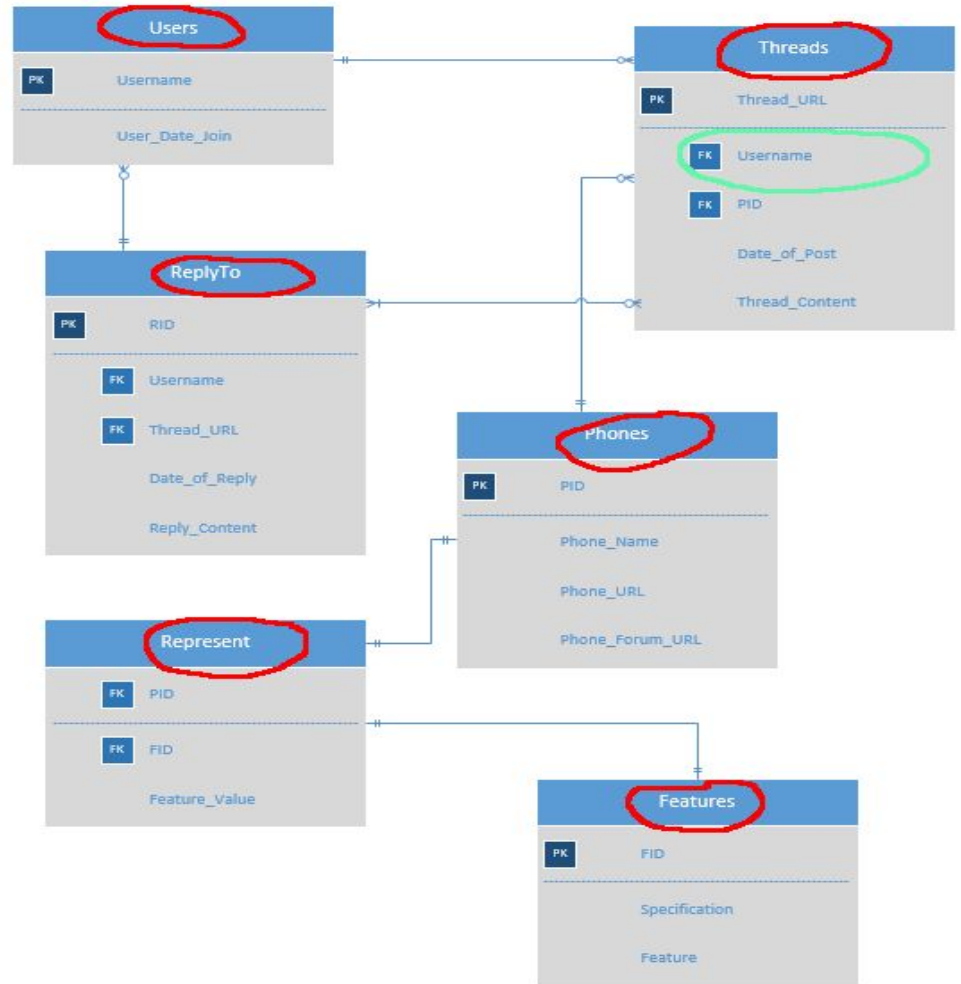
Crow's Foot



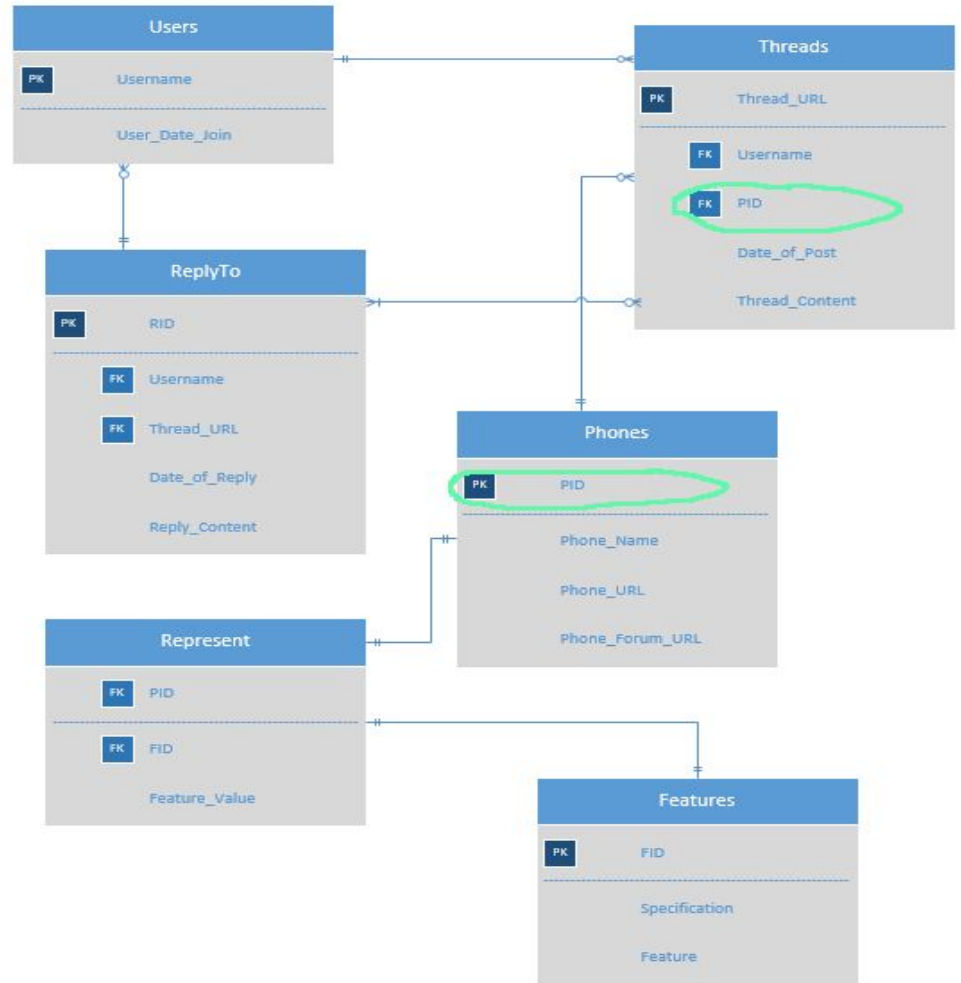
