1 Measure of Performance

Response time : Average time to wait for a response to a particular query

Throughput : volume of work completed in a fixed amount of time (measured in transactions per second)

Workload : The amount and priority of queries processed by the database. (Lower the better)

2 Normalization

Can improve or decrease performance.
It can improve performance as less redundancy leads to more unique rows per record leading to a decrease in I/O operation.
More tables leads to smaller and more clustered indexes.
However, it can decrease performance as reducing redundancies can leads to a loss in functional dependencies which often leads to costly join operations.
There is a trade off between maintaining functional dependencies and reducing redundancies. The choice of optimization is dependent on the situation at hand.