

DATA ANALYTICS WITH MYSQL FOR MANAGERS

“Turn Data Into Action: Empower Decision-Making with SQL-Powered Insights.”

Schedule

Venue	Fees
In-House	ASK FOR THE QUOTATION

► **Available delivery methods:** In-House Training

Introduction

This hands-on course is designed specifically for managers and decision-makers seeking to harness the power of MySQL for business data analytics. Participants will learn how to write SQL queries, generate meaningful reports, visualize trends, and make data-driven decisions using real-world business scenarios. No prior coding experience is required—this course focuses on practical SQL use cases tailored for strategic insights and operational management.

Objectives

By the end of this course, participants will be able to:

- Understand the structure and logic of relational databases
- Write basic to intermediate SQL queries using MySQL
- Retrieve, filter, sort, group, and aggregate data for reports
- Create dashboards and KPIs using SQL and visualization tools
- Apply data-driven strategies to improve operations and outcomes

Why Attend

In today's data-centric world, managerial roles demand more than intuition—they require insight. This course equips managers with the technical edge to independently access and analyze business data, driving better planning, forecasting, and performance.

Target Audience

- Business, Operations & Project Managers
- Marketing, HR & Finance Managers
- Non-technical team leads and supervisors
- Professionals responsible for data reporting and decision-making

Individual Benefits

- Build foundational data literacy with hands-on MySQL skills
- Gain confidence in analyzing performance metrics and trends
- Learn how to independently access and interpret business data
- Improve collaboration with IT and analytics teams

Organizational Benefits

- Reduce dependency on IT for data requests
- Foster a culture of data-informed decision-making
- Improve strategic alignment and operational transparency
- Accelerate reporting, analysis, and response times

Instructional Methodology

- Real-world business database scenarios
- Hands-on SQL labs and guided exercises
- Interactive dashboards and mini-projects
- Team-based problem-solving challenges
- Final practical assessment for certification

Course Outline

DETAILED 5-DAY COURSE OUTLINE (CUSTOMIZABLE)

Training Hours: 7:30 AM – 3:30 PM
Daily Format: 3–4 Learning Modules | Coffee Breaks: 09:30 & 11:15 | Lunch Buffet: 01:00 – 02:00

Day 1: Understanding Databases & Intro to SQL

- Module 1:** Database Basics: Tables, Records, Keys, and Relationships (07:30 – 09:30)
- Module 2:** Introduction to MySQL and SQL Interfaces (09:45 – 11:15)
- Module 3:** Writing Simple Queries: SELECT, WHERE, ORDER BY (11:30 – 01:00)
- Module 4:** Business Use Case: Exploring Customer & Sales Tables (02:00 – 03:30)

Day 2: Aggregating, Filtering & Sorting Data

- Module 1:** Using Aggregate Functions: COUNT, SUM, AVG, MAX, MIN (07:30 – 09:30)
- Module 2:** GROUP BY and HAVING Clauses – Making Summary Reports (09:45 – 11:15)
- Module 3:** Filtering Techniques – Multiple Conditions and Logical Operators (11:30 – 01:00)
- Module 4:** Mini-Project: Monthly Sales & Performance Report (02:00 – 03:30)

Day 3: Joining Tables and Advanced Queries

- Module 1:** INNER, LEFT, and RIGHT JOINS – Combining Data Sources (07:30 – 09:30)
- Module 2:** Data Relationships in Business Databases (09:45 – 11:15)
- Module 3:** Using Subqueries and Aliases for Complex Reports (11:30 – 01:00)
- Module 4:** Workshop: Building Departmental KPIs Using Joins (02:00 – 03:30)

Day 4: Data Cleaning, Formatting, and Case-Based Analytics

- Module 1:** Handling NULL Values, Data Formatting, and Date Functions (07:30 – 09:30)
- Module 2:** Creating Clean, Manager-Friendly Output (09:45 – 11:15)
- Module 3:** Business Scenarios: HR, Finance, and Marketing Use Cases (11:30 – 01:00)
- Module 4:** Team Challenge: Optimizing Data for Reporting (02:00 – 03:30)

Day 5: Reporting, Visualization & Final Assessment

- Module 1:** Exporting Data & Using MySQL with Excel/Tableau (07:30 – 09:30)
- Module 2:** Creating Dashboards and Weekly Performance Snapshots (09:45 – 11:15)
- Module 3:** Final Assessment – Query Development and Presentation (11:30 – 01:00)
- Module 4:** Certification Wrap-Up, Action Planning & Graduation (02:00 – 03:30)

Certification

Upon successful completion of the course and practical assessment, participants will be awarded a **Certificate in Data Analytics with MySQL for Managers**, verifying their proficiency in extracting, analyzing, and applying data for business insight and decision-making.

Why Choose MAWA Events

- **Global Expertise:** More than 17 years of experience in professional training and consulting.
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In-House / Customized Training Interested in running this course for your team? Please contact us:	TEL: +601116373203	EMAIL: info@mawaevents.net
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