Explore Course 1 end-of-course project scenarios

When you approach a project using structured thinking, you will often find that there are specific steps you need to complete in a specific order. The end-of-course projects in the Google Business Intelligence certificate were designed with this in mind. The challenges presented in each course represent a single milestone within an entire project, based on the skills and concepts learned in that course.
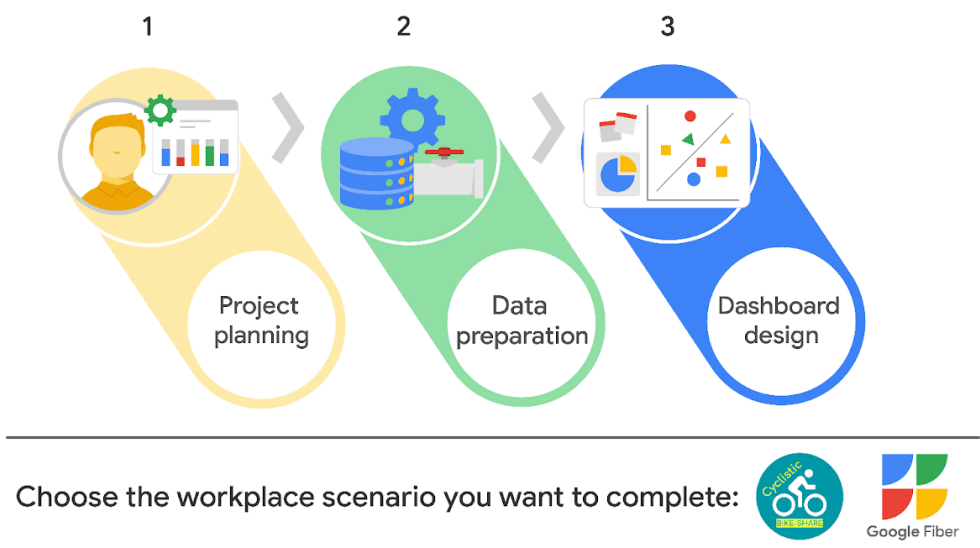
The certificate program allows you to choose from different workplace scenarios to complete the end-of-course projects: the Cyclistic bike share company or Google Fiber. Each scenario offers you an opportunity to refine your skills and create artifacts to share on the job market in an online portfolio.

You will be practicing similar skills regardless of which scenario you choose, but **you must complete at least one end-of-course project for each course** to earn your Google Business Intelligence certificate. To have a cohesive experience, it is recommended that you choose the same scenario for each end-of-course project. For example, if you choose the Cyclistic scenario to complete in Course 1, we recommend completing this same scenario in Course 2 and 3 as well. However, if you are interested in more than one workplace scenario or would like more of a challenge, you are welcome to do more than one end-of-course project. Completing multiple projects offers you additional practice and examples you can share with prospective employers.

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Cyclistic bike-share

Background:

In this fictitious workplace scenario, the imaginary company Cyclistic has partnered with the city of New York to provide shared bikes. Currently, there are bike stations located throughout Manhattan and neighboring boroughs. Customers are able to rent bikes for easy travel among stations at these locations.

Scenario:

You are a newly hired BI professional at Cyclistic. The company's Customer Growth Team is creating a business plan for next year. They want to understand how their customers are using their bikes; their top priority is identifying customer demand at different station locations.

Course 1 challenge:

- Gather information from notes taken at the last Cyclistic executive meeting

- Identify relevant stakeholders for each task

- Organize tasks into milestones

- Complete project planning documents in order to align with stakeholders

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

Google Fiber

Background:

Google Fiber provides people and businesses with fiber optic internet. Currently, the customer service team working in their call centers answers calls from customers in their established service areas. In this fictional scenario, the team is interested in exploring trends in repeat calls to reduce the number of times customers have to call in order for an issue to be resolved.

Scenario:

You are currently interviewing for a BI position on the Google Fiber call center team. As part of the interview process, they ask you to develop a dashboard tool that allows them to explore trends in repeat calls. The team needs to understand how often customers call customer support after their first inquiry. This will help leadership understand how effectively the team can answer customer questions the first time.

Course 1 challenge:

- Gather information from notes taken during your interview with Google Fiber

- Identify relevant stakeholders for each task

- Organize tasks into milestones

- Complete project planning documents in order to align with stakeholders

Key Takeaways

In Course 1, Foundations of Business intelligence, you explored the world of BI professionals and learned how BI contributes to an organization's vision.

Course 1 skills:

- Practice effective communication

- Understand cross-functional team dynamics

- Perform effective project management

- Share insights and ideas with stakeholders

Course 1 end-of-course project deliverables:

- Three BI project planning documents

You will have the opportunity to explore the scenarios in more detail coming up in the workplace scenario overview readings. Once you have read the overviews, choose which workplace scenario is most interesting to you!

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