

EXPERT SESSION QUIZ

Title: **Introduction to SQL for Marketers**

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1. How did Shubham define SQL?
 - a. A database
 - b. Structured Query Language
 - c. A programming language that is the bridge from you to your databases
 - d. A code that you write to find data

2. SQL allows you to do all of the following with your data except _____.
 - a. Edit data
 - b. Delete data
 - c. Join data
 - d. Receive data

3. You need to learn complex programming to use SQL.
 - a. True
 - b. False

4. In marketing, you're constantly putting out _____, and you want to know what is working and what isn't working.
 - a. Social media posts
 - b. Videos
 - c. Advertisements
 - d. Campaigns

5. Why does Shubham believe that marketers should learn to use SQL?
 - a. You can find the answers to your own questions and that gives you more power.
 - b. It will fix your marketing campaigns.
 - c. All companies are going to start requiring that you learn it.
 - d. You won't have to rely on the data team.

6. What is the 90/10 rule?
 - a. 90% of your campaigns fail
 - b. 10% of your products account for 90% of your revenue
 - c. Only 10% of your data is actually usable
 - d. Spend 90% of your time analyzing data and 10% collecting it

7. What are the three building blocks of SQL?
 - a. Select, From, Where
 - b. Write, Query, Data
 - c. Column, Row, Header
 - d. Find, Search, Select

8. What is a query?
 - a. A building block of SQL
 - b. A way of asking a question to find a data point
 - c. A type of database
 - d. All of the above

9. What did Shubham say you should be doing to learn SQL quickly?
 - a. Look at examples of SQL online
 - b. Think of a question you have about a data set and try to answer it with SQL
 - c. Learn the structure and terms
 - d. All of the above

10. For many companies, their data is now becoming one of their greatest _____.
 - a. Tools
 - b. Assets
 - c. Weapons
 - d. Focus