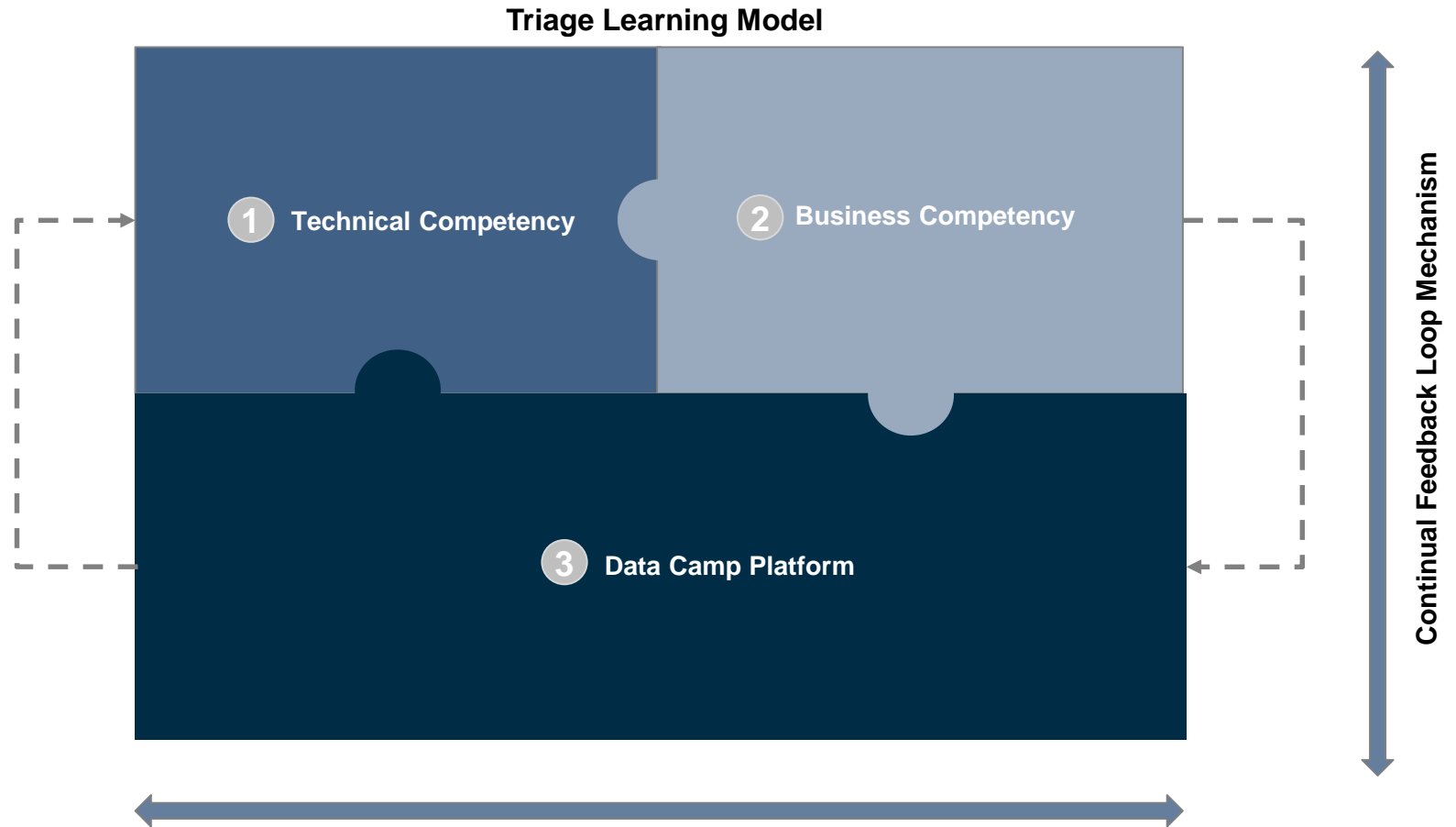


Blending both technical and commercial acumen, students will be able to leverage these unique set of competencies into meaningful insights that connect to the businesses immediate value drivers¹.

Utilising our unique pedagogical approach partnered with DataCamp's powerful learning platform, we can actively address the existing data-gap in industry, connecting technical acumen with meaningful business portfolio measures, ultimately benefitting our students and the broader data community.



¹ One of the largest short falls we have seen in Data Analyst candidates is the capacity gap reflected in the uncertainty towards core business drivers and how their respective analysis contributes towards this.

With targeted exercises showcasing the usage of T-SQL to calculate business metrics, students will complete modules with an understanding of the relevance of business KPIs and the insight that can be realised from their subsequent analysis.

Proposed Structure for Analysing Business Data in SQL Server

1 Technical SQL Concepts Covered

- ✓ SELECT, FROM, WHERE, GROUP BY, ORDER BY
- ✓ CASE
- ✓ Common Table Expressions
- ✓ COUNT, AVG, SUM
- ✓ LIKE
- ✓ MIN/MAX
- ✓ TOP, BOTTOM
- ✓ PARTITION BY
- ✓ YEAR, DATEPART

2 Business Concepts & Metrics Covered

Revenues

- ✓ Gross Revenues
- ✓ Revenue to Expense Ratio
- ✓ Profit Centre

Expenses

- ✓ Operating Expenses
- ✓ COGS
- ✓ Expense to Revenue/Profit Ratio
- ✓ Cost Centres
- ✓ Cost to Produce

Profit (EBIT)

- ✓ EBIT
- ✓ EBIT-To-Sales Margin %
- ✓ Profit Margin %

3 Look Over My Shoulder Practice Case Study

- ✓ Each sub-module (Revenues, Expenses, Profit) will cover the key business metric as well as the associated T-SQL that will discuss each business concept and cover this in the traditional DataCamp pedagogical approach
- ✓ The fourth and final module in the Analysing Business Data in SQL Server will be a case study that will have students employ all the business metrics and T-SQL functions they have learnt to analyse the financial data for a fictional company that will unpack a preset story regarding how the metrics *cannot* be analysed in isolation, but need to be reviewed together.

