



MASTER YOUR DIGITAL SKILLS

SQL for Product & Event Analytics: Funnels, Cohorts & Retention

Data Analytics, data literacy & data driven decisions

Workearly



Co-funded by
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COURSE OVERVIEW

Build analytical capabilities to examine user behavior patterns, track engagement metrics, and derive actionable insights from data.



OUR GOALS

1. **Learn SQL Essentials – Write queries to explore product data.**
2. **Analyze User Behavior – Build funnels and engagement reports.**
3. **Create Cohort Analyses – Track retention and lifecycle trends.**
4. **Generate Insights – Turn data into actionable product decisions.**

COURSE DESCRIPTION

Develop practical SQL skills to analyze user events and product metrics.

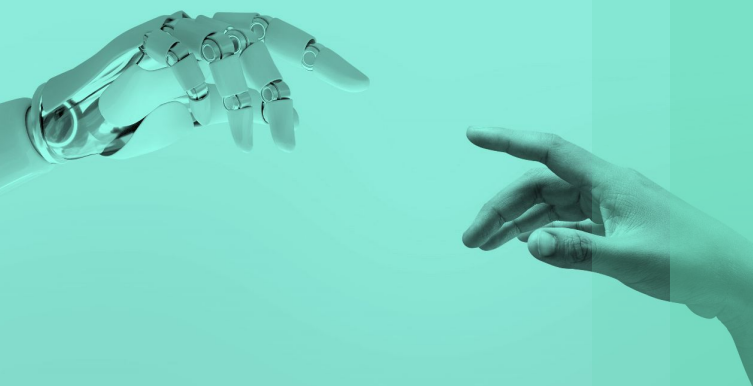
Learn to build funnels, cohorts, and retention reports to uncover patterns, measure engagement, and guide strategic growth.

- **Intro to SQL for Analytics – Databases, tables, and queries.**
- **Data Exploration – SELECT, WHERE, GROUP BY, JOIN.**
- **Event Data Analysis – Understanding user actions and logs.**
- **Funnels – Measuring conversion and drop-offs.**
- **Cohorts & Retention – Tracking user lifecycle behavior.**
- **Performance Metrics – Engagement, activity, and growth KPIs.**
- **Reporting & Visualization – Turning queries into insights.**

COURSE INFO

Location	<u>Workearly Platform</u>
Date	Asynchronous
Duration	5 hours
Cost	Participation is fully funded by the European Union, under the Level Up Project





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