Course Syllabus

Welcome to the sixth course in the Google Data Analytics Certificate! In the previous course, you learned how to organize and prepare data for analysis by sorting, formatting, converting, and merging it. You also worked with spreadsheet functions and calculations. And, you wrapped it up by learning how to sort data and perform calculations using SQL queries and temporary tables. In summary, you learned to use basic tools of the trade. A cook who has basic knife skills is prepared to work in the kitchen. A data analyst who can “slice and dice” data using spreadsheets and SQL queries is prepared to work in business.

In this course, you will learn how to create data visualizations. Everyone enjoys a good story. Visualizations along with good data storytelling will help you communicate the meaning of a dataset to your audience. Sharing the results of an analysis is actually one of the most important parts of an analyst’s job. Do you want the results of your analysis to just show up, or do you want the results to show off?

You too can become a talented data storyteller! You will learn basic principles and best practices for data visualization in spreadsheets. You will also gain hands-on experience with data visualizations in Tableau, a specialized data visualization tool. You will also learn how to apply pro tips to create exciting visualizations, presentations, and talking points about your data. And finally, you will learn to prepare and deliver great presentations. You will be ready to get through tough questions about your data analysis with confidence.

## Course content

Course 6 – Share Data Through the Art of Visualization

1. Data visualization: Data visualization is in many ways the culmination of the data analysis process. In this part of the course, you will be introduced to the concepts involved in data visualization. You will learn about accessibility, design thinking, and other factors that play a role in visualizing the data in your analysis.
2. Data visualizations with Tableau: Tableau is a tool that can help analysts create effective data visualizations. In this part of the course, you will learn all about Tableau and its uses. You will also explore the importance of creativity and clarity while visualizing your findings appropriately.
3. Stories about your data: Connecting your objective with your data through insights is essential to good data storytelling. In this part of the course, you will learn about data-driven stories and their attributes. You will also gain an understanding of how to use Tableau to create dashboards and dashboard filters.
4. Developing presentations and slideshows: In this part of the course, you will discover how to give an effective presentation about your data analysis. You will consider all aspects of your analysis when creating a presentation and learn how to use multiple data sources in the data visualizations you will share. In addition, you will learn how to anticipate potential limitations and questions that might arise and how to provide useful answers to stakeholders.
5. Course Challenge: At the end of this course, you will be able to put everything you have learned into practice with the Course Challenge. The Course Challenge will ask you questions about key principles you have been learning about and then give you an opportunity to apply those principles in two scenarios.



