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D191 - Advanced Data Management

Performance Assessment

1. *Summarize****one****real-world written business report that can be created from the DVD Dataset from the “Labs on Demand Assessment Environment and DVD Database” attachment.*

The company would like to create a report identifying the 10% of customers that have the lowest amount of rental activity. Using this report will allow promotions to be sent via email directly to this customer group to increase store visits and revenue.

1. *Identify the specific fields that will be included in the detailed table and the summary table of the report.*

Specific fields to be included in the summary table: The integer fields customer\_id from customer table and num\_rentals which is the COUNT of the number of times each customer\_id logged a rental transaction.

Specific fields to be included in the detailed table: The integer field customer\_id, varchar customer\_first\_name, varchar customer\_last\_name, varchar email, and an integer field num\_rentals which is the total number of transactions for each unique customer\_id.

1. *Describe the types of data fields used for the report*.

The types of data fields used for this report are a combination of integers and varchars. The customer\_id and num\_rentals fields are both integer types, while customer\_first\_name, customer\_last\_name, and email fields are all var char type.

1. *Identify at least****two****specific tables from the given dataset that will provide the data necessary for the detailed table section and the summary table section of the report.*

The customers and rentals tables provide the necessary data for both tables to be constructed.

1. Identify *at least* **one** field in the detailed table section that will require a custom transformation with a user-defined function and explain why it should be transformed (e.g., you might translate a field with a value of *N*to *No* and *Y* to *Yes*).
2. Explain the different business uses of the detailed table section and the summary table section of the report.
3. Explain how frequently your report should be refreshed to remain relevant to stakeholders.

B.  Provide original code for function(s) in text format that perform the transformation(s) you identified in part A4.

C.  Provide original SQL code in a text format that creates the detailed and summary tables to hold your report table sections.

D.  Provide an original SQL query in a text format that will extract the raw data needed for the detailed section of your report from the source database.

E.  Provide original SQL code in a text format that creates a trigger on the detailed table of the report that will continually update the summary table as data is added to the detailed table.

F.  Provide an original stored procedure in a text format that can be used to refresh the data in *both* the detailed table and summary table. The procedure should clear the contents of the detailed table and summary table and perform the raw data extraction from part D.

1.  Identify a relevant job scheduling tool that can be used to automate the stored procedure.

G.  Provide a Panopto video recording that includes the presenter and a vocalized demonstration of the functionality of the code used for the analysis.

*Note: For instructions on how to access and use Panopto, use the "Panopto How-To Videos" web link provided below. To access Panopto's website, navigate to the web link titled "Panopto Access," and then choose to log in using the “WGU” option. If prompted, log in using your WGU student portal credentials, and then it will forward you to Panopto’s website.*

*To submit your recording, upload it to the Panopto drop box titled “Advanced Data Management D191 | D326 (Student Creators) [assignments].” Once the recording has been uploaded and processed in Panopto's system, retrieve the URL of the recording from Panopto and copy and paste it into the Links option. Upload the remaining task requirements using the Attachments option.*

H.  Acknowledge all utilized sources, including any sources of third-party code, using in-text citations and references. If no sources are used, clearly declare that no sources were used to support your submission.

I.  Demonstrate professional communication in the content and presentation of your submission.

**File Restrictions**

File name may contain only letters, numbers, spaces, and these symbols: ! - \_ . \* ' ( )  
File size limit: 200 MB  
File types allowed: doc, docx, rtf, xls, xlsx, ppt, pptx, odt, pdf, txt, qt, mov, mpg, avi, mp3, wav, mp4, wma, flv, asf, mpeg, wmv, m4v, svg, tif, tiff, jpeg, jpg, gif, png, zip, rar, tar, 7z