

SQL FOR DATA PROFESSIONALS

TRANSFORM DATA INTO DECISIONS

Master SQL as a professional analytical skill —
from relational thinking to advanced business analysis.



Relational
Databases



Analytical
SQL



Business
Metrics



Data
Validation



Advanced
Query Patterns



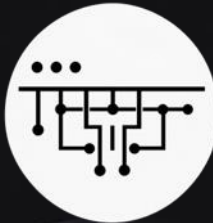
DATA

ANALYSIS

INSIGHT

IMPACT





01 — WHY THIS SKILL MATTERS

SQL Is More Than Writing Queries

This course teaches SQL as a professional data skill — not a list of commands.

**UNDERSTAND THE DATA**

Tables, keys, relationships

**BUSINESS QUESTION**

Translate needs into analysis

**SQL LOGIC**

Write precise, testable queries

**QUERY**

Run and explore results

**VALIDATE**

Check accuracy, handle edge cases

**INSIGHT**

Turn data into business value

THE BRIDGE
BETWEEN
QUESTIONS
AND BETTER
DECISIONS.

DATA
|
ANALYSIS
|
INSIGHT
|
IMPACT

01

Think relationally

Understand tables, keys and relationships before writing complex queries.

02

Answer business questions

Translate a business request into precise, testable SQL logic.

03

Build reliable analysis

Validate joins, metrics and edge cases before presenting results.



Think Like a Data Professional

Great SQL analysis starts with the right mindset — not just the right syntax.

01



Understand the Data

- Tables, keys and relationships
- Data structure and types
- How data fits together

02



Solve Business Problems

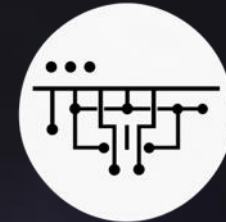
- Translate questions into SQL logic
- Define the right metrics
- Think analytically and critically

03



Deliver Reliable Insights

- Validate joins and metrics
- Check edge cases
- Communicate clear, trusted results



A STRONGER
MINDSET
BUILDS
BRIGHTER
INSIGHTS.

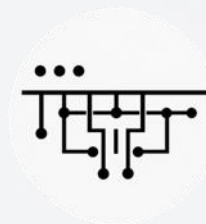
DATA

ANALYSIS

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04 — THE COURSE PROMISE

From Foundations to Professional Analysis

By the end of this course, you'll be able to work with relational data and build sophisticated analytical SQL.



SAME
DATA.
HIGHER
PERSPECTIVE.

BUILD SKILLS
THAT TAKE YOU
FURTHER.





05 — WHO THIS COURSE IS FOR

Built for Modern Data Roles

Designed for people who want SQL to become a practical data-analysis capability.



Aspiring & Practicing Data Analysts

Build a stronger foundation for querying, metrics and analytical reasoning.



Business & BI Analysts

Translate business questions into reliable database queries.



Analytics / Data Engineers

Build strong core SQL before moving into deeper engineering workflows.



Product, Marketing & Finance

Turn operational questions into measurable database insights.



Data Scientists

Strengthen database querying and analytical SQL skills.



Excel-to-Database Transitioners

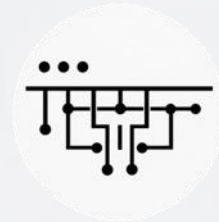
Move from spreadsheet analysis into relational data environments.

DIFFERENT
ROLES.
A SHARED
GOAL.

STRONGER
SQL SKILLS.
BRIGHTER
OPPORTUNITIES.

DATA
PEOPLE
SOLVE
REAL
PROBLEMS





REAL TOOLS.
REAL DATA.
REAL SKILLS.

Set up a professional environment used throughout the course.

LEARN
PRACTICE
SOLVE
ADVANCE

06 — GETTING STARTED

Your Professional SQL Workspace

Everything you need to get started — practical, modern and industry-relevant.

01



PostgreSQL

A powerful, open-source relational database used in the course.

DATABASE

02



Aiven

Cloud-hosted PostgreSQL service for a seamless learning experience.

CLOUD

03



DBeaver

A modern database client for writing, running and managing SQL.

