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

15 - 19 February 2026
Amman (Jordan)

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Training Course code: IT234740 From: 15 - 19 February 2026 Venue: Amman (Jordan) - Training Course Fees: 4550
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

- Instllation of SQLite

- Mac

- Linux

- Windows

Relational database & Basic Commands

- Whats is relational database?

- Loading data used in class

- Basic commands

- Queyring 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-seperated-tables

- The"IN" Keyword

- The"BETWEEN" Keyword

- Style Exercises

Registration form on the Training Course:
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