Enhancement Three: Databases

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CS 499

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Southern New Hampshire University

**Artifact Selection**

The artifact I chose for the database portion of the project is the Bubba Gump Shrimp excel spreadsheet from DAT 220 Data Mining. Originally, I had plans to download data mining software and redo some of the charts and analysis in another program to show and prove knowledge. As of now I have chosen to take a new direction and create a SQL database containing the customer information from the spreadsheet. This will be a new artifact that I will create with the excel spreadsheet data obtained in April of 2019.

**Inclusion and Justification**

The artifact was selected to showcase skills currently asked for within the industry as a SQL Developer or Data Analyst. The components I wanted to reflect for this enhancement were storing, manipulating, and accessing data. The code will show my knowledge of relational database management. I will build a SQL database from scratch retrieving customer information with various SQL statements.

**Outcome and Objectives**

For the outcomes and objectives, I have updated the original plan due to difficulties accessing specific software from the original plan. I feel the main components of what needs to be done will be displayed within the database as described.

**Reflection**

The challenges I faced with part of the enhancement was first accessing the spreadsheet from a previous course. I had to make a complete change of plans due to software complications. For this week I will need to build the database and show retrieval of the data. I believe this will be a much smoother process for the enhancement overall.

## Artifact

| first_name | last_name | city | county | state | zip | ZIP_2 | Restaurant | RES_VISIT | WEB_PUR | Webstore | WEB_VISIT | THIRD_SP | THIRD_VIS | Age | Married_Y | MARR_BIN | Income |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Lenna | Paprocki | Anchorage | Anchorage | AK | 99501 | 99 | 155 | 2 | 1 | 191 | 3 | 63 | 1 | 28 | N | 0 | 42 |
| Roxane | Campain | Fairbanks | Fairbanks | AK | 99708 | 99 | 60 | 1 | 0 | 0 | 1 | 0 | 0 | 49 | Y | 1 | 112 |
| Erick | Ferencz | Fairbanks | Fairbanks | AK | 99712 | 99 | 155 | 2 | 0 | 0 | 0 | 0 | 0 | 44 | Y | 1 | 74 |
| Penney | Weight | Anchorage | Anchorage | AK | 99515 | 99 | 90 | 1 | 0 | 0 | 0 | 26 | 1 | 19 | N | 0 | 47 |
| Wilda | Giguere | Anchorage | Anchorage | AK | 99501 | 99 | 131 | 3 | 1 | 223 | 2 | 0 | 0 | 25 | Y | 1 | 55 |
| Gail | Kitty | Anchorage | Anchorage | AK | 99501 | 99 | 106 | 2 | 0 | 0 | 1 | 0 | 0 | 66 | N | 0 | 38 |
| Carin | Deleo | Little Rock | Pulaski | AR | 72202 | 72 | 40 | 1 | 0 | 0 | 1 | 31 | 1 | 28 | N | 0 | 64 |
| Mattie | Poquette | Phoenix | Maricopa | AZ | 85013 | 85 | 95 | 2 | 0 | 0 | 0 | 0 | 1 | 32 | Y | 1 | 35 |
| Arminda | Parvis | Phoenix | Maricopa | AZ | 85017 | 85 | 111 | 2 | 0 | 0 | 1 | 0 | 1 | 26 | Y | 1 | 72 |
| Herminia | Nicolozakes | Scottsdale | Maricopa | AZ | 85254 | 85 | 210 | 2 | 1 | 247 | 3 | 66 | 1 | 46 | Y | 1 | 62 |
| Christiane | Eschberger | Phoenix | Maricopa | AZ | 85034 | 85 | 57 | 1 | 1 | 21 | 1 | 0 | 0 | 21 | Y | 1 | 33 |
| Helene | Rodenberger | Peoria | Maricopa | AZ | 85381 | 85 | 21 | 1 | 0 | 0 | 0 | 0 | 1 | 20 | Y | 1 | 28 |
| Regenia | Kannady | Scottsdale | Maricopa | AZ | 85260 | 85 | 73 | 1 | 0 | 0 | 1 | 49 | 1 | 25 | N | 0 | 29 |
| Keneth | Borgman | Phoenix | Maricopa | AZ | 85012 | 85 | 19 | 1 | 0 | 0 | 1 | 175 | 3 | 66 | N | 0 | 72 |
| Elke | Sengbusch | Phoenix | Maricopa | AZ | 85013 | 85 | 38 | 1 | 0 | 0 | 0 | 0 | 0 | 66 | Y | 1 | 53 |
| Iluminada | Ohms | Mesa | Maricopa | AZ | 85204 | 85 | 165 | 1 | 0 | 0 | 0 | 0 | 0 | 66 | Y | 1 | 54 |
| Leota | Dilliard | San Jose | Santa Clara | CA | 95111 | 95 | 49 | 1 | 0 | 0 | 1 | 0 | 0 | 22 | Y | 1 | 60 |
| Kiley | Caldarera | Los Angeles | Los Angeles | CA | 90034 | 90 | 165 | 3 | 1 | 362 | 3 | 0 | 0 | 31 | Y | 1 | 56 |
| Veronika | Inouye | San Jose | Santa Clara | CA | 95111 | 95 | 44 | 1 | 0 | 0 | 1 | 86 | 2 | 42 | Y | 1 | 68 |
| Rozella | Ostrosky | Camarillo | Ventura | CA | 93012 | 93 | 46 | 1 | 0 | 0 | 0 | 0 | 1 | 20 | Y | 1 | 61 |