



WHY USE A DATABASE?

Data & Knowledge Engineering (**DKE**) Lab.

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Outline

- Why Use a Database?
- The Field
- Overview of the Course

Prevalence of Databases (DBs)

- Behind every successful website, there is a powerful database.
- Examples:
 - UPS / FedEx tracking
 - Amazon's/eBay's websites
 - Wal-Mart's inventory system
 - Dell's ordering system
 - Google's search engine
 - ...

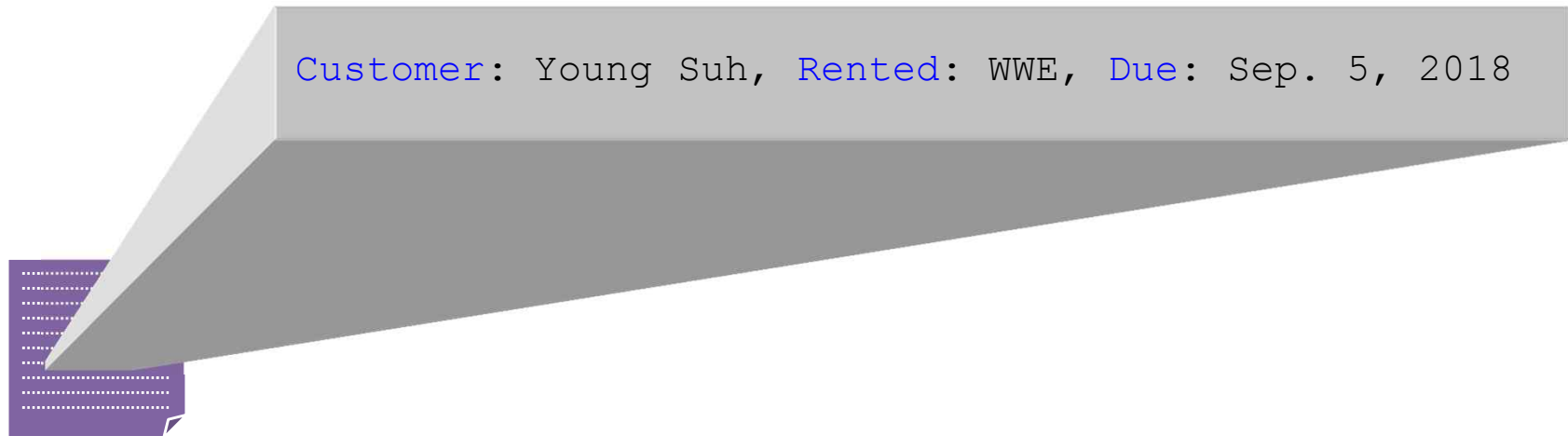


Data Management Example

- Scenario
 - You are a movie rental startup.
 - Your customers rent DVD copies of movies.
 - Several copies of each movie.
- Needs:
 - Which blu-ray disks have a customer rented?
 - Are any disks overdue?
 - When will a disk become available?
 - ...

Solution: A “File-based” System

- (Create an) Edit `rented.txt` file



- Advantages?
 - Text editors are easy to use
 - Simple to insert a record
 - Simple to delete a record

Panacea???

Complication: Queries (질의)?

- Does not address needs

Query 1: What movies has Gildong Hong rented?

Execute (not quite right): Search for 'Gildong Hong'.

Execute: Search for

`^\s+Customer:\s*Gildong\s+Hong\s*,\s+Rented:`

Query 2: Are any disks overdue?

Execute: How to make this query???

- Requirements

- Robust, sophisticated query language
- Clear separation between data organization (schema) and data

DataBase Management System (DBMS) Concepts

Schema

DML

SQL

Complication: Integrity (무결성)

- Lacks data *integrity, consistency* (일관성)

- Clerk misspells value/field

Customer: Young *Suk*, *Rented*: Eraserhead, *Due*: Sep. 5, 2018

- Inputs improper value, same value differently

Customer: Young Suh, *Rented*: The Eraserhead, *Due*: Oct. 5, 2018

- Forgets/adds/reorders field

Terms: weekly special *Due*: Sep. 5, 2018, *Rented*: Eraserhead

- Requirements

- Enforce *constraints* (제약조건) to permit only *valid* information to be input.

