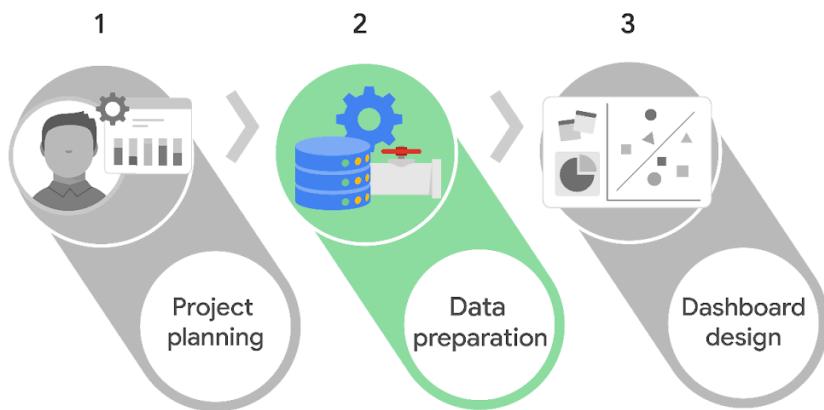




Reading: Explore Course 2 end-of-course project scenarios

Overview

When you approach a project using structured thinking, you will often find that there are specific steps you need to complete in a specific order. The end-of-course projects in the Google Business Intelligence certificate were designed with this in mind. The challenges presented in each course represent a single milestone within an entire project, based on the skills and concepts learned in that course.



Choose the workplace scenario you want to complete:



The certificate program allows you to choose from different workplace scenarios to complete the end-of-course projects: the Cyclistic bike share company or Google Fiber. Each scenario offers you an opportunity to refine your skills and create artifacts to share on the job market in an online portfolio.

You will be practicing similar skills regardless of which scenario you choose, but **you must complete at least one end-of-course project for each course** to earn your Google Business Intelligence certificate. To have a cohesive experience, it is recommended that you choose the same scenario for each end-of-course project. For example, if you chose the Cyclistic scenario to complete in Course 1, we recommend completing this same scenario in Course 2 and 3 as well. However, if you are interested in more than one workplace scenario or would like more of a challenge, you are welcome to do more than one end-of-course project. Completing multiple projects offers you additional practice and examples you can share with prospective employers.

Course 2 end-of-course project scenarios

Cyclistic bike-share



Background:

In this fictitious workplace scenario, the imaginary company Cyclistic has partnered with the city of New York to provide shared bikes. Currently, there are bike stations located throughout Manhattan and neighboring boroughs. Customers are able to rent bikes for easy travel among stations at these locations.

Scenario:

You are a newly hired BI professional at Cyclistic. The company's Customer Growth Team is creating a business plan for next year. They want to understand how their customers are using their bikes; their top priority is identifying customer demand at different station locations. Previously, you gathered information from your meeting notes and completed important project planning documents. Now you are ready for the next part of your project!

Course 2 challenge:

- Use project planning documents to identify key metrics and dashboard requirements
- Observe stakeholders in action to better understand how they use data
- Gather and combine necessary data
- Design reporting tables that can be uploaded to Tableau to create the final dashboard

Note: The story, as well as all names, characters, and incidents portrayed, are fictitious. No identification with actual people (living or deceased) is intended or should be inferred. The data shared in this project has been created for pedagogical purposes.

Google Fiber



Background:

Google Fiber provides people and businesses with fiber optic internet. Currently, the customer service team working in their call centers answers calls from customers in their established service areas. In this fictional scenario, the team is interested in exploring trends in repeat calls to reduce the number of times customers have to call in order for an issue to be resolved.

Scenario:

You are currently interviewing for a BI position on the Google Fiber call center team. As part of the interview process, they ask you to develop a dashboard tool that allows them to explore trends in repeat calls. The team needs to understand how often customers call customer support after their first inquiry. This will help leadership understand how effectively the team can answer customer questions the first time. Previously, you gathered information from your meeting notes and completed important project planning documents. Now you're ready for the next part of your project!

Course 2 challenge:

- Use project planning documents to identify key metrics and dashboard requirements
- Consider best tools to execute your project
- Gather and combine necessary data
- Design reporting tables that can be uploaded to Tableau to create the final dashboard

Key Takeaways

In Course 2, The Path to Insights: Data Models and Pipelines, you focused on understanding how data is stored, transformed, and delivered in a BI environment.

Course 2 skills:

- Combine and transform data
- Identify key metrics
- Create target tables
- Practice working with BI tools

Course 2 end-of-course project deliverables:

- The necessary target tables

Now that you have completed this step of your project and developed the target tables, you are ready to work on your final dashboard in the next course!