DEVELOPER TOOL

04



VS Code

A flexible code editor for SQL, notes and project files.

DEVELOPER TOOL

05



Git / GitHub

Version control for your SQL code and projects.

VERSION CONTROL



Basic Computer Skills

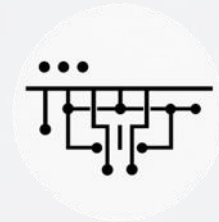
Ability to install tools, connect to services and manage project files.



SQL Mindset

Willingness to learn SQL as a problem-solving skill.





A CLEAR PATH FROM FOUNDATIONS TO IMPACT.

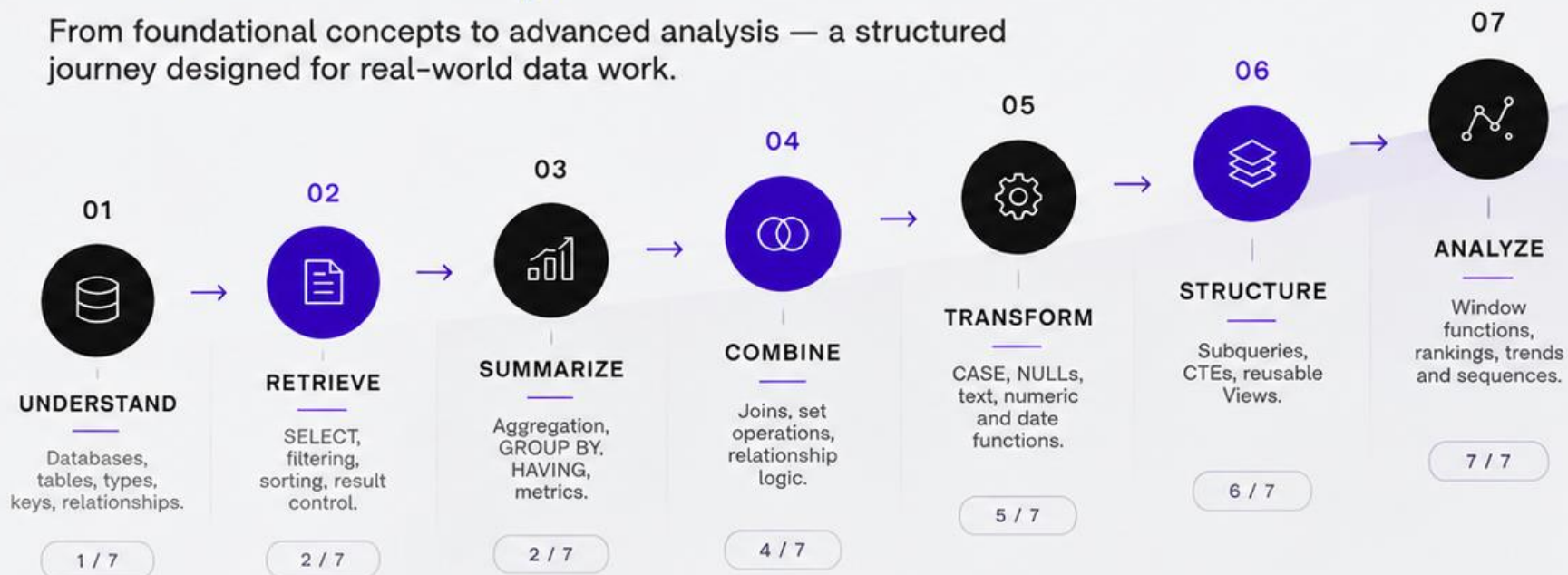
Each stage builds a new capability, keeping the business question at the center.

LEARN
PRACTICE
SOLVE
ADVANCE

07 — THE LEARNING JOURNEY

Seven Stages of SQL Mastery

From foundational concepts to advanced analysis — a structured journey designed for real-world data work.



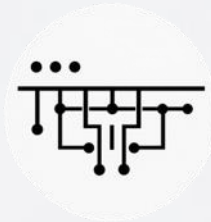
Same direction. Greater capability.

A structured path to help you think, query and analyze like a professional.



