

Get started with business intelligence

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Video: Welcome to the Google Business Intelligence Certificate
5 min
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Reading: Google Business Intelligence Certificate overview
10 min
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Reading: Course 1 overview
20 min
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Video: Introduction to Course 1
2 min
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Reading: Helpful resources and tips
20 min
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Video: Sally: Personal career journey
2 min
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Ungraded Plugin: Your business intelligence roadmap
15 min
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Reading: Share and connect in the discussion forums
20 min
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Discussion Prompt: Share advice with other learners
15 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

Google Business Intelligence Certificate 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](#) [↗](#)



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.

Congratulations on taking this first step to build your skills for a career in business intelligence. Enjoy the journey!