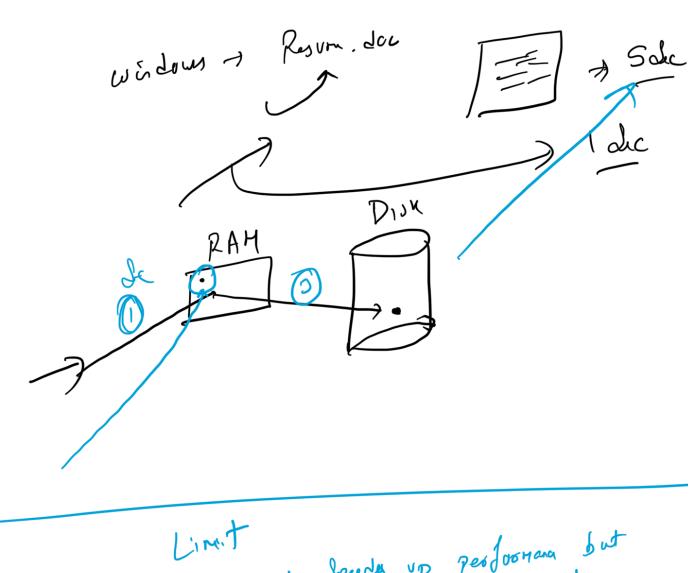
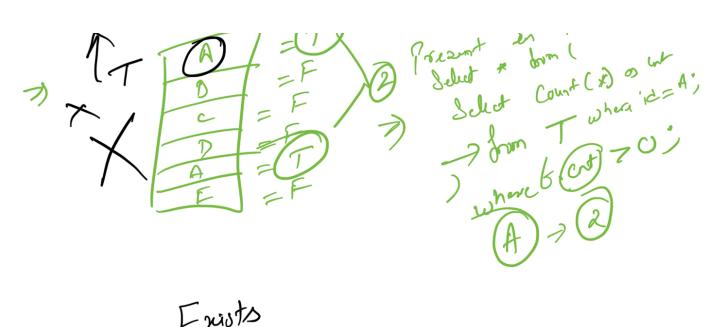
## Agenda

- 1. Busting a common myth about the COUNT()
- 2. Only select the columns that you really need
- 3. LIMIT is a trap
- 4. Use EXISTS() instead of COUNT()
- 5. Use APPROX\_COUNT\_DISTINCT instead of COUNT(DISTINCT)
- 6. Replace Self-Join with Windows Function
- 7. Trim your data early and often
- 8. Use MAX() instead of RANK()
- 9. Order your JOINs from larger tables to smaller tables
- 10. Does WHERE sequence matter?
- 11. Should we push ORDER BY to the end of the query?
- 12. Partitioning and indexes





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