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Introduction to Structured Query Language Chapter Objectives

- To understand the use of extracted data sets in business intelligence (BI) systems
- To understand the use of ad-hoc queries in business intelligence (BI) systems
- To understand the history and significance of Structured Query Language (SQL)
- To understand the SQL SELECT-FROM-WHERE framework as the basis for database queries
- To create SQL queries to retrieve data from a single table
- To create SQL queries that use the SQL SELECT, FROM, WHERE, ORDER BY, GROUP BY, and HAVING clauses
- To create SQL queries that use the SQL DISTINCT, AND, OR, NOT, BETWEEN, LIKE, and IN keywords
- To create SQL queries that use the SQL built-in functions of SUM, COUNT, MIN, MAX, and AVG with and without the SQL GROUP BY clause
- To create SQL queries that retrieve data from a single table while restricting the data based upon data in another table (subquery)
- To create SQL queries that retrieve data from multiple tables using the SQL JOIN operation

In today's business environment, users typically use data stored in databases to produce information that can help them make business decisions. In Chapter 11, we will take an in-depth look at business intelligence (BI) systems, which are information systems used to support management decisions by producing information for assessment, analysis, planning, and control. In this chapter, we will see how BI systems users use ad-hoc queries, which are essentially questions that can be answered using database data. For example, in English an ad-hoc query would be "How many customers in Portland, Oregon, bought our green baseball cap?" These queries are called ad-hoc because they are created by the user as needed, rather than programmed into an application.

This approach to database querying has become important enough that some companies produce dedicated applications to help users who are not familiar with database structures

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