



Reading: Course 1 resources and citations

Module 1: Data-driven results through business intelligence

Resources

Google Business Intelligence Certificate overview

- [largest skills gap](#)
- [15 times faster](#)

Review technologies and best practices

- [The McCandless Method](#)
- [Kaiser Fung's Junk Charts Trifecta Checkup](#)

Understand your readiness score

- [Google Data Analytics Certificate](#)

Case study: FeatureBase, Part 1: Fine tuning metrics for data collection

- [FeatureBase](#)

Citations

Review technologies and best practices

- Fung, K. (2014, May 26). Junk charts trifecta checkup: the definitive guide. *junk charts*. https://junkcharts.typepad.com/junk_charts/junk-charts-trifecta-checkup-the-definitive-guide.html
- McCandless, D. (n.d.). What makes a good data visualization? *Information is beautiful*. <https://www.informationisbeautiful.net/visualizations/what-makes-a-good-data-visualization/>

Module 2: Business intelligence tools and techniques

Resources

The many benefits of mentorships

- [meetups happening around the world](#)
- [Tableau on Tableau webinar series](#)
- [Women in Analytics](#)
- [Cape Fear Community College Library](#)
- [Tableau community](#)
- [Data Science Association](#)

Citations

The many benefits of mentorships

- About the Data Science Association. (n.d.). *Data Science Association*. <https://www.datascienceassn.org/>
- Business Analytics Organizations & Associations. (2022, May 16). *Cape Fear Community College Libraries*. <https://libguides.cfcc.edu/c.php?g=604688&p=4191138>
- About the Program. (n.d.) *Digital Analytics Association*. <https://www.digitalanalyticsassociation.org/find-a-mentor>
- About us. (n.d.) *Women in Analytics*. <https://www.womeninanalytics.com/about>
- Community. (n.d.) *Tableau*. <https://community.tableau.com/s/>
- How We Do Data. (n.d.) *Tableau*. <https://www.tableau.com/learn/series/how-we-do-data>

Module 3: Context is crucial for purposeful insights

Resources

Case study: USDM - Selecting key project metrics

- [USDM](#)

Module 4: Course 1 end-of-course project

Resources

Course 1 workplace scenario overview: Cyclistic

- [NYC Citi Bike Trips](#)
 - [Census Bureau US Boundaries](#)
 - [Build a simple map guide on Tableau Help](#)
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