<u>DBMS Concepts</u> Integrity constraints Types
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Complication: Update (갱신)

- Add/delete/update fields in every record

- Record store location.

`Customer`: Young Suh, `Rented`: WWE, `Due`: Sep. 5, 2018, `Store`: Bukgu

- Modify customer to first and lastname.

`First`: Young, `Last`: Suh, `Rented`: WWE, `Due`: Sep. 5, 2018, `Store`: Bukgu

- Add/delete/update new information collections

- `customer.txt` file to record information

`Customer`: Young Suh, `Phone`: 557-3344

- Requirements

- Ability to manipulate the way data is organized.

<u>DBMS Concepts</u> DDL

Complication: Multiple Users (다중 사용자)

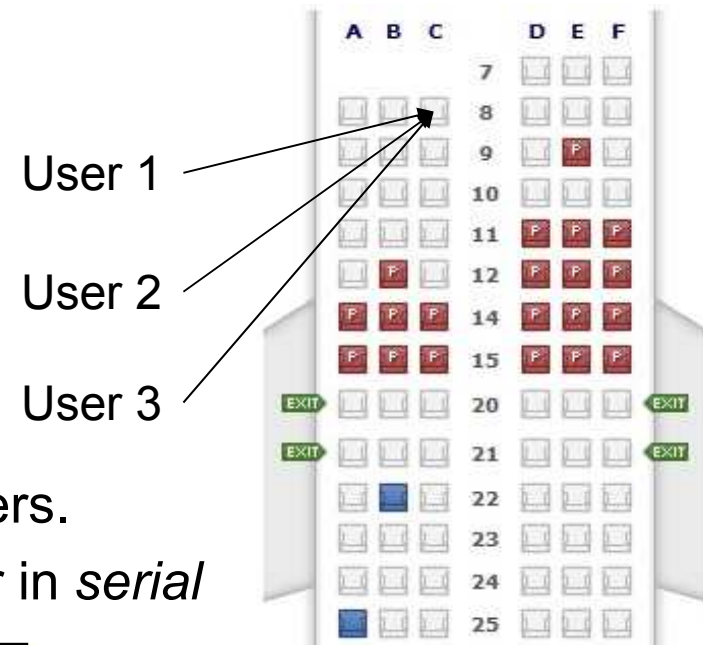
- Two clerks edit `rented.txt` file at the same time.

- 철수 starts to edit `rented.txt`, reads it into memory.
- 영희 starts to edit `rented.txt`.
- 철수 adds a record.
- 철수 saves `rented.txt` to disk.
- 영희 saves `rented.txt` to disk.

What's wrong with this scenario?

- Requirements

- Must support multiple readers and writers.
- Updates to data must (appear to) occur in *serial* order.



DBMS Concepts
Serializability
Concurrency control

Complication: Crashes (크래시)

- Crash during update may lead to *inconsistent* (불일치) state.
 - 철수 makes 250 of 500 edits to change 'Jane Doe' to her preferred name 'Jan Doe'.
 - Before 철수 saves it, Windows crashes!
- Requirements
 - Must update on all-or-none basis (a.k.a, *atomicity*).
 - Implemented by *commit* (커밋) or *rollback* (롤백) if necessary.

DBMS Concepts

Transactions

Commit

Rollback

Recovery

Complication: Data Physically Separate

(물리적으로 분리된 파일로 인한 난제)

- Need: want to inform Austin Power's (오스틴 파워) fans about new Austin Power's movie.
- Method
 - `customer.txt` contains addresses of customers.
 - Must merge with `rented.txt` to create mailing list.
- Problems ?!
 - Text editors incapable of such a merge (have to write a program)
 - What if several 홍길동s?
 - No information on some customers!?
- Requirements
 - *Uniquely* identify each customer.
 - Make sure we have information on customers that rent the movie.

DBMS Concepts

Joins

Keys

Foreign keys

Referential integrity

Complication: Security (보안)

- Customers want to know how many times a movie has been rented.
 - Provide access to `rented.txt`, but not to customer field, how I do that in an editor?
- Clerks under 19 should not see history of R-rated rentals (미성년자 관람불가 영화 렌탈).
 - Keep two lists of rentals?
- Requirements
 - Ability to control who has access to what information.

