SQL for Marketers

SQL Cheat Sheet

select	Tells the database what information you want it to show you (SELECT * from...)
from	Tells SQL where to pull the data from (SELECT * FROM products)
where	Tells SQL how to access the right data (SELECT * FROM products WHERE price >20)
join	Allows you to temporarily combine two tables together to get their combined information in one chart. Uses the data you want to Select, the two tables you're combining, and the column to use to match them. (join orders on orders.customerid = customers.customerid where Country = "Germany")
group by	Tells SQL how to group your data when it returns a query result (group by productid)
order by	Tells SQL how to order your data when it spits it out (order by customerid)
limit	Tells SQL how many results to return (limit 15)
count()	Returns the number of rows that match a specific criteria
avg()	Returns the average value of a numeric column
first()	Returns the first value in a column or row
last()	Returns the last value in a column or row
max()	Returns the largest value in a column or row
min()	Returns the smallest value in a column or row