



course : The Power of Data Analytics: Using Excel and SQL

City :	Dubai	Hotel :	Atlantis The Palm
Start Date :	2025-11-24	End Date :	2025-11-28
Period :	1 Week	Price :	3950 \$

HighPoint Training and Management Consultancy
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Course Overview

This course is designed to equip participants with the skills to leverage data strategically and transform it into actionable insights. It begins with an introduction to data analytics and project phases, then explores advanced Excel functionalities, including sorting and filtering, lookup functions, conditional formatting, PivotTables, and more. The final stage covers data visualization, teaching participants how to represent data effectively through charts and tables. The course also bridges the strengths of SQL for data management with Excel's analytical capabilities, using real-world examples to turn raw data into meaningful insights.

Course Objectives

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

- Understand the principles and best practices of data analytics and its business value.
- Apply Excel effectively for data analysis and processing.
- Import and clean data to ensure data quality before analysis.
- Analyze data using filters, sorting, lookup functions, and PivotTables.
- Retrieve and manipulate data efficiently using SQL.
- Perform advanced data analysis and create visualizations in Excel.
- Integrate SQL and Excel to enhance analytical efficiency.
- Present data-driven findings to support strategic decision-making.

Target Audience

This course is suitable for a wide range of professionals, including:

- Data analysts and business intelligence professionals
- Managers and team leaders seeking data-driven decision-making
- Professionals in finance, marketing, operations, or any data-intensive field
- Anyone aiming to enhance their data analytics skills with Excel and SQL

Methodology

The course uses interactive adult learning techniques to ensure comprehension, retention, and practical application, including:

- Interactive lectures
- Group discussions and collaborative exercises
- Real-world case studies
- Hands-on exercises with Excel and SQL for practical learning

Course Outline

Day One: Introduction to Data Analytics

- Introduction to data analytics and its role in business success
- Overview of Excel and SQL in the analytics workflow
- Data types, structures, and database management basics
- Setting up and accessing data in SQL databases and Excel

Day Two: Retrieving Data with SQL

- SELECT statements and column aliases
- Filtering data with WHERE clauses
- Sorting data with ORDER BY
- Limiting results with LIMIT and OFFSET
- Advanced querying techniques: handling NULL values, pattern matching with LIKE and wildcards, grouping data with GROUP BY, filtering grouped data using HAVING

Day Three: Advanced Data Analysis in Excel

- Importing and cleaning data in Excel
- Using formulas and functions for data transformation
- Creating PivotTables and PivotCharts for dynamic reporting
- Statistical analysis: descriptive statistics, regression, and correlation
- Hands-on exercises with real-world datasets

Day Four: Data Aggregation and Advanced Analysis

- Window functions and ranking
- Using aggregate functions with GROUP BY
- Analytic functions for advanced insights
- Database security concepts
- Granting and revoking permissions
- Protecting sensitive data

Day Five: Data Visualization and Reporting

- Principles of effective data visualization
- Creating compelling dashboards and reports in Excel



Visualizing SQL data for stakeholders

Case studies: solving business challenges with Excel and SQL

Developing a personal action plan to apply learned skills

Certificates

On successful completion of this training course, HighPoint Certificate will be awarded to the delegates.

Continuing Professional Education credits (CPE): In accordance with the standards of the National Registry of CPE Sponsors, one CPE credit is granted per 50 minutes of attendance.