<u>DBMS Concepts</u> Security Views

Complication: Efficiency (효율성)

- Your customer list grows enormously.
 - `rented.txt` file gets huge (gigabytes, terabytes, or more of data).
 - *Slow* to edit.
 - *Slow* to query for customer information.
- Requirements
 - New data structures to improve query performance
 - System automatically modifies queries to improve speed.
 - Ability of system to scale (확장성) to handle huge datasets

DBMS Concepts

Indexes

Query optimization

Database tuning

Complication: New Needs (새로운 필요들)

- What pairs of movies are often rented together?
 - Calculate probability of movie combinations.
- Do we need more copies of the Austin Powers movie anywhere?
 - Visualize rental history of Austin Powers by store area.
- Requirements
 - Collect and analyze summary data (요약 데이터).
 - Use computer to *mine* for interesting trends and *predict* future trends (흥미로운 트렌드를 캐거나 예측)
 - Support access to data by sophisticated programs.

DBMS Concepts

Data mining

Big Data Analytics

Data warehouses

Database API

Limitations of File-based Systems

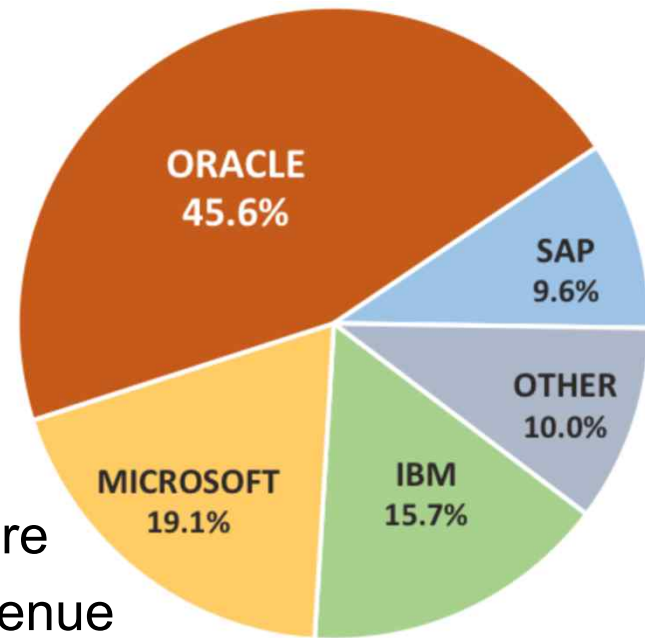
- Program must implement
 - Security (보안)
 - Concurrency control (동시성 제어)
 - Support for schema reorganization (스키마 재구성)
 - Data structures for performance improvement (성능 향상을 위한 데이터 구조): e.g. indexes (색인)
- Observation
 - Many applications need these services with high performance.
- Solution
 - Build and sell a software system to provide services, which is what?!

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Major Players in the Field (industry)

- Oracle
 - About 46% market share
 - \$40 B (USD) (40조원) annual revenue
 - 138K employees (2018)
- Microsoft
 - Produces **SQL Server**; 19% market share
 - \$110.4 B (US dollars) (2018) annual revenue
 - 131K employees worldwide (2018) [Commercial Database Market Share] (by Garner, Inc. 2016)
- IBM
 - Produces **DB2**; 16% market share
 - \$79.14 B (USD) (2018) annual revenue
 - 380K employees worldwide (2018)



The Field (Cont'd)

- Conferences
 - ACM SIGMOD International Conference on Management of Data (*SIGMOD*)
 - Late May or early June, 500 pages a year (acceptance ratio: ~ 20%)
 - ACM Principles of Database Systems (*PODS*): theory-oriented
 - In conjunction with SIGMOD, 300 pages a year (a/r: ~ 20%)
 - Proceedings of the Very Large Data Bases Endowment (*PVLDB*)
 - Mid-September but monthly reviewed, 500 pages a year (a/r: ~ 20%)
 - IEEE International Conference on Data Engineering (*ICDE*)
 - April, 600 pages a year (a/r: ~ 25%)
 - EDBT/ICDT: alternate years (March/January), 400 pages a year
 - 8-10 specialized conferences a year: $300 \times 8 = 2400$ pages a year
- 8K pages per year of research papers. Amazing?!

