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Course Name

SQL for Data-Driven Process Analysis and Visualization

Sector Name

Sales, Marketing and Customer Service

Document Type

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SQL for Data-Driven Process Analysis and Visualization

Course Introduction

SQL is the foundation for extracting, cleaning, and analyzing data critical to process improvement and performance measurement.

This course equips participants with advanced SQL skills to efficiently manage business data, link it to process maps, and visualize insights using platforms like Power BI. Participants will learn to identify bottlenecks, recommend workflow improvements or automation, and leverage data to drive informed decision-making and continuous process optimization.

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SQL for Data-Driven Process Analysis and Visualization

Target Audience

- ✓ Process Improvement and Operational Excellence Professionals
- ✓ Business Intelligence Professionals
- ✓ Operations Managers and Supervisors
- ✓ Digital Transformation and IT Professionals

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SQL for Data-Driven Process Analysis and Visualization

Learning Objectives

- ✓ Write efficient SQL queries to extract, clean, and analyze data from various sources.
- ✓ Structure and manipulate data for process analysis and KPI measurement.
- ✓ Integrate SQL data with visualization platforms such as Power BI.
- ✓ Map processes and link performance data to identify bottlenecks.
- ✓ Use data-driven insights to recommend workflow enhancements or automation.
- ✓ Support continuous process optimization through structured SQL analysis.

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SQL for Data-Driven Process Analysis and Visualization

Course Outline

✓ DAY 01

SQL Fundamentals and Data Structures

- ✓ Introduction to relational databases and SQL principles
- ✓ Understanding tables, keys, relationships, and constraints
- ✓ Basic queries: SELECT, WHERE, ORDER BY
- ✓ Filtering, sorting, and simple aggregations
- ✓ Best practices for data extraction

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Course Outline

✓ Day 02

Data Cleaning, Transformation, and Joins

- ✓ Handling missing or inconsistent data
- ✓ Using JOINS (INNER, LEFT, RIGHT, FULL) to combine datasets
- ✓ Advanced filtering and subqueries
- ✓ Creating calculated fields for analysis
- ✓ Preparing datasets for process mapping and KPI measurement

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Course Outline

✓ Day 03

Advanced SQL for Process Analysis

- ✓ Aggregate functions, GROUP BY, and HAVING
- ✓ Window functions and ranking for process insights
- ✓ Identifying patterns, trends, and bottlenecks in workflows
- ✓ Data validation and integrity checks
- ✓ Structuring queries to support business performance metrics

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SQL for Data-Driven Process Analysis and Visualization

Course Outline

✓ Day 04

Integrating SQL with Power BI and Visualization Tools

- ✓ Connecting SQL databases to Power BI
- ✓ Importing and transforming SQL data for dashboards
- ✓ Designing visualizations to communicate process performance
- ✓ Linking KPIs to SQL-derived metrics
- ✓ Creating interactive reports for stakeholder engagement

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Course Outline

✓ Day 05

Process Optimization and Actionable Insights

- ✓ Using SQL analysis to identify bottlenecks and inefficiencies
- ✓ Recommending workflow improvements and automation opportunities
- ✓ Monitoring performance using SQL-based queries and dashboards
- ✓ Reporting insights to stakeholders effectively

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Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
May 23, 2027	May 27, 2027	5 days	4250.00 \$	KSA , Riyadh
Nov. 8, 2026	Nov. 12, 2026	5 days	2150.00 \$	Virtual , Online

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