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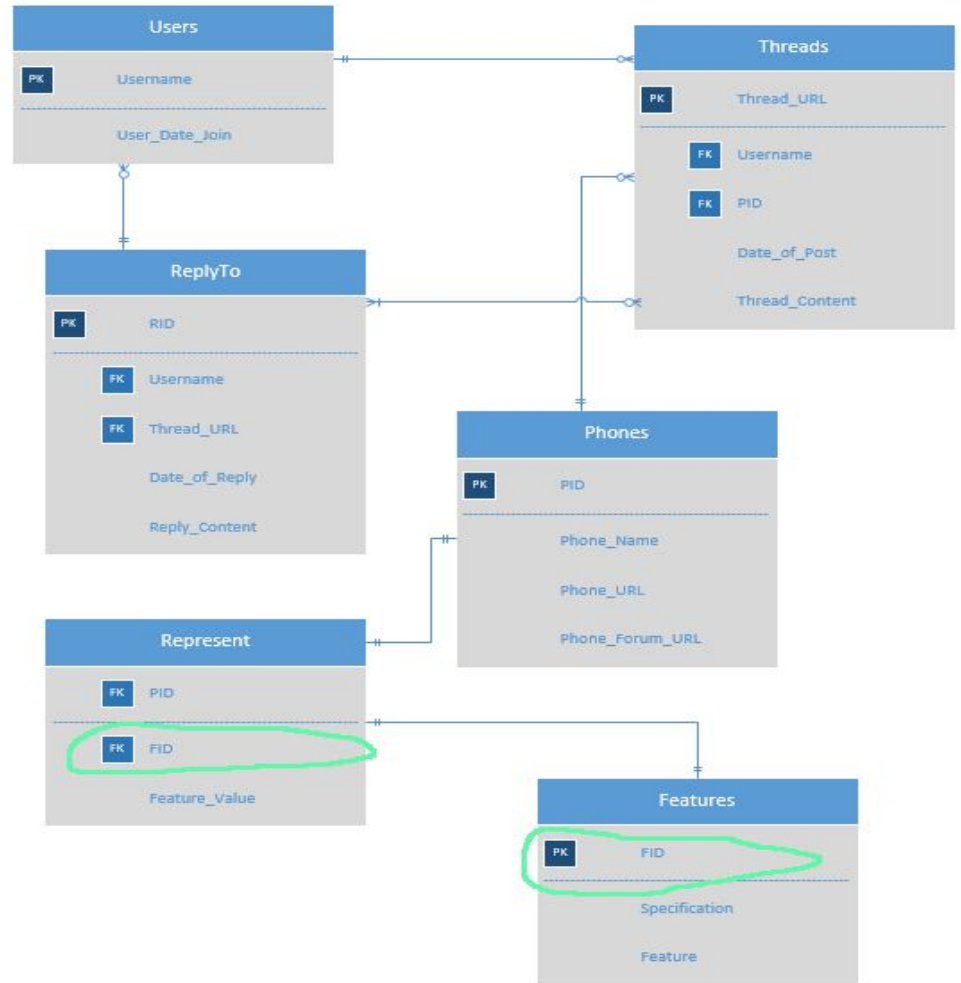