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The Course

- Motivation (M)
- Introduction
 - Core Concepts
 - Functions of a DBMS
 - When Not to Use a DBMS
- Conceptual Database Design
 - Basic Entity-Relationship Model
 - Constraints
 - Specialization and generalization
 - View integration

The Course (Cont'd)

- The Relational Model
 - Definition
 - Integrity constraints
 - Mapping an ER schema to tables (relations)
- Relational Query Languages
 - Relational algebra
 - Relational calculi: domain and tuple
- SQL DDL and DML: using Oracle with labs
 - Schema definition
 - Querying
 - Modifications
 - Views (read-only)
 - Embedded SQL / (Oracle) PLSQL
 - Transaction management

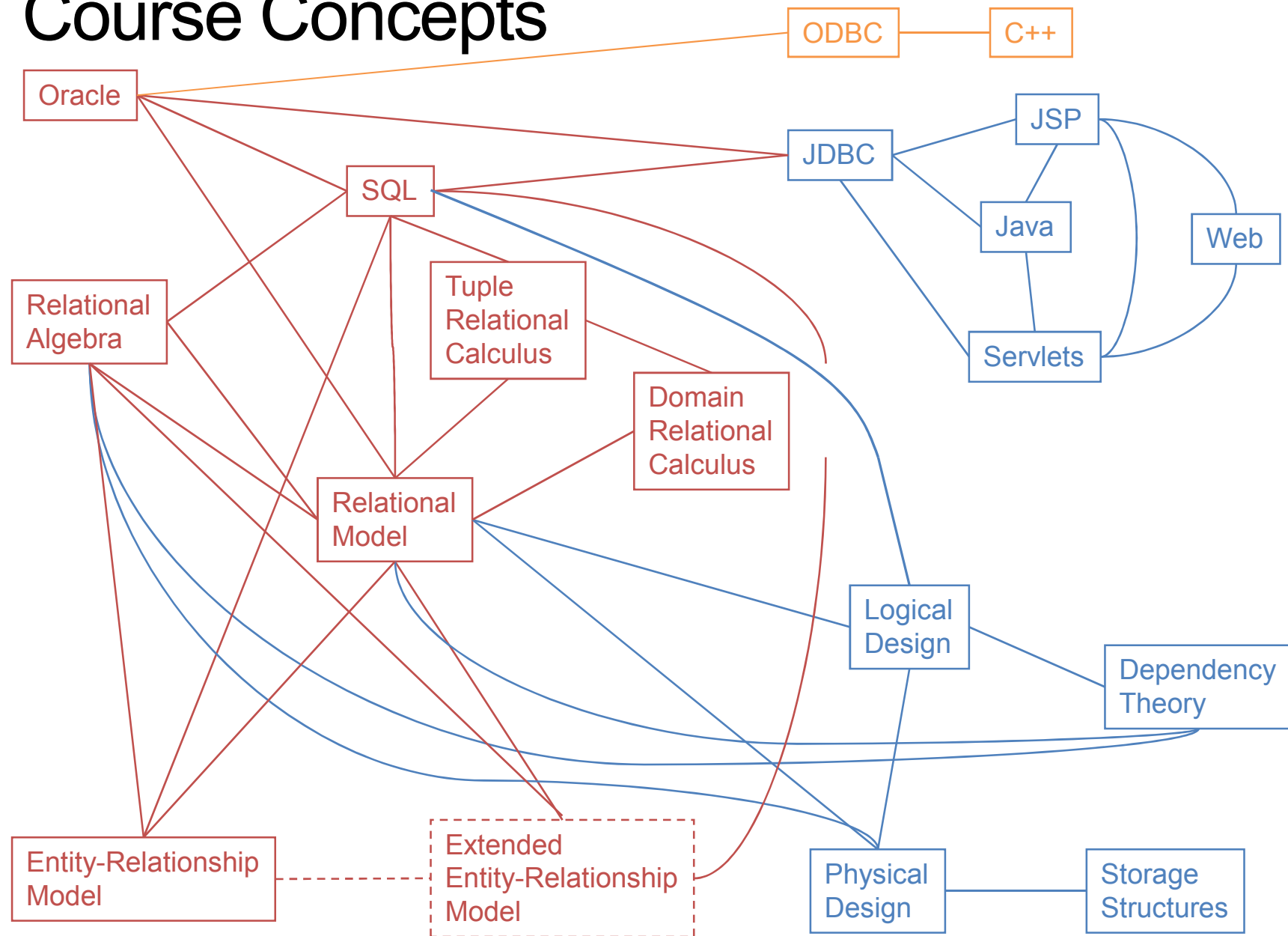
The Course (Cont'd)

- Web/Database Connections: perhaps through project
 - HTTP (HyperText Transfer Protocol)
 - Static Database Access
 - Dynamic Database Access
- Database Application Design and Implementation
 - Direct database interfaces (via SQL*PLUS or else)
 - Indirect interfaces: JDBC/ODBC
 - Web interfaces: JSP, Node.js, ...

