



*Training Course:  
Data Analytics: SQL for newbs, beginners and  
marketers*

*15 - 19 December 2024*

*Dubai (UAE)*

*Residence Inn by Marriott Sheikh Zayed Road, Dubai*

## Training Course: Data Analytics: SQL for newbs, beginners and marketers

Training Course code: IT234740 From: 15 - 19 December 2024 Venue: Dubai (UAE) - Residence Inn by Marriott Sheikh Zayed Road, Dubai Training Course Fees: 4565 € Euro

### Introduction

In this course, SQL for marketers, we'll start from the basics - installing SQL onto your Mac, Linux, or Windows machine and explaining what a relational database is. Next, we'll look at basic tasks like creating tables and loading data into those tables. We will look at a wide variety of SQL commands and I will show you how to speed things up using indexes.

By end of this course you will learn about Advanced SQL queries on Spark, the big data framework that is the successor to MapReduce and also runs on top of Hadoop.

### Course Objective of Data Analytics: SQL for newbs, beginners and marketers

Participant will learn to:

- Know how to answer all of their marketing-related questions using a SQL query
- Understand what a relational database is
- How to install SQL on Mac, Linux, or Windows
- How to create a table
- How to import data into a table
- How to query a table
- How to insert into, update, and delete from a table
- Speed things up using indexes
- Join tables together to merge data
- Aggregate data using count, sum, and average
- Determine where in the sales funnel customers are being lost
- Chart your year over year revenue
- Group and sort sales by location
- Use SQL on Spark
- Install Spark
- Create a Spark cluster on AWS EC2

### Target Audience of Data Analytics: SQL for newbs, beginners and marketers

- Everyone who want a different approach to learning SQL
- Product managers who want to make data-driven decisions

### Course Outline for Data Analytics: SQL for newbs, beginners and marketers

Introduction to SQL

- Overview of SQL database
- Installation of SQLite
- Mac

- Linux
- Windows

#### Relational database & Basic Commands

- What's is relational database?
- Loading data used in class
- Basic commands
- Querying a table
- Creating table
- Modifying a table's structure

#### Indexes and Speed Comparison

- Speeding with Indexes
- Index examples in the console

#### Modifying a table's data

- Insert, Update & Delete
- What is CRUD

#### Joining Tables

- Joining & merging tables
- Joins in the console

#### Aggregating, grouping & sorting; the real marketing queries

- Count, Distinct & Sum
- Min, Max & Avg
- Group by, Sort & Limit
- Funnels, YOY revenue, & Sales by Location

#### Advanced SQL on Spark

- Spark SQL
- Create your own Spark cluster

#### Practice, & Exercises

- Loading extra dataset
- Tab-separated-tables
- The "IN" Keyword
- The "BETWEEN" Keyword
- Style Exercises

## Registration form on the Training Course: Data Analytics: SQL for newbs, beginners and marketers

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