**Real Skills.
Real Opportunities.**





FROM
CONCEPTS
TO **CONFIDENCE.**

Eight chapters.
A complete path to
professional SQL skills.

LEARN
PRACTICE
SOLVE
ADVANCE

08 — CURRICULUM

The Complete Core SQL Curriculum

Eight chapters build from environment setup to sophisticated analytical SQL.

01



Introduction & Environment

Set up the professional SQL environment.

02



Relational Databases & Foundations

Tables, keys, relationships and basic SQL.

03



Filtering, Sorting & Result Control

Retrieve exactly the records required.

04



Aggregation, Grouping & Metrics

Summarize data and calculate business metrics.

05



Joining Data Across Tables

Combine related tables correctly.

06



Data Transformation with SQL

Create clean, standardized analytical variables.

07



Subqueries, CTEs & Views

Solve multi-step problems and reuse SQL logic.

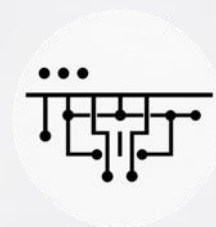
08



Window Functions & Advanced Analysis

Perform sophisticated analytical calculations.





REAL PROJECTS. REAL BUSINESS INSIGHTS.

Apply your SQL skills to realistic scenarios and turn data into meaningful insights.

Data.
Analysis.
Better
Decisions.

SAME
DATA.
BIGGER
PERSPECTIVE.

LEARN
PRACTICE
SOLVE
ADVANCE

09 — PRACTICAL PROJECTS

Learn Through Real Analysis

Hands-on projects that mirror real business problems and develop your analytical thinking.

01



Database Discovery

Explore the database structure, tables and relationships.



02



Sales Analysis

Analyze revenue, products, and regions to find key trends.



03



Customer Analysis

Segment customers and uncover behavioural insights.



04



Data Transformation

Clean, standardize and prepare data for analysis.



05



Advanced SQL

Solve complex, multi-step analytical problems.



06



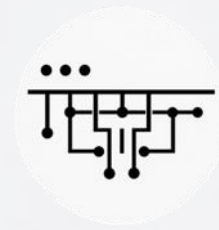
Final Capstone Project

A full business investigation from question to insight.



Build a portfolio. Solve real problems. Show your impact.

Each project strengthens your skills and builds your confidence for real data work.



PRACTICE
BUILDS
CONFIDENCE.
CONFIDENCE
BUILDS IMPACT.

Work on real datasets,
solve real problems, and
develop skills that
transfer to your career.

LEARN
PRACTICE
SOLVE
ADVANCE

10 — WHAT YOU'LL GAIN

Practical Skills. Real Outcomes.

By the end of this course, you'll be able to:



01

Write Confident SQL

Use SQL to extract, explore
and analyze data with ease.



02

Solve Real Problems

Apply SQL to business
scenarios and make
meaningful insights.



03

Think Like an Analyst

Ask the right questions
and find the answers
in data.



04

Work with Real Tools

Gain hands-on experience
with industry-standard
databases and environments.



05

Build Portfolio Projects

Create work you can
showcase to employers
or stakeholders.



06

Advance Your Career

Build the skills and confidence
to unlock new opportunities
in data.



8

HANDS-ON PROJECTS



100+

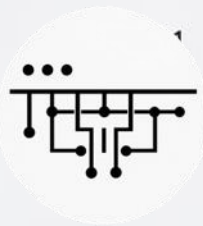
PRACTICE QUERIES



REAL-WORLD

BUSINESS SCENARIOS





INDUSTRY TOOLS FOR REAL-WORLD SUCCESS.

Get hands-on with the tools used by data professionals every day.

LEARN
PRACTICE
SOLVE
ADVANCE

```
SELECT
  opportunity
FROM learning
WHERE skills = 'you';
```

SAME
TOOLS.
BRIGHTER
FUTURE.

11 — TOOLS & TECHNOLOGIES

The Tools You'll Work With

Gain hands-on experience with modern, industry-standard tools.



PostgreSQL

A powerful, open-source relational database used throughout the course.