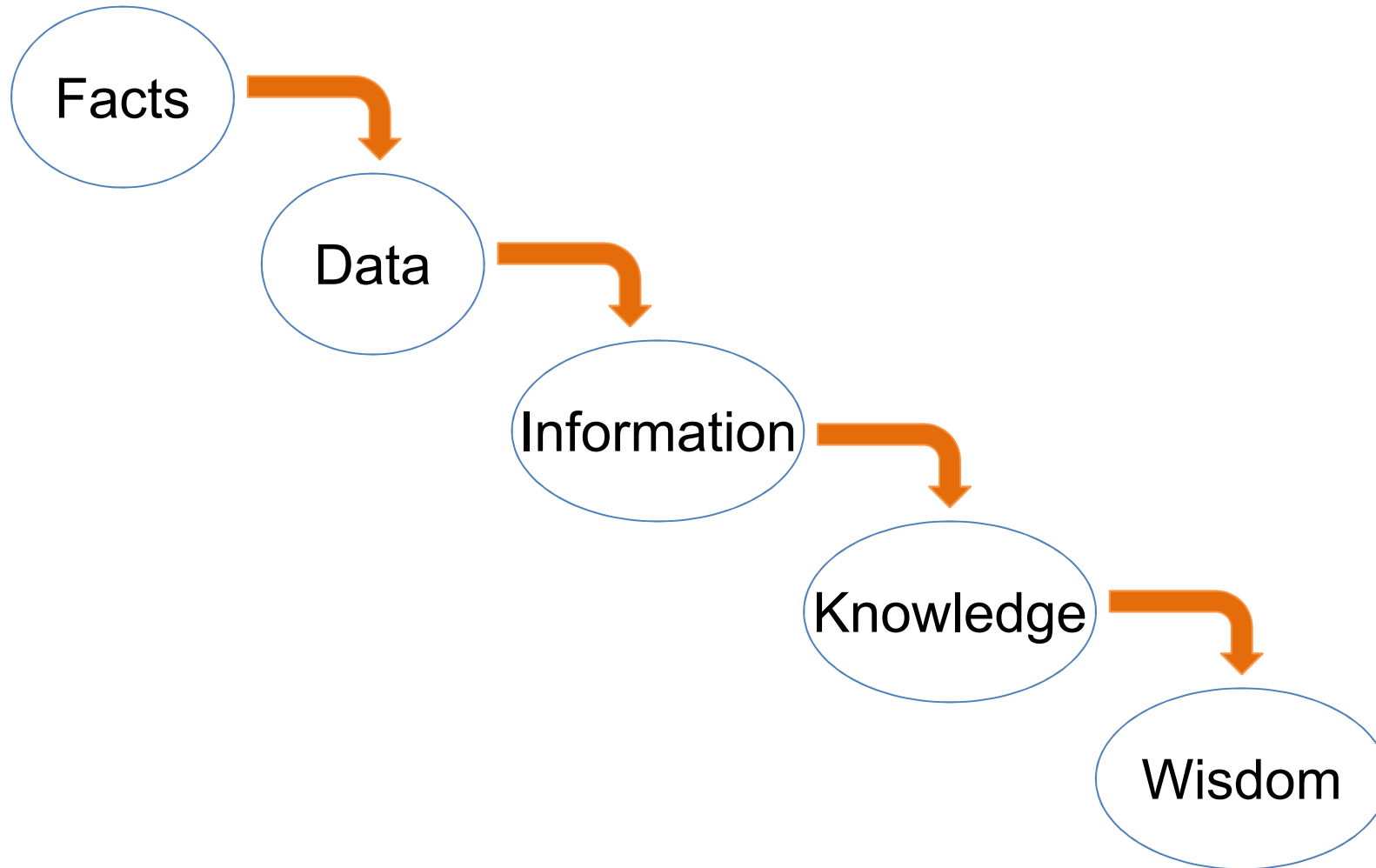
The Course (Cont'd)

