

## Enhancement Three: Databases

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## **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

AutoSave Off

File Home Insert Draw Page Layout Formulas Data Review View Help Team

Clipboard

Font

Alignment

Number

Styles

Cells

Editing

Ideas

Search

Sign in

Share

Comments

|    | A          | B          | C           | D           | E     | F     | G     | H         | I         | J       | K        | L        | M        | N        | O   | P         | Q       | R      | S |
|----|------------|------------|-------------|-------------|-------|-------|-------|-----------|-----------|---------|----------|----------|----------|----------|-----|-----------|---------|--------|---|
| 1  | first_name | last_name  | city        | county      | state | zip   | ZIP_2 | Restauran | RES_VISIT | WEB_PUR | Webstore | WEB_VISI | THIRD_SP | THIRD_VI | Age | Married_Y | MARR_BI | Income |   |
| 2  | Lenna      | Paprocki   | Anchorage   | Anchorage   | AK    | 99501 | 99    | 155       | 2         | 1       | 191      | 3        | 63       | 1        | 28  | N         | 0       | 42     |   |
| 3  | Roxane     | Campain    | Fairbanks   | Fairbanks   | AK    | 99708 | 99    | 60        | 1         | 0       | 0        | 1        | 0        | 0        | 49  | Y         | 1       | 112    |   |
| 4  | Erick      | Ferencz    | Fairbanks   | Fairbanks   | AK    | 99712 | 99    | 155       | 2         | 0       | 0        | 0        | 0        | 0        | 44  | Y         | 1       | 74     |   |
| 5  | Penney     | Weight     | Anchorage   | Anchorage   | AK    | 99515 | 99    | 90        | 1         | 0       | 0        | 0        | 26       | 1        | 19  | N         | 0       | 47     |   |
| 6  | Wilda      | Giguere    | Anchorage   | Anchorage   | AK    | 99501 | 99    | 131       | 3         | 1       | 223      | 2        | 0        | 0        | 25  | Y         | 1       | 55     |   |
| 7  | Gail       | Kitty      | Anchorage   | Anchorage   | AK    | 99501 | 99    | 106       | 2         | 0       | 0        | 1        | 0        | 0        | 66  | N         | 0       | 38     |   |
| 8  | Carin      | Deleo      | Little Rock | Pulaski     | AR    | 72202 | 72    | 40        | 1         | 0       | 0        | 1        | 31       | 1        | 28  | N         | 0       | 64     |   |
| 9  | Mattie     | Poquette   | Phoenix     | Maricopa    | AZ    | 85013 | 85    | 95        | 2         | 0       | 0        | 0        | 0        | 1        | 32  | Y         | 1       | 35     |   |
| 10 | Arminda    | Parvis     | Phoenix     | Maricopa    | AZ    | 85017 | 85    | 111       | 2         | 0       | 0        | 1        | 0        | 1        | 26  | Y         | 1       | 72     |   |
| 11 | Herminia   | Nicolozaki | Scottsdale  | Maricopa    | AZ    | 85254 | 85    | 210       | 2         | 1       | 247      | 3        | 66       | 1        | 46  | Y         | 1       | 62     |   |
| 12 | Christiane | Eschberge  | Phoenix     | Maricopa    | AZ    | 85034 | 85    | 57        | 1         | 1       | 21       | 1        | 0        | 0        | 21  | Y         | 1       | 33     |   |
| 13 | Helene     | Rodenber   | Peoria      | Maricopa    | AZ    | 85381 | 85    | 21        | 1         | 0       | 0        | 0        | 0        | 1        | 20  | Y         | 1       | 28     |   |
| 14 | Regenia    | Kannady    | Scottsdale  | Maricopa    | AZ    | 85260 | 85    | 73        | 1         | 0       | 0        | 1        | 49       | 1        | 25  | N         | 0       | 29     |   |
| 15 | Keneth     | Borgman    | Phoenix     | Maricopa    | AZ    | 85012 | 85    | 19        | 1         | 0       | 0        | 1        | 175      | 3        | 66  | N         | 0       | 72     |   |
| 16 | Elke       | Sengbusch  | Phoenix     | Maricopa    | AZ    | 85013 | 85    | 38        | 1         | 0       | 0        | 0        | 0        | 0        | 66  | Y         | 1       | 53     |   |
| 17 | Illuminada | Ohms       | Mesa        | Maricopa    | AZ    | 85204 | 85    | 165       | 1         | 0       | 0        | 0        | 0        | 0        | 66  | Y         | 1       | 54     |   |
| 18 | Leota      | Dilliard   | San Jose    | Santa Clar  | CA    | 95111 | 95    | 49        | 1         | 0       | 0        | 1        | 0        | 0        | 22  | Y         | 1       | 60     |   |
| 19 | Kiley      | Caldarera  | Los Angeles | Los Angeles | CA    | 90034 | 90    | 165       | 3         | 1       | 362      | 3        | 0        | 0        | 31  | Y         | 1       | 56     |   |
| 20 | Veronika   | Inouye     | San Jose    | Santa Clar  | CA    | 95111 | 95    | 44        | 1         | 0       | 0        | 1        | 86       | 2        | 42  | Y         | 1       | 68     |   |
| 21 | Rozella    | Ostrosky   | Camarillo   | Ventura     | CA    | 93012 | 93    | 46        | 1         | 0       | 0        | 0        | 0        | 1        | 20  | Y         | 1       | 61     |   |

Ready

100%