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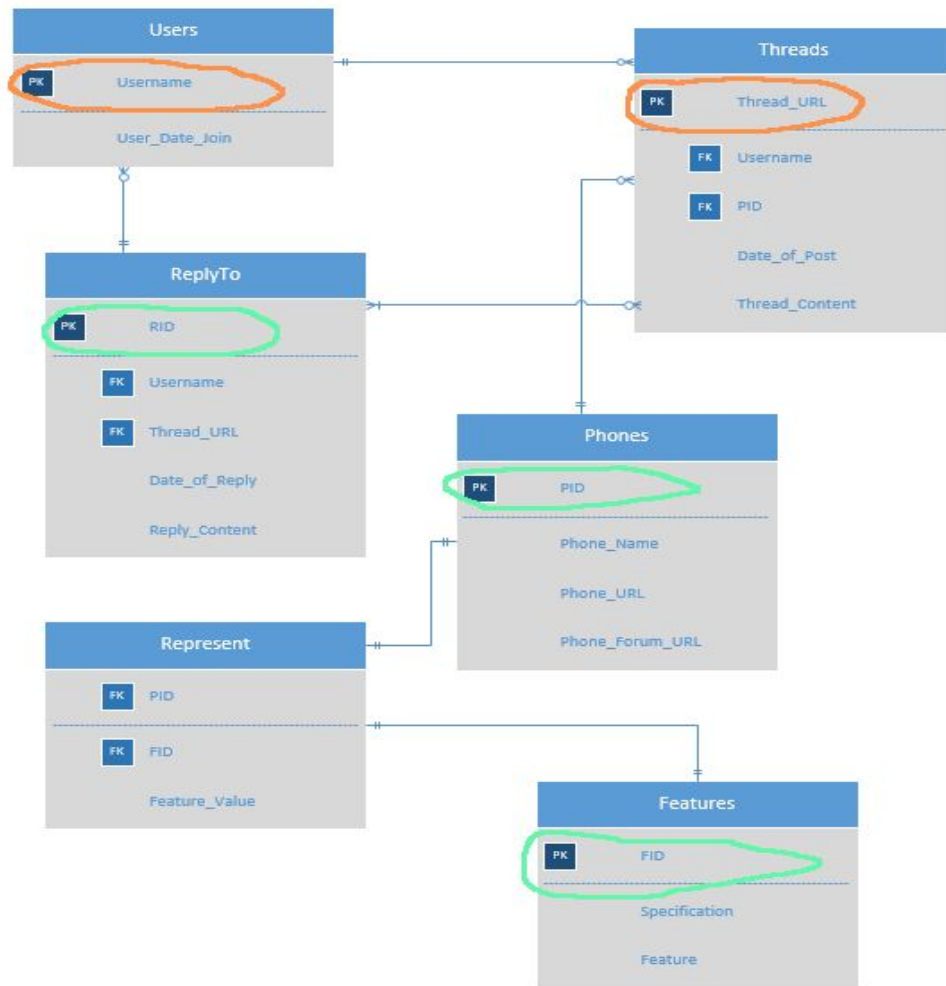
