



# Reading: Course 1 resources and citations

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## Module 1: Introduction to data science concepts

### Resources

#### Google Advanced Data Analytics Certificate overview

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

#### Understand your readiness score

- [Google Data Analytics Certificate](#)

### Citations

#### Welcome to the Google Advanced Data Analytics certificate program

- Bulao, J. (2022, June 3). [How much data is created every day in 2022?](#) Techjury.
- Kozyrkov, C. (2020, April 2). [What great data analysts do — and why every organization needs them.](#) Harvard Business Review.

#### Introduction to Course 1

- Kozyrkov, C. (2022, August 19). [What on earth is data science?](#) Medium. van der Maas, H. L. J., Snoek, L., & Stevenson, C. E. (2021, July–August). [How much intelligence is there in artificial intelligence? A 2020 update.](#) *Composites Science and Technology*, 62(16), 2085–2086.

#### A brief history of data

- Gill, S. S., Kumar, A., Singh, H., Singh, M., Kaur, K., Usman, M., & Buyya, R. (2021). [Quantum computing: A taxonomy, systematic review and future directions.](#) *Software: Practice and Experience*, 52(1), 66–114
- [History of communication.](#) (n.d.). Wikiwand.com.
- [Office technology.](#) (2018, June 8). Encyclopedia.com.
- Roser, M. (2015, July 14). [Internet.](#) Our World in Data.
- van der Maas, H. L. J., Snoek, L., & Stevenson, C. E. (2021, July–August). [How much intelligence is there in artificial intelligence? A 2020 update.](#) *Composites Science and Technology*, 62(16), 2085–2086.

## Module 2: The impact of data today

### Resources

#### Where data makes a difference for the future

- [internet of things](#)

## Ideal qualities for data analytics professionals

- [Kaggle.com](https://www.kaggle.com)

## Volunteer data skills to make a positive impact

- [Children International](https://www.childrensinternational.org/)
- [Doctors Without Borders](https://www.doctorswithoutborders.org/)
- [Care International](https://www.careinternational.org/)
- [Christopher's Promise](https://christopherspromise.org/)
- [Charity Navigator](https://charitynavigator.org/)
- [Christopher's Promise](https://christopherspromise.org/)
- [DataKind website](https://datakind.org/)
- [Devpost.com](https://devpost.com)
- [Charity Navigator](https://charitynavigator.org/)
- [DataKind](https://datakind.org/)
- [Devpost](https://devpost.com)
- [IRS.gov tax exempt organizations listing](https://www.irs.gov/charity-nonprofits/charitable-organizations)
- [Statistics without borders](https://www.statisticswithoutborders.org/)

## The practices and principles of good data stewardship

- [GDPR](https://gdpr.eu/)
- [LGPD](https://www.lgpd.com/)
- [CCPA](https://www.ccpa.org/)

## Citations

### Data-driven careers

- Kozyrkov, C. (2018, December 4). [What great data analysts do—And why every organization needs them](#). Harvard Business Review.
- Kozyrkov, C. (2021, October 3). [Which flavor of data professional are you?](#) Medium.

### Leverage data analysis in nonprofits

- [5 things you need to know about nonprofits + big data](#). (2018, March 18). EveryAction.
- [DSSG Solve](#). (n.d.).
- [DataKind](#). (n.d.).
- [Charity Makeover](#). (n.d.). Charity Makeover.

### Where data analytics makes an impact

- [Automotive industry: Employment, earnings, and hours](#). (2022, August 19). U. S. Bureau of Labor Statistics.
- [Media and entertainment: Video games sector](#). (n.d.) International Trade Administration.
- [Retail trade: NAICS 44-45](#). (2022, August 19). U. S. Bureau of Labor Statistics.
- [Telecommunications: NAICS 517](#). (2022, August 19). U. S. Bureau of Labor Statistics.

## The future of data careers

- [LinkedIn's 2017 U.S. emerging jobs report](#). (2017, December 7). LinkedIn.

## The practices and principles of good data stewardship

- (2019, February 19). [General Data Protection Regulation \(GDPR\) compliance guidelines](#). GDPR.eu.
- [Artificial Intelligence at Google: Our principles](#). (n.d.). Google AI.
- [California Consumer Privacy Act \(CCPA\)](#). (2022, March 28). State of California - Department of Justice - Office of the Attorney General.
- [General Personal Data Protection Act \(LGPD\)](#). (n.d.). Ministry of Citizenship
- [Safeguarding your data](#). (n.d.). Google Analytics Help.

# Module 3: Your career as a data professional

## Resources

### Current and future tools

- [UC Irvine Machine Learning Repository](#)

### The places you'll go...

- [project on office supply store analytics](#)
- [Jesse Mostipak's profile](#)
- [Ravin Kumar's GitHub page](#)
- [article written by Cassie Kozykov](#)
- [his YouTube video on bias in machine learning and AI, produced by Angelica Spratley](#)

### Practice Quiz: Activity: Write prompts for Gemini

- [gemini.google.com](#)
- [Create a Google Account](#)

## Citations

### The top skills needed for a data career

- Kozyrkov, C. (2018, December 4). [What great data analysts do—And why every organization needs them](#). Harvard Business Review.

### What data professionals do

- Kozyrkov, C. (2022, January 4). [What on earth is data science?](#) Medium.

### Build the perfect data team

- Petersen, S., & Tekiner, F. (n.d.). [Building the data science-driven organization](#). Google Cloud Blog.
- Sorensen, C. (2022, February 17). [How to structure an analytics team](#). Iteration Insights.

- Rath, T. (2007). *StrengthsFinder 2.0*. Gallup Press.

### Organize data teams with a RACI matrix, Part 1

- Daniels, B. (2019, March 12). [The benefits of RACI charting](#). ITS Project Management Office.
- Kantor, B. (2021, December 7). [The RACI matrix: Your blueprint for project success](#). CIO.

## Module 4: Data applications and workflow

### Resources

#### Best communication practices for data professionals

- [U.S. accessibility guidelines](#)
- [The World Wide Web Consortium's \(W3C\) web accessibility initiative](#)

### Citations

#### Communication skills for data professionals

- Nicastro, D. (2018, March 21). [5 communication skills every data scientist needs](#). CMSWire.Com.
- Violino, B. (2021, December 7). [Essential skills and traits of elite data scientists](#). CIO.

## Module 5: Course 1 end-of-course project

### Resources

#### Practice Quiz: Activity: Create your Course 1 TikTok project

- [Learn about TikTok's Trust & Safety team](#)

### Citations

#### Create your New York City TLC project

- [2017 Yellow Taxi trip data - Catalog](#). (n.d.). Data.Gov.
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