

## DATA MANAGEMENT Final Exam Study Guide

### Week 1 - Data Management and Relational Databases:

#### I. Learning Objectives

##### A. Major

1. Describe the seven pillars of Davenport's Model for Data Analytics.
2. Explore the uniqueness of data in an organization.
3. Identify tables for a database and columns (attributes) for a table.
4. Explain the differences between primary keys, unique keys, and foreign keys.
5. Explain the different types of relationships between tables (one-to-one, one-to-many, many-to-many).

##### B. Minor

1. Explain why spreadsheets aren't sufficient for analytics applications.
2. Describe the Four Vs of Big Data.
3. Explain the difference between structured and unstructured data.

#### II. What is SQL?

##### A. SQL = Structured Query Language

##### B. the language used to send commands to a relational database

##### C. any interaction with a relational database takes place through SQL commands

1. you can either write your own SQL and send those commands to the database or use graphical tools to interact with the database

#### III. Structuring Data

##### A. vast majority of data we work with is in tabular form

##### B. most data is not highly structured

##### C. JSON = commonly used to structure and exchange data between systems

##### D. data as a continuum from unstructured to highly structured

1. most data is semi-structured

##### E. non-tabular data can have structure

#### IV. Davenport's Model

##### A. Structure

1. most of the world's data is unstructured
2. cubes provide an extra dimension but impose rigidity

##### B. Uniqueness

1. unique strategy requires unique data analytics
2. companies differentiate themselves and create business value by achieving uniqueness in their analytics
  - a) uniqueness may come through one or more of the following approaches
    - (1) **Approach 1** → use commercially available data sources in a new way

# Introduction To Information Management Final Exam Study

**Léo Pomar**



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