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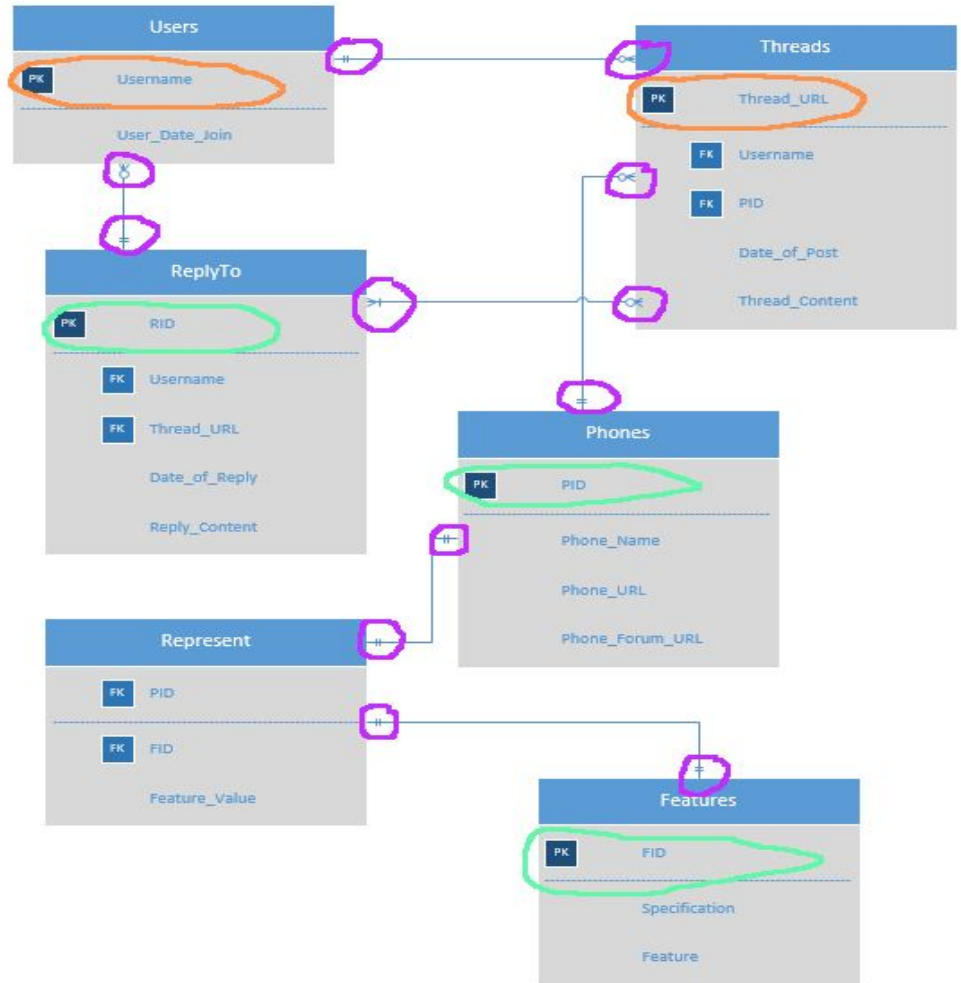
