SQL Fundamentals for Marketing, Digital and Web Analytics Course Content

Data is a requirement these days to run effective marketing campaigns. Application of Big Data starts with understanding the fundamentals of data and SQL.

If you are already familiar with SQL then you can skip this course. This course teaches you all the SQL you need as a Digital Marketing Analyst or a Web Analyst. This course won't go into advanced level SQL concepts as that is not required to your job as as a Digital Marketing Analyst/Web Analyst. I strongly believe in short and simple courses that can get you ready in few hours as opposed to days.

Who is the target audience?

- Web Analysts
- Digital Analyst
- Marketers
- Business Analyst

Requirements

- Basic computer skills

Curriculum For This Course

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Introduction
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Introduction
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Installation and Overview of SQL Environment (MySQL)
04:57
Installing mySQL
Preview03:35
My SQL Interface
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Database Fundamentals
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How databases are structured
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Understanding a schema in MySQL
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Missing Sakila Database and how to solve it
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Selecting the Data
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Write your first statement to select the data
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Narrowing down your result set with WHERE clause
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Sorting your result set
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Using Numeric and Date Values to narrow down your result set
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Other Key SQL Statements
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Adding new records to the database
Preview01:06
Updating exiting records
Preview03:23
Deleting records

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Some advanced Select Statements
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Aggregating the data to do sum and count
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Joining multiple tables to get desired result set
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Marketing Use Cases
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Who are the top or bottom customers?
07:31
How many products do we have in each category?
05:09

Using data from the database in other programs
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Exporting data to CSV or Excel file
02:04
Connecting with Data Visualization Tool (Tableau)
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Database Manipulation
27:06
Creating a table
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Few more table manipulation commands
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Importing data from a CSV file - Example uses Affiliate data
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Importing data from Excel to mySQL
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