



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

*10 - 14 May 2026  
Istanbul (Turkey)  
DoubleTree by Hilton Istanbul Esentepe*

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

Training Course code: IT234740 From: 10 - 14 May 2026 Venue: Istanbul (Turkey) - DoubleTree by Hilton Istanbul  
Esentepe 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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