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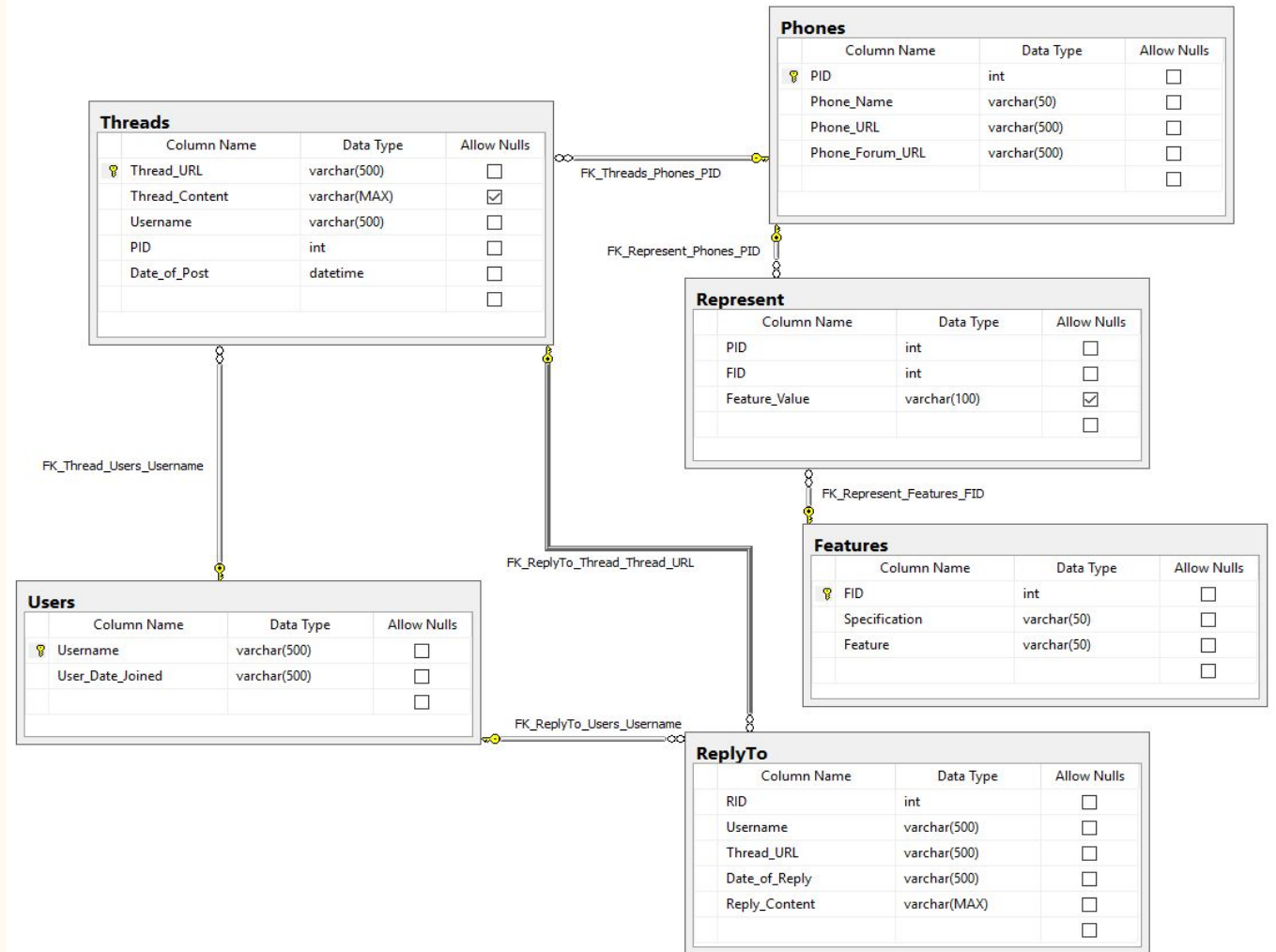
Crow's Foot



