



Reading: Google Business Intelligence Certificate program and Course 1 overview

Hello, and welcome to the **Google Business Intelligence Certificate!** In this program, you will explore the growing field of business intelligence (BI), learn how BI is crucial to organizations and the people they serve, and develop the relevant skills for a future career in the field. By completing the three courses in this certificate program, you'll prepare for entry-level positions in BI. No prior BI experience is required to complete the program, but a foundational background in data analytics is strongly encouraged.

Enter a growing field

Companies report the [largest skills gap](#) in data analytics, and the demand for data analytics skills is growing over [15 times faster](#) than the demand for the average skill in the US. Every business process, in organizations of all types and sizes, generates huge volumes of data. This data may be stored in different locations and formats that are difficult to access and don't provide useful insights. To use that data to effectively inform business decisions, it needs to be retrieved, structured, interpreted, and reported in usable formats that enable stakeholders to understand and act. BI professionals play an extremely important role in this process: They manage data retrieval; organize data; interpret data in different ways to fit the problem at hand; and create data visualizations, dashboards, and other tools to provide stakeholder-ready insights.

Throughout this program, you will have multiple opportunities to develop your BI knowledge and skills. You will explore concepts and scenarios to learn what an entry-level BI professional must know and be able to accomplish to thrive in the field.

Google Business Intelligence Certificate courses

The Google Business Intelligence Certificate has three courses. During each course, you will complete hands-on assignments and projects based on both the day-to-day responsibilities and practical activities of a BI professional. You will learn more about a BI professional's role in an organization and discover how to create tools and processes that empower the decision-making process. And you will create dynamic reports and dashboards that communicate near-real-time data trends. At the end of each course, you will also have an opportunity to complete a new step in a portfolio end-of-course project that will put your new skills to work and demonstrate what you have learned to potential employers. The courses of the program are as follows:

1. **Foundations of Business Intelligence** (current course)
2. **The Path to Insights: Data Models and Pipelines**
3. **Decisions, Decisions: Dashboards and Reports**

4. Accelerate Your Job Search with AI



Foundations of
Business Intelligence



The Path to Insights:
Data Models and Pipelines



Decisions, Decisions:
Dashboards and Reports

Google Data Analytics Certificate content

The courses in the Google Business Intelligence Certificate build on many foundational concepts examined in the [Google Data Analytics Certificate](#). During this program, you will encounter links to content from the Google Data Analytics Certificate. This material is meant to provide an optional review and act as a useful resource.

Benefits for job seekers

After completing all three courses, Google Business Intelligence Certificate graduates get access to exclusive job search resources, courtesy of Google. You'll have the opportunity to:

- Build your resume, participate in mock interviews, and receive job search tips through Big Interview, a job-training platform that's free for program graduates.
- Improve your interview technique with Interview Warmup, a tool built by Google with certificate graduates in mind. Access business intelligence-specific practice questions, transcripts of your responses, and automatic insights that help you grow your skills and confidence.
- Access thousands of job postings and free one-on-one career coaching with Career Circle. (You must be eligible to work in the U.S. to join.)
- Claim your Google Business Intelligence Certificate badge, and share your achievement on LinkedIn to stand out among other candidates to potential employers.

What to expect

Each course offers many types of learning opportunities:

- Videos led by Google instructors teach new concepts, introduce the use of relevant tools, offer career support, and provide inspirational personal stories.
- Readings build on the topics discussed in the videos, introduce related concepts, share useful resources, and describe case studies.
- Self-review activities and labs give you hands-on practice in applying the skills you are learning and allow you to assess your own work by comparing it to a completed example.

- Practice quizzes allow you to check your understanding of key concepts and provide valuable feedback.
- Graded quizzes demonstrate your understanding of the main concepts of a course. You must score 80% or higher on each graded quiz to obtain a certificate, and you can take a graded quiz multiple times to achieve a passing score.

Tips for success

- It is strongly recommended that you go through the items in each lesson in the order they appear because new information and concepts build on previous knowledge.
- Participate in all learning opportunities to gain as much knowledge and experience as possible.
- If something is confusing, don't hesitate to replay a video, review a reading, or repeat a self-review activity.
- When you encounter useful links in this course, bookmark them so you can refer to the information later for study or review.

Course 1 content

Each course of this certificate program is broken into modules. You can complete courses at your own pace, but the module breakdowns are designed to help you finish the entire Google Business Intelligence Certificate in two to four months.

What's to come? Here's a quick overview of the skills you'll learn in each module of this course.



Module 1: Data-driven results through business intelligence

Begin your journey into business intelligence! Find out what's in store for Course 1 and the whole certificate program. You will explore the Qwiklabs platform, procedures, and content types, and meet other learners in the program. Then, you will begin learning about the BI industry and the roles of BI analysts and engineers. You will be introduced to BI tools and techniques for making business decisions and improving processes. Finally, you will learn the similarities and differences between the two fields of BI and data analytics.

Module 2: Business intelligence tools and techniques

After you've built a solid foundation in the basics of BI, you will focus on the actual BI process. This involves learning how to effectively engage with stakeholders, using BI tools to make the most of available data, and applying the power of rapid monitoring to make smart business decisions. In

addition, you will start building some career resources by enhancing your online presence, developing strategies for networking and mentorship, and creating a portfolio that will impress future hiring managers.

Module 3: Context is crucial for purposeful insights

In this part of the course, you will reexamine the data limitation of context from a BI perspective. Then, you will learn about some other data limitations, including how to address constant change and access insights in a timely manner. You will also discover strategies that BI professionals use to anticipate and overcome these limitations. Finally, you will learn more about metrics and how they relate to context.

Module 4: Course 1 end-of-course project

In this part of the course, you'll complete a BI portfolio project based on a BI case study. This experiential learning opportunity will enable you to discover how organizations use BI every day and bring together everything you've learned about BI in a compelling and instructive way. You will learn how to identify the specific types of industries and projects that are most interesting to you. And you will gain strategies for discussing these business types and BI tasks effectively with potential employers.
