

Assignment: Database Queries

wayne.smith@csun.edu

[updated: Tuesday, May 13, 2008]

Course: BUS 550

Title: *The Contemporary Firm* (3 units)

“Without data you’re just another person with an opinion.”

--W. Edwards Deming (1900-1993)

Goal:

The goal of this assignment is to help graduate management students understand the core capabilities of a popular database using the popular database language SQL.

Instructions:

In general, your task is to run each of the queries below. Each question is designed to return a straightforward answer. In some cases, the answer to the question is a number; in other cases, the answer is one or more words. Sometimes the result of the query is the answer directly and sometimes the user has to look at the result set (table) and determine the answer indirectly.

The URL for the data is:

<http://ocw.smithw.org/2008spring/bus550-3770/ch3hotel.mdb>

Deliverable:

Your work is due at the beginning of class on Tuesday, June 10.

Assignment Questions:

Your assignment should address the questions shown below. If you need to make an assumption, simply state the assumption in your answer to the question. For each question, provide 1), the answer to the question, and 2), the SQL query that you used. Remember to use “[“ and “]” to enclose field names and remember to use “#” signs around date strings. Review the “WHERE,” “GROUP BY,” and “ORDER BY” clauses before you attempt the queries.

1. What is the first and last name of the guest with the longest stay?
2. What is the average length of stay for all rooms?
3. What is the average length of stay for the “Side” rooms only?
4. How many guests did the hotel accommodate in total?
5. How many guests did the hotel accommodate in the second half of the month?

6. Which rooms of room type “Ocean” have had more than 4 guests in them during a single reservation?
7. Which guest has contributed the most to our revenue?
8. What is the average revenue for all guests?
9. Is the average revenue for the first half of the month different than the average revenue for the second half of the month? If so, by how much (positively or negatively).
10. Assume that the daily rate is for a single reservation, regardless of the number of guests. Assume also you know that a price-sensitive group (e.g., undergraduate college students) will be coming next December. On a “per individual” basis, which room is the least expensive for the group to reserve?

Length:

It would be difficult to see how this report would be more than a single page.

Performance Measurement:

The scoring rubric for this assignment is as follows:

30 - answered all ten questions correctly (3 points for each question)