

- Get started with business intelligence
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Video: Welcome to the Google Business Intelligence Certificate5 min
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Reading: Google Business Intelligence Certificate overview10 min
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Reading: Course 1 overview20 min
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Video: Introduction to Course 12 min
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Reading: Helpful resources and tips20 min
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Video: Sally: Personal career journey2 min
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Ungraded Plugin: Your business intelligence roadmap15 min
- 📖

Reading: Share and connect in the discussion forums20 min
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Discussion Prompt: Share advice with other learners15 min

The organizations and teams that benefit from business intelligence

Business intelligence structures and stages

How business intelligence makes an impact

Program plans and expectations

Review: Data-driven results through business intelligence

[Optional] Review Google Data Analytics Certificate content

Course 1 overview

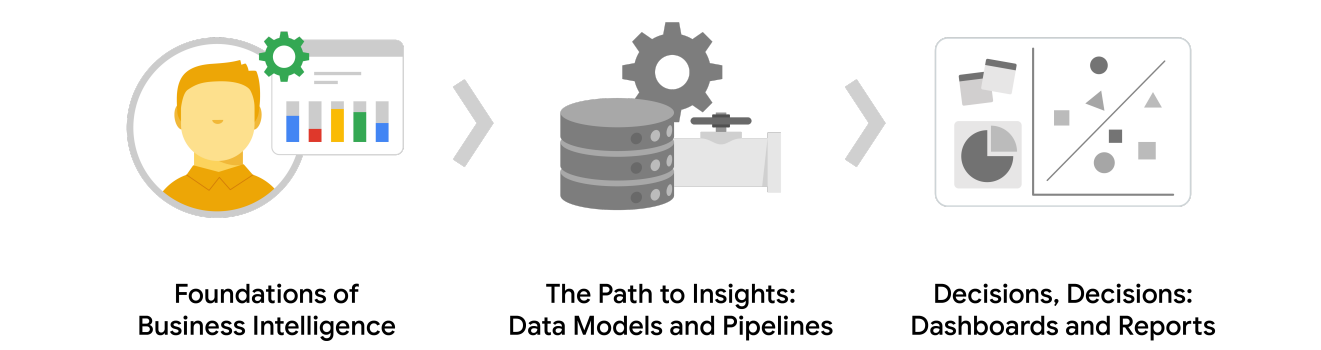


Hello, and welcome to **Foundations of Business Intelligence**, the first course in the Google Business Intelligence Certificate. You're starting an exciting journey!

By the end of this course, you will discover the role of business intelligence (BI) professionals within an organization, explore how data is used in business processes and decision-making, and investigate BI tools you can use on the job.

Course descriptions

The Google Business Intelligence Certificate has three courses. **Foundations of Business Intelligence** is the first course.



- Foundations of Business Intelligence** — (current course) Discover the role of BI professionals within an organization and the career paths they typically follow. Then, explore core BI practices and tools and learn how BI professionals use them to make a positive impact on organizations.
- The Path to Insights: Data Models and Pipelines** — Explore data modeling and ETL processes for extracting data from source systems, transforming it into formats that better enable analysis, and driving business processes and goals.
- Decisions, Decisions: Dashboards and Reports** — Apply your knowledge of BI and data modeling to create dynamic dashboards that track key performance indicators to meet stakeholder needs.

Course 1 content

Each course of this certificate program is broken into weeks. You can complete courses at your own pace, but the weekly 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 week of this course.



Week 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 Coursera 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.

Week 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.

Week 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.

Week 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.

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.
- Discussion prompts** explore course topics for better understanding and allow you to chat and exchange ideas with other learners in the **discussion forums**.
- 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.
- Interactive plug-ins** encourage you to practice specific tasks and help you integrate knowledge you have gained in the course.
- In-video quizzes** help you check your comprehension as you progress through each video.
- 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.
- Use the additional resources that are referenced in this course. They are designed to support your learning. You can find all of these resources in the **Resources** tab.
- When you encounter useful links in this course, bookmark them so you can refer to the information later for study or review.
- Understand and follow the **Coursera Code of Conduct** to ensure that the learning community remains a welcoming, friendly, and supportive place for all members.

Mark as completed