

# Data Literacy & SQL Foundations

Query databases, understand data models, and build analytical reports. Essential for any role touching data.

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## Program Overview

PRICE  
\$2,500

DURATION  
4 weeks

FORMAT  
Hybrid

LEVEL  
Beginner

Query databases, understand data models, and build analytical reports. Essential for any role touching data. This foundations track is structured for adult learners who need practical, career-relevant depth without academic abstraction. Delivered as a hybrid experience, the course combines guided milestones, implementation reviews, and applied exercises aligned with modern AI, engineering, and technical leadership work.

## Outcomes

- Write SQL queries to filter, group, and join data across tables.
  - Understand schemas, relational models, and clean data structures.
  - Translate business questions into reporting logic and metrics.
  - Communicate findings clearly with analytical summaries.
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## Includes

- 4 blended weeks with live review sessions and query labs.
  - Practice database plus business analytics case studies.
  - Reference guide for SQL syntax, joins, and aggregations.
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- Final reporting exercise using a realistic operational dataset.

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## Syllabus

### WEEK 1

#### Relational Thinking

Understand tables, records, keys, and how business systems store information.

Topics: Data models, Primary and foreign keys, Normalization basics

### WEEK 2

#### Querying and Filtering

Retrieve exactly the rows you need using SQL selection and sorting tools.

Topics: SELECT, WHERE, ORDER BY

### WEEK 3

#### Aggregation and Joins

Combine tables and summarize data to answer real-world reporting questions.

Topics: GROUP BY, INNER and LEFT JOIN, COUNT and SUM

### WEEK 4

#### Reporting for Decisions

Turn raw query output into useful business insights and clean executive summaries.

Topics: Case study analysis, Metric design, Storytelling with data

## Instructor

Ava Thompson

Ava is a data strategist who translates business questions into SQL, dashboards, and practical decision frameworks.

This Blootou Intelligence syllabus is an admissions overview for planning and evaluation. Final cohort dates, live session timing, assessments, and platform access details are shared in the welcome packet after enrollment.

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