

Constant change and other limitations

Move beyond data limitations

Review: Context is crucial for purposeful insights

Video: Wrap-up  
1 min

Reading: Glossary terms from week 3  
10 min

Quiz: Weekly challenge 3  
8 questions

[Optional] Review Google Data Analytics Certificate content

# Glossary terms from week 3

**Data availability:** The degree or extent to which timely and relevant information is readily accessible and able to be put to use

**Data integrity:** The accuracy, completeness, consistency, and trustworthiness of data throughout its life cycle

**Data visibility:** The degree or extent to which information can be identified, monitored, and integrated from disparate internal and external sources

**Vanity metric:** Data points that are intended to impress others, but are not indicative of actual performance and, therefore, cannot reveal any meaningful business insights

## Terms and their definitions from previous modules

### A

**Application programming interface (API):** A set of functions and procedures that integrate computer programs, forming a connection that enables them to communicate

**Applications software developer:** A person who designs computer or mobile applications, generally for consumers

### B

**Business intelligence (BI):** Automating processes and information channels in order to transform relevant data into actionable insights that are easily available to decision-makers

**Business intelligence governance:** A process for defining and implementing business intelligence systems and frameworks within an organization

**Business intelligence monitoring:** Building and using hardware and software tools to easily and rapidly analyze data and enable stakeholders to make impactful business decisions

**Business intelligence stages:** The sequence of stages that determine both BI business value and organizational data maturity, which are capture, analyze, and monitor

**Business intelligence strategy:** The management of the people, processes, and tools used in the business intelligence process

### D

**Data analysts:** People who collect, transform, and organize data

**Data governance professionals:** People who are responsible for the formal management of an organization's data assets

**Data maturity:** The extent to which an organization is able to effectively use its data in order to extract actionable insights

**Data model:** A tool for organizing data elements and how they relate to one another

**Data pipeline:** A series of processes that transports data from different sources to their final destination for storage and analysis

**Data warehousing specialists:** People who develop processes and procedures to effectively store and organize data

**Deliverable:** Any product, service, or result that must be achieved in order to complete a project

**Developer:** A person who uses programming languages to create, execute, test, and troubleshoot software applications

### E

**ETL (extract, transform, and load):** A type of data pipeline that enables data to be gathered from source systems, converted into a useful format, and brought into a data warehouse or other unified destination system

### I

**Information technology professionals:** People who test, install, repair, upgrade, and maintain hardware and software solutions

**Iteration:** Repeating a procedure over and over again in order to keep getting closer to the desired result

### K

**Key performance indicator (KPI):** A quantifiable value, closely linked to business strategy, which is used to track progress toward a goal

### M

**Metric:** A single, quantifiable data point that is used to evaluate performance

### P

**Portfolio:** A collection of materials that can be shared with potential employers

**Project manager:** A person who handles a project's day-to-day steps, scope, schedule, budget, and resources

**Project sponsor:** A person who has overall accountability for a project and establishes the criteria for its success

### S

**Strategy:** A plan for achieving a goal or arriving at a desired future state

**Systems analyst:** A person who identifies ways to design, implement, and advance information systems in order to ensure that they help make it possible to achieve business goals

**Systems software developer:** A person who develops applications and programs for the backend processing systems used in organizations

### T

**Tactic:** A method used to enable an accomplishment

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