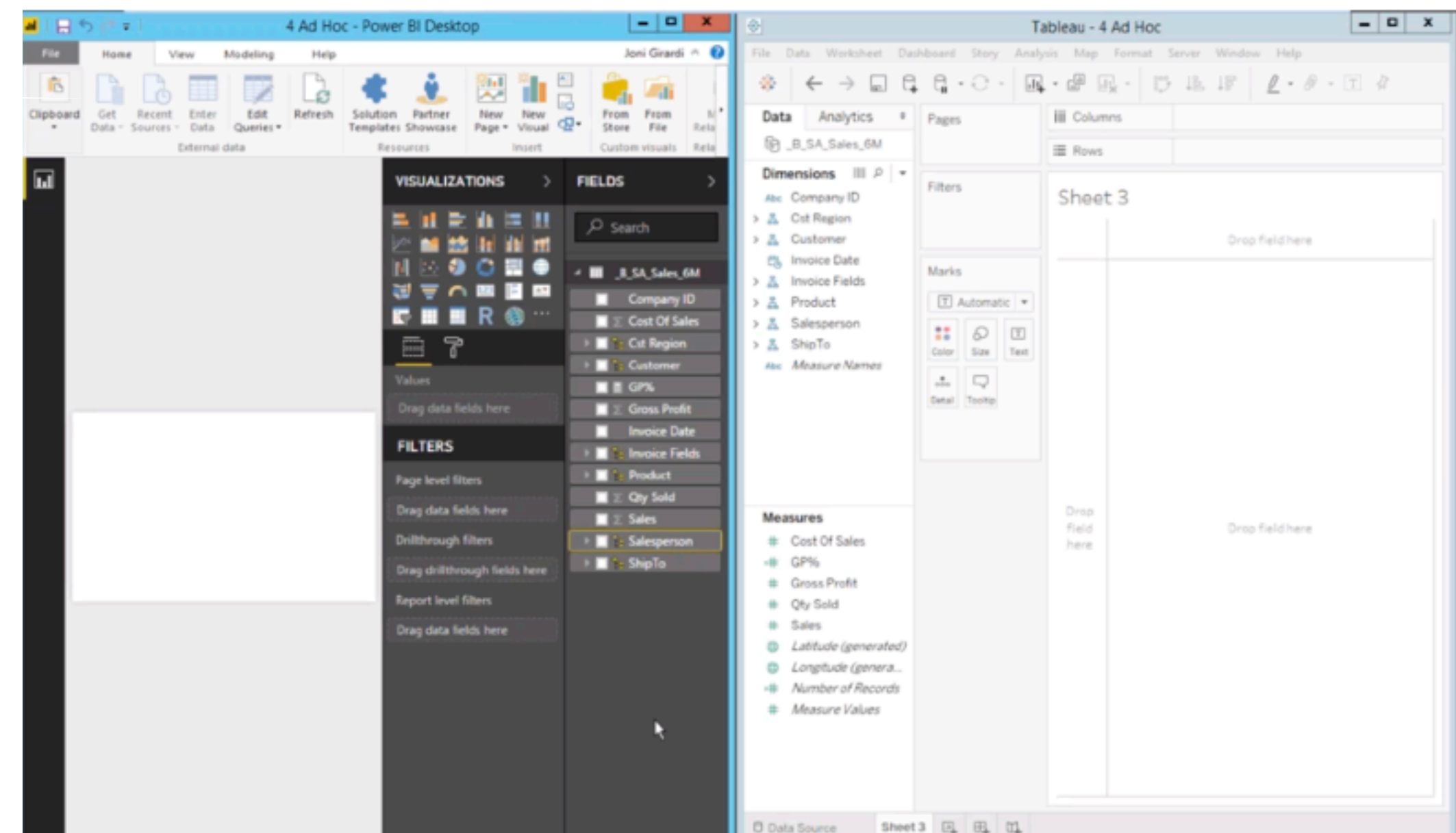


# AD-HOC REPORTS

- > Answer specific business questions with queries (e.g. with **SQL**) to the data as the „occasion requires”

```
USE AdventureWorks2012;
GO
SELECT *
FROM Production.Product
ORDER BY Name ASC;
-- Alternate way.
USE AdventureWorks2012;
GO
SELECT p.*
FROM Production.Product AS p
ORDER BY Name ASC;
GO
```

- > Modern BI user interfaces allow the creation of ad hoc reports by selecting and combining different dimensions and measures (without having to use SQL)



- > left: Microsoft Power BI, on the right: Tableau

# SQL