



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

*12 - 16 October 2026
Kuala Lumpur (Malaysia)*

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

Training Course code: IT234740 From: 12 - 16 October 2026 Venue: Kuala Lumpur (Malaysia) - Training Course Fees: 6300 € 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

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

This course is intended for professionals who want to learn SQL from a practical, marketing and business analytics perspective, including:

- Marketing Analysts and Digital Marketing Professionals
- Product Managers and Growth Managers
- Business Analysts and Data Analysts
- Sales Analysts and Revenue Optimization Teams
- Professionals making data-driven marketing decisions
- Beginners in SQL who want real-world business applications
- Anyone interested in analyzing customer behavior, funnels, and revenue data
- Professionals looking to expand into Big Data and Spark SQL

Course Outline

Day 1: SQL Fundamentals & Database Basics

Introduction to SQL
What is a Relational Database
Installing SQL Mac, Linux, Windows
Overview of SQL Databases
Creating Tables
Loading Data into Tables
Basic SQL Commands
Querying Data SELECT Basics

Day 2: Data Manipulation CRUD Operations

Creating Tables in Detail
Modifying Table Structure
Insert, Update & Delete Operations
Understanding CRUD Concepts
Importing Data into Tables
Working with Tab-Separated Data
Basic Filtering with IN & BETWEEN

Day 3: Joins & Data Relationships

Understanding Data Relationships
Joining Tables
Inner Joins
Merging Multiple Data Sources
Join Use Cases in Marketing Data
Querying Combined Datasets

Day 4: Aggregation, Analytics & Marketing Insights

C O U N T , D I S T I N C T , S U M

MIN, MAX, AVG Functions

GROUP BY Queries

Sorting and Limiting Results

Marketing Analytics Use Cases

Sales by Location

Funnels Analysis Customer Drop-off

Year-over-Year Revenue Analysis

Day 5: Performance, Indexing & Spark SQL

Understanding Indexes

Speed Optimization with Indexes

Index Performance Comparison

Advanced Query Optimization

Introduction to Spark SQL

Installing Spark

Creating a Spark Cluster on AWS EC2

Running SQL on Big Data Spark

Final Practice Exercises

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

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