DATABASE



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Cloud-hosted PostgreSQL for a seamless learning experience.

CLOUD



VS Code

A flexible code editor for SQL, notes and project files.

DEVELOPER TOOL



Git / GitHub

Version control for your SQL code and projects.

VERSION CONTROL



DBeaver

A modern database client for writing, running and managing SQL.

DATABASE CLIENT



Real Datasets

Work with realistic data to solve genuine business problems.

DATA



Practical Projects

Apply your skills with hands-on, scenario-based projects.

PRACTICE

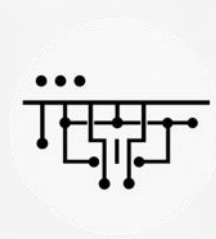


Real Insights

Turn data into meaningful insights that matter.

OUTCOMES





REAL
LEARNERS.
REAL GROWTH.
REAL IMPACT.

See how learners like you
are applying SQL skills
to reach their goals.

LEARN
PRACTICE
SOLVE
ADVANCE

12 — LEARNER STORIES

From Skills to New Opportunities.

Real learners. Real journeys. Real results.

“

“This course gave me
the confidence to work
with SQL independently
and apply it to real
problems.”



Learner
PROFESSIONAL

“

“The hands-on projects
made all the difference.
I finally understand
how to turn questions
into insights.”



Learner
PROFESSIONAL

“

“Clear explanations,
practical examples,
and real-world scenarios.
This course helped me
build skills I can use
right away.”



Learner
PROFESSIONAL



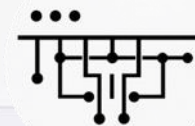
Your goals are within reach.

Gain the skills, build the confidence, and create new opportunities with SQL.



Same Skills.
A Brighter Future.





SKILLS
TODAY.
OPPORTUNITIES
TOMORROW.

Turn your SQL skills into
real career opportunities
in a data-driven world.



LEARN
PRACTICE
SOLVE
ADVANCE

13 — CAREER OUTCOMES

Build a Brighter Data Career.

Gain in-demand skills. Unlock new opportunities. Make an impact.



Data skills open doors.

SQL is one of the most sought-after skills for data roles worldwide.



Data Analyst

Turn data into insights that drive business decisions.



Analyze.
Interpret.
Influence.



Business Analyst

Use data to solve real business problems.



Ask.
Explore.
Solve.



Data Engineer

Build and maintain the data systems that power organizations.



Build.
Optimize.
Enable.



Data Scientist

Combine SQL with advanced analytics to uncover deeper insights.



Model.
Discover.
Innovate.



And Beyond

Apply your SQL skills across industries and roles.



Grow.
Adapt.
Make an Impact.



Learn real skills.
Build your foundation.

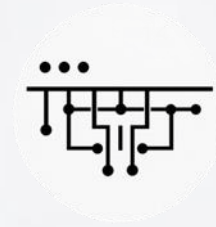


Explore new paths.
Apply your skills.



Create real impact.
A brighter future.





YOUR JOURNEY IN DATA STARTS HERE.

Learn real skills.
Solve real problems.
Open real opportunities.



LEARN
PRACTICE
SOLVE
ADVANCE

14 — YOUR NEXT STEPS

Keep Learning. Go Further.

You've gained practical SQL skills — now it's time to apply, grow, and explore what's next. Here are some ways to continue your journey.



Build Real Projects

Apply your skills to real-world datasets and portfolio projects.

[EXPLORE PROJECT IDEAS →](#)



Dive Deeper

Explore advanced topics like window functions, CTEs, and performance tuning.

[VIEW ADVANCED TOPICS →](#)



Join the Community

Connect with other learners, share projects, and get feedback.

[JOIN THE COMMUNITY →](#)



Advance Your Career

Use your new skills to stand out, land interviews, and unlock new opportunities.

[CAREER RESOURCES →](#)

A LIFELONG JOURNEY



LEARN

Build your foundation.



PRACTICE

Apply your skills with real scenarios.



SOLVE

Tackle real business problems.



ADVANCE

Create opportunities for your future.

Same Skills. Brighter Tomorrows.

Data opens doors.
You bring it to life.

