

Oracle for Marketing Course

Lesson 1 Creating a DB (1 hour):

Creation of a DB and setting up of the laboratory environment with Oracle Cloud technology.

Lesson 2 SQL (2 hours): Explanation of the SQL language with syntax and examples to try in the laboratory environment

Lesson 3 PL/SQL (2 hours): Explanation of the PL SQL language with syntax and examples to try in the laboratory environment.

Lesson 4 Creating a DWH Data Model (1 hour): Creating a DWH Data Model dedicated to Marketing with Oracle Cloud technology

Lesson 5 Oracle for Marketing (3 hours): Resolution of exercises that simulate the normal work of a marketing office, with SQL and PL SQL scripts that query the DWH dedicated to Marketing

Materials attached to the course:

Script SQL:

1_1_Create_Persons.sql
1_2_Load_Persons.sql
1_3_CheckPersons.sql
2_1_Create_Orders.sql
2_2_Load_Orders.sql
2_3_Create_Sales.sql
2_4_Load_Sales.sql
2_5_Create_Employees.sql
2_6_Load_Employees.sql
2_7_Create_EmployeesOrders.sql
2_8_Load_EmployeesOrders.sql
4_1_Create_DM_CLIENTE.sql
4_2_Create_FT_CONTRATTI.sql
4_3_Create_DM_UPSELLING.sql
4_4_Load_DM_UPSELLING.sql
CONTRACT.txt
ENRICHMENT.txt
UPSELLING.txt
4_5_Create_FT_OFFER.sql
4_6_Load_FT_OFFER.sql
4_7_Load_DM_CLIENTE.sql
4_8_Load_FT_CONTRATTI.sql
4_9_Create_DM_DEVICE.sql
4_10_Load_DM_DEVICE.sql

4_11_Create_FT_INDIRIZZO_FATT.sql
4_12_Load_FT_INDIRIZZO_FATT.sql
5_1_Marketing Exercise.sql
5_2_Marketing Exercise.sql
5_3_Marketing Exercise.sql
5_4_Marketing Exercise.sql
5_5_Marketing Exercise.sql
5_6_Marketing Exercise.sql
5_7_Marketing Exercise.sql
5_8_Marketing Exercise.sql
5_9_Marketing Exercise.sql
5_10_Marketing Exercise.sql
5_11_Marketing Exercise.sql
5_12_Marketing Exercise.sql
5_13_Marketing Exercise.sql
5_14_Marketing Exercise.sql

Slide:

3_1_Procedure.ppt (19 slides)
3_2_Structured Types.ppt (29 slides)

Ebook:

Oracle for Marketing.pdf (118 pages)