- Logical Database Design
 - Properties of a good design
 - Functional dependencies and keys
 - Normal forms (정규화): 3NF, BCNF
 - Decomposition algorithms
- Physical Database Design
 - Relational structures: heap, sorted, compressed
 - Indexes: primary and secondary, B-trees
- Latest Topics (if time)
 - Data models: Unstructured, key-value paired, ...
 - Query languages: SPARQL, ...
 - Next-generation DB technologies: Hadoop, NoSQL, Column-oriented...

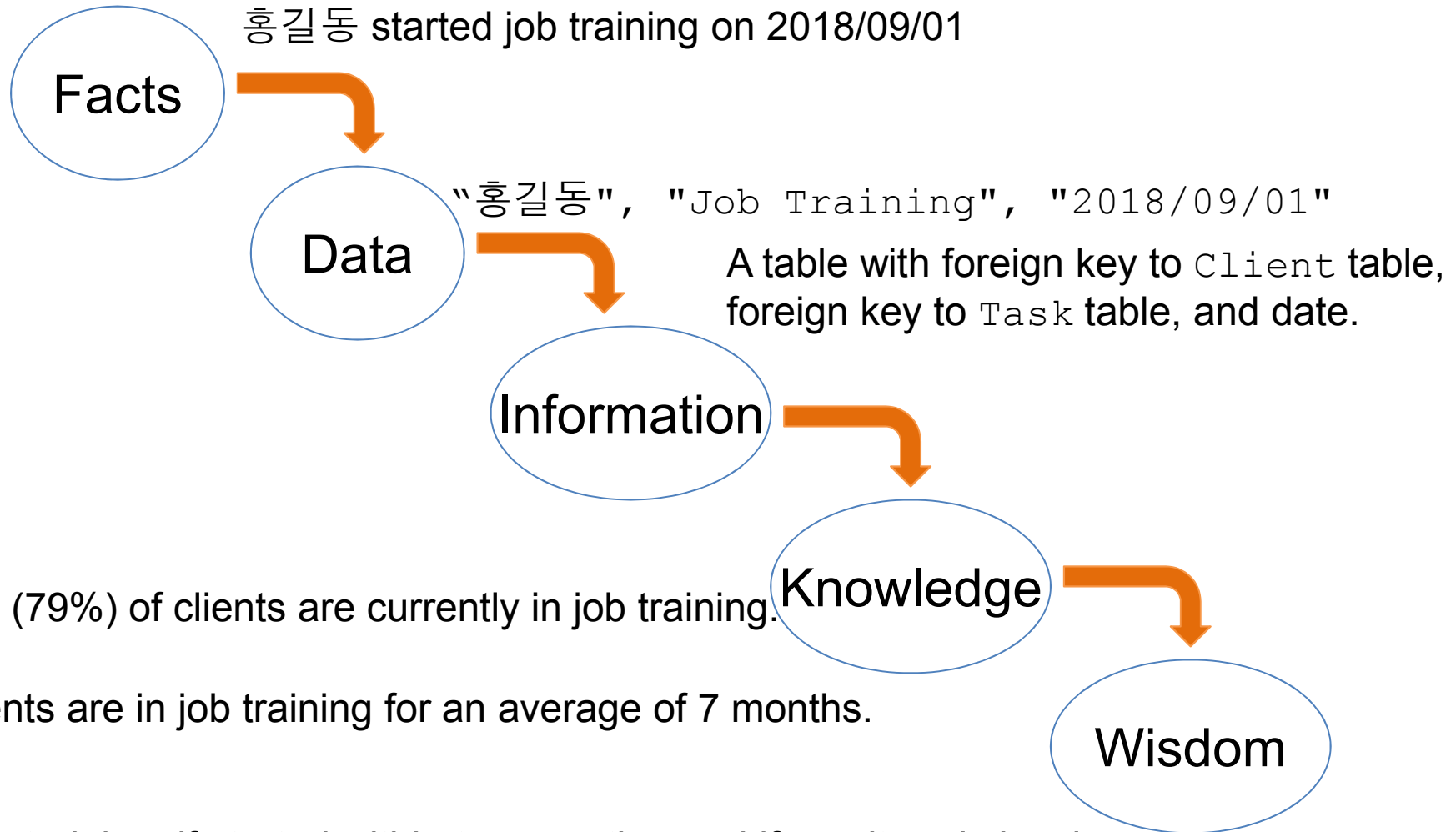
Course Concepts



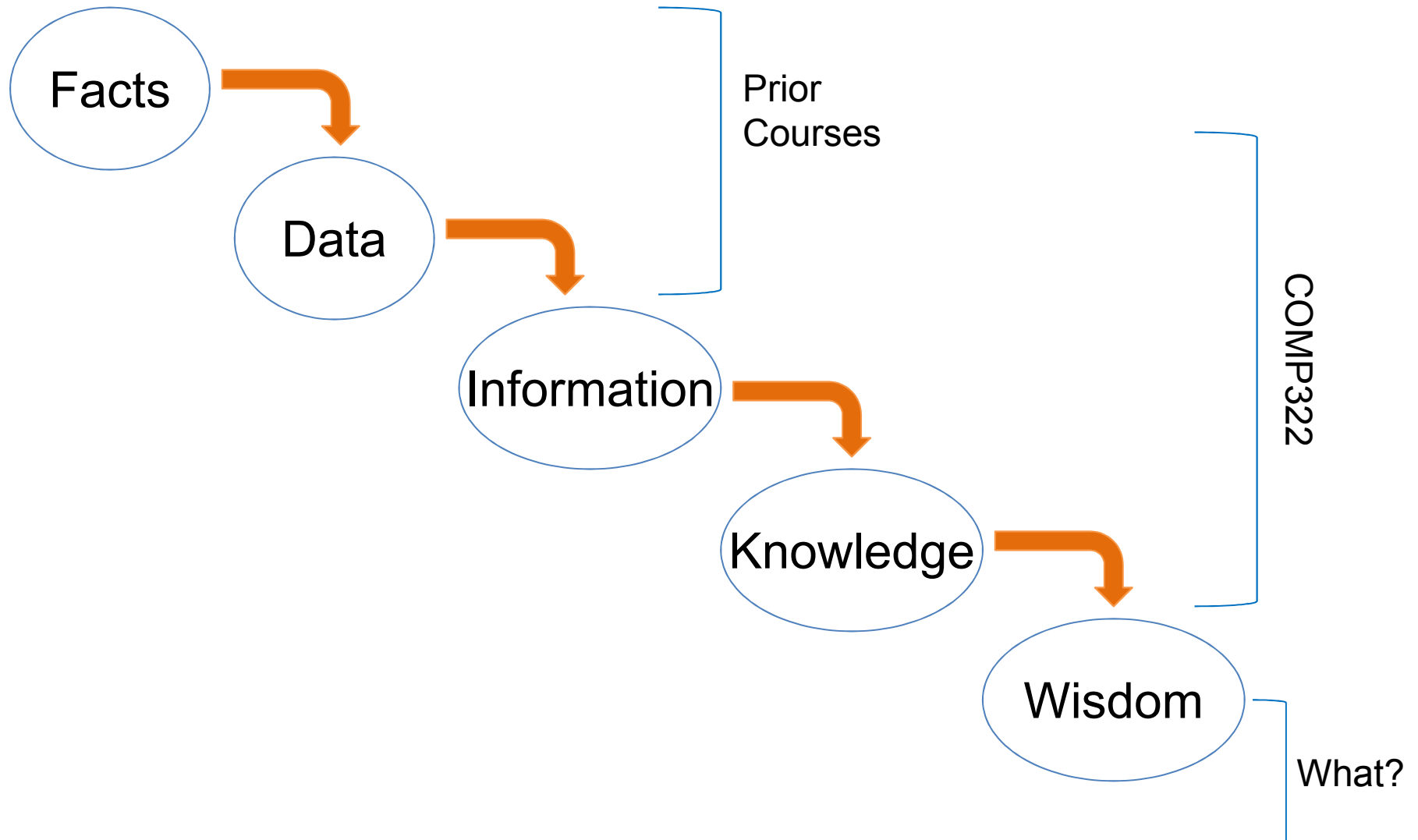
Your Intellectual Journey



An Example



Relationship to Other Courses



QUESTIONS?
