MIS2502: Exam 2 Study Guide (Fall 2018)

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The exam will be a combination of multiple-choice and short-answer questions. It is a closed-book, closed-notes exam. You will not be able to use a computer during the exam.

The following is a list of items that you should review in preparation for the exam. Note that *not every item on this list may be on the exam, and there may be items on the exam not on this list.*

**SQL Out: Advanced Queries (Joins, Subselects)**

* Given the schema of a database, be able to create the SQL statements that
  + Require a join of multiple tables
  + Contain a Subselect statement  
    (i.e., determine the customers with the highest sales)

**SQL In (CREATE, ALTER, INSERT, UPDATE, and DELETE)**

* Given the schema of a database, be able to create the SQL statements that
  + Create a table based on a list of its metadata/schema using CREATE TABLE
    - Know how to specify primary keys and foreign keys in CREATE TABLE statements
  + Change the structure of a table using ALTER TABLE
  + Delete a table using DROP TABLE
  + Add a record to a table using INSERT INTO
  + Update an existing record in a table using UPDATE
  + Delete a record from a table using DELETE FROM
* Be familiar with using WHERE conditional statements in the UPDATE and DELETE FROM statements
  + The safest way is to use primary keys in WHERE conditions
* Be familiar with MySQL data types (INT, DECIMAL, VARCHAR, BOOLEAN, DATE/DATETIME, etc.)
  + Know when to use single quotes
* Identify how to add records to a table created from a many-to-many relationship so that the new record associates two existing records in the associated tables  
  (i.e., add a record to a film\_actor table that associates a particular film with a particular actor)

**ETL**

* What is it? Why is it important?
* Explain the purpose of each component (Extract, Transform, Load)
* ETL in Excel
  + Understand absolute references versus relative references
  + Understand the syntax and purpose of the Excel functions VLOOKUP, CONCATENATE, LEN

**Dimensional Data Modeling**

* What is the difference between a data warehouse, a data mart, and a data cube?
* What is a data cube? How does it aggregate data?
  + Give an example of “slicing” or “dicing” the data
* What is the star schema?
  + Understand fact table and dimension tables
* Identify facts, dimensions, and associated data fields that address a business question
* Kimball’s four step process for dimensional data modeling
  + What is granularity? Why is it important?
* Advantages and disadvantages of data cubes
  + Understand the “non-volatility” of data cubes

**Pivot Table Analysis**

* Understand how Pivot Tables relate to data cubes
  + The fields in the ROWS box correspond to dimensions in a data cube
  + The fields in the VALUES box correspond to measured facts in a data cube
* Given a question about a set of data, be able to identify the fields required to create a pivot table
  + Identify which fields are assigned as VALUES and which ones are assigned as ROWS
  + Identify the correct function for aggregation: e.g., SUM, COUNT, AVERAGE, MAX, MIN
* Understand how to use sorting and label filter when creating a pivot table

**Data Visualization**

* Be able to assess a visualization by applying data visualization principles.
  + Tell a story
  + Graphical integrity (lie factor)
  + Minimize graphical complexity (table versus chart, data ink, chartjunk, moire effect)
* Explain how a visualization can be improved based on those principles.
* Understand basic chart types. Be able to choose an appropriate chart type given a scenario.
* Understand the issues with 3D charts.

**\*\*Advanced Analytics and R will be covered in Exam 3.**