Below is a sample snapshot of the SQL Data that has been pre-processed and cleansed.

Data Source Reference									
Account Type	Value Drivers	Plant	Month	Month (Number)	Centre Type	Cost Centre / Profit Centre	Cost Centre / Profit Centre Elements	Unit of Measure	Row Data
Financial Actual	Revenues	Alpha	Jul-13	7	Profit Centre	001 Private Water Hedge Sales	W-Transact (0211) - Soft	\$	1,473,589.05
Financial Actual	Revenues	Alpha	Aug-13	8	Profit Centre	001 Private Water Hedge Sales	W-Transact (0211) - Soft	\$	1,419,296.10
Financial Actual	Revenues	Alpha	Sep-13	9	Profit Centre	001 Private Water Hedge Sales	W-Transact (0211) - Soft	\$	1,310,673.21
Financial Actual	Revenues	Alpha	Oct-13	10	Profit Centre	001 Private Water Hedge Sales	W-Transact (0211) - Soft	\$	1,301,024.73
Financial Actual	Revenues	Alpha	Nov-13	11	Profit Centre	001 Private Water Hedge Sales	W-Transact (0211) - Soft	\$	1,373,822.86
Financial Actual	Revenues	Alpha	Dec-13	12	Profit Centre	001 Private Water Hedge Sales	W-Transact (0211) - Soft	\$	1,340,623.04
Financial Actual	Revenues	Alpha	Jan-14	1	Profit Centre	001 Private Water Hedge Sales	W-Transact (0211) - Soft	\$	1,948,962.55
Financial Actual	Revenues	Alpha	Feb-14	2	Profit Centre	001 Private Water Hedge Sales	W-Transact (0211) - Soft	\$	1,725,161.70
Financial Actual	Revenues	Alpha	Mar-14	3	Profit Centre	001 Private Water Hedge Sales	W-Transact (0211) - Soft	\$	1,818,208.62
Financial Actual	Revenues	Alpha	Apr-14	4	Profit Centre	001 Private Water Hedge Sales	W-Transact (0211) - Soft	\$	1,328,501.68
Financial Actual	Revenues	Alpha	May-14	5	Profit Centre	001 Private Water Hedge Sales	W-Transact (0211) - Soft	\$	1,344,117.28
Financial Actual	Revenues	Alpha	Jun-14	6	Profit Centre	001 Private Water Hedge Sales	W-Transact (0211) - Soft	\$	1,291,609.13
Financial Actual	Revenues	Alpha	Jul-13	7	Profit Centre	001 Private Water Hedge Sales	W-Transact (0212) - Hard	\$	1,620,947.95
Financial Actual	Revenues	Alpha	Aug-13	8	Profit Centre	001 Private Water Hedge Sales	W-Transact (0212) - Hard	\$	1,561,225.71
Financial Actual	Revenues	Alpha	Sep-13	9	Profit Centre	001 Private Water Hedge Sales	W-Transact (0212) - Hard	\$	1,441,740.53
Financial Actual	Revenues	Alpha	Oct-13	10	Profit Centre	001 Private Water Hedge Sales	W-Transact (0212) - Hard	\$	1,431,127.21
Financial Actual	Revenues	Alpha	Nov-13	11	Profit Centre	001 Private Water Hedge Sales	W-Transact (0212) - Hard	\$	1,511,205.15
Financial Actual	Revenues	Alpha	Dec-13	12	Profit Centre	001 Private Water Hedge Sales	W-Transact (0212) - Hard	\$	1,474,685.34
Financial Actual	Revenues	Alpha	Jan-14	1	Profit Centre	001 Private Water Hedge Sales	W-Transact (0212) - Hard	\$	2,143,858.81
Financial Actual	Revenues	Alpha	Feb-14	2	Profit Centre	001 Private Water Hedge Sales	W-Transact (0212) - Hard	\$	1,897,677.87
Financial Actual	Revenues	Alpha	Mar-14	3	Profit Centre	001 Private Water Hedge Sales	W-Transact (0212) - Hard	\$	2,000,029.48
Financial Actual	Revenues	Alpha	Apr-14	4	Profit Centre	001 Private Water Hedge Sales	W-Transact (0212) - Hard	\$	1,461,351.85
Financial Actual	Revenues	Alpha	May-14	5	Profit Centre	001 Private Water Hedge Sales	W-Transact (0212) - Hard	\$	1,478,529.01
Financial Actual	Revenues	Alpha	Jun-14	6	Profit Centre	001 Private Water Hedge Sales	W-Transact (0212) - Hard	\$	1,420,770.05
Financial Actual	Revenues	Alpha	Jul-13	7	Profit Centre	002 Public Sales	W-Transact (0211) - Soft	\$	567,331.78
Financial Actual	Revenues	Alpha	Aug-13	8	Profit Centre	002 Public Sales	W-Transact (0211) - Soft	\$	546,429.00