Crow's Foot



ERD



SQL Code

<https://github.com/MindRiteSQLTite/JBSquad/tree/master>

Business Question #1

What phones are the Top 10 most talked about phones in the 2013 holiday season?

Why?

SQL Code

```
SELECT Top 10 COUNT(Distinct Thread_URL) AS 'Discussion Count'  
    , Phone_Name  
FROM  
    Phones  
    Inner Join  
    Threads  
on Phones.PID = Threads.PID  
WHERE Convert(Date, Date_of_Post) between '2013-11-29' and '2013-12-31'  
GROUP BY Phone_Name  
ORDER BY Count(Distinct Thread_URL) DESC  
Go
```

Findings

	Discussion Count	Phone_Name
1	264	Samsung Galaxy S3
2	225	Samsung Galaxy S4
3	174	Samsung Galaxy Note 3
4	165	Nexus 5
5	78	LG G2
6	70	Samsung Galaxy Note 2
7	52	Motorola Moto X
8	40	Motorola DROID Maxx
9	34	Nexus 4
10	27	Motorola Moto G

Business Question #2

What are the 3 most common months in which new Users joined Phandroid.com?

Why?

- Advertising
 - More traffic
- Benchmarking
 - Yearly
 - Monthly

SQL Code

```
select top 3 User_Date_Joined
, Count(Distinct Username) as 'User Count'
from Users
where User_Date_Joined between '2012-01-01' and '2012-12-31'
group by User_Date_Joined
order by 2 DESC
go

select top 3 User_Date_Joined
, Count(Distinct Username) as 'User Count'
from Users
where User_Date_Joined between '2011-01-01' and '2011-12-31'
group by User_Date_Joined
order by 2 DESC
go

select top 3 User_Date_Joined
, Count(Distinct Username) as 'User Count'
from Users
where User_Date_Joined between '2013-01-01' and '2013-12-31'
group by User_Date_Joined
order by 2 DESC
go
```

Findings

- January (01)
- June (06)
- July (07)
- 2013 User Count is less than half of 2011 User Count
- February and May possible trend change

	user_date_joined	User Count
1	2011-07-01	1472
2	2011-06-01	1432
3	2011-08-01	1375
	user_date_joined	User Count
1	2012-07-01	1237
2	2012-01-01	1125
3	2012-06-01	1115
	user_date_joined	User Count
1	2013-01-01	766
2	2013-05-01	596
3	2013-03-01	561

Business Question #3

Identify top 25 usernames who reply to the most threads

Why?

- Most active
 - Increase community, helpfulness
- Distinguish usernames
 - Fonts, badges, special privileges
- Authority
 - Certification, reliability in answer

SQL Code

```
= Select top 25 Users.Username  
      ,Count(Date_of_Reply) as 'Reply Count'  
From  
      Users  
  inner join  
      ReplyTo  
    on Users.Username = ReplyTo.Username  
Group By Users.Username  
Order By 2 DESC  
go
```

Findings

1. Early Mon
2. SUroot
3. Drexappeal

Guest is 4th

7.5k - 1.5k

Top 25

	Username	Reply Count
1	EarlyMon	7447
2	SUroot	6704
3	drexappeal	6458
4	Guest	5406
5	funkylogik	5277
6	rushmore	4041
7	El Presidente	3757
8	Thom	3211
9	sean76	2885
10	ironass	2848
11	<s>AndreaCristiano</s>	2789
12	ScandaLeX	2569
13	Rxpert83	2465
14	dan330	2108
15	Rukbat	2079
16	marctronixx	2017
17	Slug	1977
18	JunBringer	1785
19	BigCiX	1784
20	OverByter	1626
21	Mr. Ed	1620
22	johnlgalt	1588
23	Szadzik	1580
24	Frisco	1550
25	matttye	1530

Conclusion

Any Questions?