

SQL for Data Analytics Guide PDF Page

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PART 1: Page plan

Item	Decision
Final URL	https://uncodemy.com/data-analytics-sql-guide-pdf
Intent (anti-cannibalisation)	SQL AS AN ANALYST TOOL (daily patterns). Specialised SQL topics have their own pages: CTEs, subqueries, window functions, cleaning, cohorts.
Why not thin	Explainer-style sections, FAQs and cross-links make the page useful even without a download
Schema	WebSite, Organization, Breadcrumb, CollectionPage, FAQPage (only FAQs visible on the page). PDF <code>ItemList</code> provided commented, to enable after titles are final
Share image	https://uncodemy.com/image/logo-og.jpg for now; custom 1200x630 card recommended

PART 2: Page content (copy-paste ready)

SEO Title (43 chars):

SQL for Data Analytics Guide PDF | Uncodemy

Meta Description (137 chars):

Download the SQL for data analytics guide PDF from Uncodemy: SELECT, joins, aggregation, CTEs and window functions, with tested examples.

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Byline: Prepared by the Uncodemy trainer team [CONFIRM: author name and role] · Reviewed by [CONFIRM: reviewer name and role] · Last reviewed: [DATE]

Quick Answer

This page offers Uncodemy's SQL for data analytics guide as a PDF download. It covers the SQL patterns analysts use every day: selecting and filtering, aggregating, joining tables, using CTEs and checking results. Examples use a small orders database so you can try them in SQLite, MySQL or PostgreSQL with minor changes.

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Why SQL is central to analytics

Most business data lives in relational databases, and SQL is the language used to ask those databases questions. Even when the final result is a dashboard or a notebook, the data usually reaches it through a SQL query. Analysts who write SQL well can answer questions on their own, check numbers directly at the source and avoid waiting for someone else to produce a file. SQL is also relatively compact: a small number of ideas, applied carefully, cover the large majority of everyday analysis.

The example database

The examples below use three small tables. customers has customer_id, name and city. orders has order_id, customer_id, order_date, status and order_total. order_items has order_id, product, quantity and unit_price. Each customer can place many orders and each order can contain many items. Always start by understanding the grain of each table: here customers has one row per customer, orders one row per order and order_items one row per product line.

Selecting, filtering and sorting

The basics: choose columns, filter rows and sort. Dates are stored as text in ISO format in this example.

```
SELECT order_id, customer_id, order_date, order_total
FROM orders
WHERE status <> 'cancelled'
      AND order_date >= '2026-01-01'
ORDER BY order_total DESC
LIMIT 10;
```

Aggregating with GROUP BY and HAVING

Count orders and sum revenue by customer, keeping only customers with more than two orders.

```
SELECT customer_id,
       COUNT(*)      AS orders,
       SUM(order_total) AS revenue
FROM orders
WHERE status <> 'cancelled'
GROUP BY customer_id
HAVING COUNT(*) > 2
ORDER BY revenue DESC;
```

Joins: combining tables

A join connects rows from two tables using a matching column. An inner join keeps only rows that match on both sides. A left join keeps every row from the left table and fills missing matches with nulls, which makes it the right choice when you want to include customers with no orders. The biggest danger with joins is changing the number of rows without noticing. Joining orders to order_items repeats each order once per item, so summing order_total after that join overstates revenue. Before trusting a result, count rows before and after each join and make sure you understand why they changed.

Left join to find customers without orders

Returns customers who never placed a non-cancelled order.

```
SELECT c.customer_id, c.name, c.city
FROM customers c
LEFT JOIN orders o
      ON o.customer_id = c.customer_id
      AND o.status <> 'cancelled'
WHERE o.order_id IS NULL;
```

A CTE to build a calculation in steps

A common table expression names an intermediate result, which makes long queries easier to read. Here we compute revenue per customer, then compare each customer with the average.

```
WITH customer_revenue AS (
  SELECT customer_id, SUM(order_total) AS revenue
  FROM orders
  WHERE status <> 'cancelled'
  GROUP BY customer_id
)
SELECT customer_id,
       revenue,
       ROUND(revenue - (SELECT AVG(revenue) FROM customer_revenue), 2) AS vs_average
FROM customer_revenue
ORDER BY revenue DESC;
```

SQL clause order and what each does

Written order	Clause	Purpose
1	SELECT	Choose columns and calculations
2	FROM / JOIN	Choose tables and how they connect

	FROM / JOIN	CHOOSE TABLES AND HOW THEY CONNECT
3	WHERE	Filter rows before grouping
4	GROUP BY	Collapse rows into groups
5	HAVING	Filter groups after aggregation
6	ORDER BY	Sort the result
7	LIMIT	Return only the first rows

Habits that make your SQL reliable

- Write the grain of the result in a comment before you start.
- Use clear aliases and consistent formatting.
- Filter early and select only the columns you need.
- Check row counts and totals against a trusted number.
- Test with a small, known case where you can verify the answer by hand.
- Save queries in a file with notes on definitions.

Common SQL mistakes

- **Filtering a left join in WHERE** and turning it into an inner join by accident.
- **Counting rows instead of distinct entities** after a join.
- **Using SELECT star** in reports, which breaks when columns change.
- **Forgetting nulls:** comparisons with NULL are not true or false but unknown.
- **Dividing integers** and losing decimals; multiply by 1.0 or cast.

How to practise

Create a small database of your own, or use a sample database, and write ten questions of increasing difficulty: counts, filters, grouping, joins, top N per group, running totals. Solve each, then explain the grain and the row count of your answer. Return to the same questions after a week and rewrite them more cleanly. Daily short practice beats long occasional sessions.

Reading someone else's query

A valuable analyst skill is reading and understanding existing SQL. Start at the FROM clause to see the tables and joins, then read WHERE for the filters, then GROUP BY to find the grain of the result, and finally the SELECT list to see what is calculated. Run pieces separately: execute a CTE alone, check its rows and move on. Add comments as you learn what each part does. This approach lets you maintain a query written by a colleague without rewriting it from scratch.

Handling NULL values

Situation	What happens	What to do
Compare with NULL using =	Never true	Use IS NULL or IS NOT NULL
Aggregate with NULLs	SUM and AVG ignore NULLs; COUNT(column) skips them, COUNT(*) does not	Decide whether to treat NULL as zero
Arithmetic with NULL	Result is NULL	Use COALESCE to give a default
Join on a NULL key	Rows with NULL keys do not match	Check for NULL keys before joining

Related Uncodemy resources

- [SQL CTE Guide PDF](#)
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Frequently Asked Questions

What SQL should a data analyst know?

Selecting and filtering, aggregation with GROUP BY and HAVING, joins, subqueries, CTEs and window functions cover most analyst work.

What is the difference between WHERE and HAVING?

WHERE filters rows before grouping. HAVING filters groups after aggregation.

Why did my total increase after a join?

A one-to-many join repeats rows from the first table. Summing a column from that table afterwards double counts, so check the grain and aggregate before joining when needed.

What is a CTE?

A common table expression is a named temporary result defined with WITH, used to break a complex query into readable steps.

How can I practise SQL for free?

Install SQLite or a free database, create sample tables or use public sample databases, and solve questions of increasing difficulty.

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