

Explore your course 1 scenario: TheLook eCommerce

Learn about the course 1 activity and lab scenario

This reading introduces the activity and lab scenario for course 1, which focuses on cloud data analysis practices and the responsibilities of a cloud data analyst in areas of data collection, storage, processing, and visualization. As you complete the activity and lab, you'll put your cloud data analytics knowledge and skills into practice in your new role as a cloud data analyst at TheLook eCommerce. You'll also use cloud tools like BigQuery, Google Cloud Storage, and Looker Studio to effectively structure, present, and report data.

Note: Be sure to review the **Lab Technical Tips** reading before you begin working on the lab.

Your role



Congratulations! You've joined TheLook eCommerce organization as a cloud data analyst. You're working alongside a growing team of dedicated data professionals who are building and maintaining cloud-based data analytics solutions. The goal is to work with teams across the organization and provide them to understand their data more effectively, free up resources to solve business problems, and help drive data-driven decision making across the organization.

Fashion retail is a highly competitive industry and cloud data analytics is an important part of TheLook eCommerce's strategy to understand customers' needs and behaviors using data so they can make business decisions that are more strategic and efficient. TheLook eCommerce is a thriving global company that sells clothing products in physical stores and through digital channels including their own website, mobile app, and various third-party social media apps. TheLook eCommerce has been growing quickly, as customers love the variety of clothing

styles offered, how it helps them explore fashion in innovative ways, and that they are able to build ethically sourced and sustainable wardrobes.

Your tasks

In the following course 1 activity and lab, you'll be working with the TheLook eCommerce team to:

- **Design a data lifecycle plan:** In this module 3 activity, you'll support TheLook eCommerce in creating an effective data lifecycle using stakeholder feedback. You'll recommend data sources, identify potential data gaps, and suggest data transformations.
- **Navigate BigQuery:** In this module 4 lab, you'll use sales data to create a report for TheLook eCommerce's marketing department. You'll explore tables and filter data to retrieve information that will help the marketing department make informed decisions for their upcoming ad campaign.

As you complete these tasks, you'll build upon your cloud data analytics knowledge to structure, present, and report data in a cloud environment.

Your team members

Martina, Marketing Manager: As the marketing manager, Martina relies on data to create effective ad campaigns, investigate customer retention, and make marketing efforts more cost-effective. You'll work with Martina to deliver insights into data that will impact gaining and retaining satisfied customers.

Meredith, Head of Merchandise: As the head merchandiser, Meredith uses data to monitor product sales, promotions, and customer spending behavior. You'll work with Meredith to help them better understand patterns in sales data.

Artem, Data Architect: As a more senior member of the cloud data analytics team, Artem collaborates with data analysts, data scientists, and other data architects to design the infrastructure of TheLook eCommerce's database. They provide Artem guidance on cloud tools and more complex data analysis tasks. You'll contact Artem with questions about tasks that require using new skills or tools.

Huan, Data Scientist: As a data scientist, Huan works primarily in data research, identifies business questions, collects data from multiple sources, organizes it, and finds answers. You'll work with Huan to optimize dashboards that provide insights into customer shopping patterns.

Kiran, VP of Finance: As the VP of Finance, Kiran is responsible for monitoring key performance indicators (KPIs), like company revenue, at a high level. You'll build visualizations

and dashboards that will help Kiran gain a quick perspective into TheLook eCommerce's sales performance trends.

Trevor, Head of Treasury: As the head of treasury, Trevor identifies metrics to form correlations between customers and loan data. You'll collaborate with Trevor to analyze loan data and build data-driven dashboards to visualize the results.

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

Your deliverables

With the course 1 activity and lab, you will gain valuable practice and apply your new skills as you complete the following:

- Apply the stages of data lifecycle management and form recommendations about data management, analysis, usage, and destruction.
- Leverage feedback from stakeholders to retrieve insightful information from datasets.
- Utilize cloud tools to explore datasets and filter data in a cloud environment.

Good luck! Your TheLook Commerce colleagues are eager to leverage your expertise in analyzing and reporting data in a cloud environment.

Key takeaways

The course 1 cloud data analytics activity and lab are intended for you to practice and apply the skills you've learned so far in the course in a simulated workplace environment that replicates the roles, duties, and tasks of a cloud data analyst. These skills you've honed in this course equip you ability to navigate the cloud data analytics landscape and implement solutions to retrieve insightful information from data. You can also add these skills to your portfolio to demonstrate your experience to potential employers.

Resources for more information

Use these readings to help support you as you work through the lab:

- **SQL query terms reading** available in course 2 module 4
- **Guide to BigQuery reading** available in course 2 module 1
- **Guide to Looker Studio reading** available in course 4 module 3