Welcome to the Google Data Analytics Certificate

Notes Discuss

~~"How can we get customers to recycle our product packaging?"~~

"What design features will make our packaging easier to recycle?"

Data analysis

The collection, transformation, and organization of data in order to draw conclusions, make predictions, and drive informed decision-making

Data analyst

Someone who collects, transforms, and organizes data in order to help make informed decisions

Data ecosystems

The various elements that interact with one another in order to produce, manage, store, organize, analyze, and share data

Powerful on keep refocusing + improving how to think on the questions

Methodology

Google	EMC
Ask	discovery
Prepare	pre-proess
Process	model plan
Analyze	model build
Share	comm info
Act	operationalize

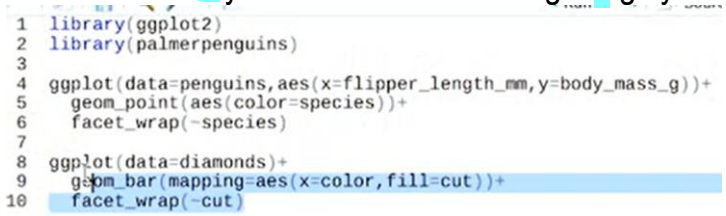
Instruction Method ontology

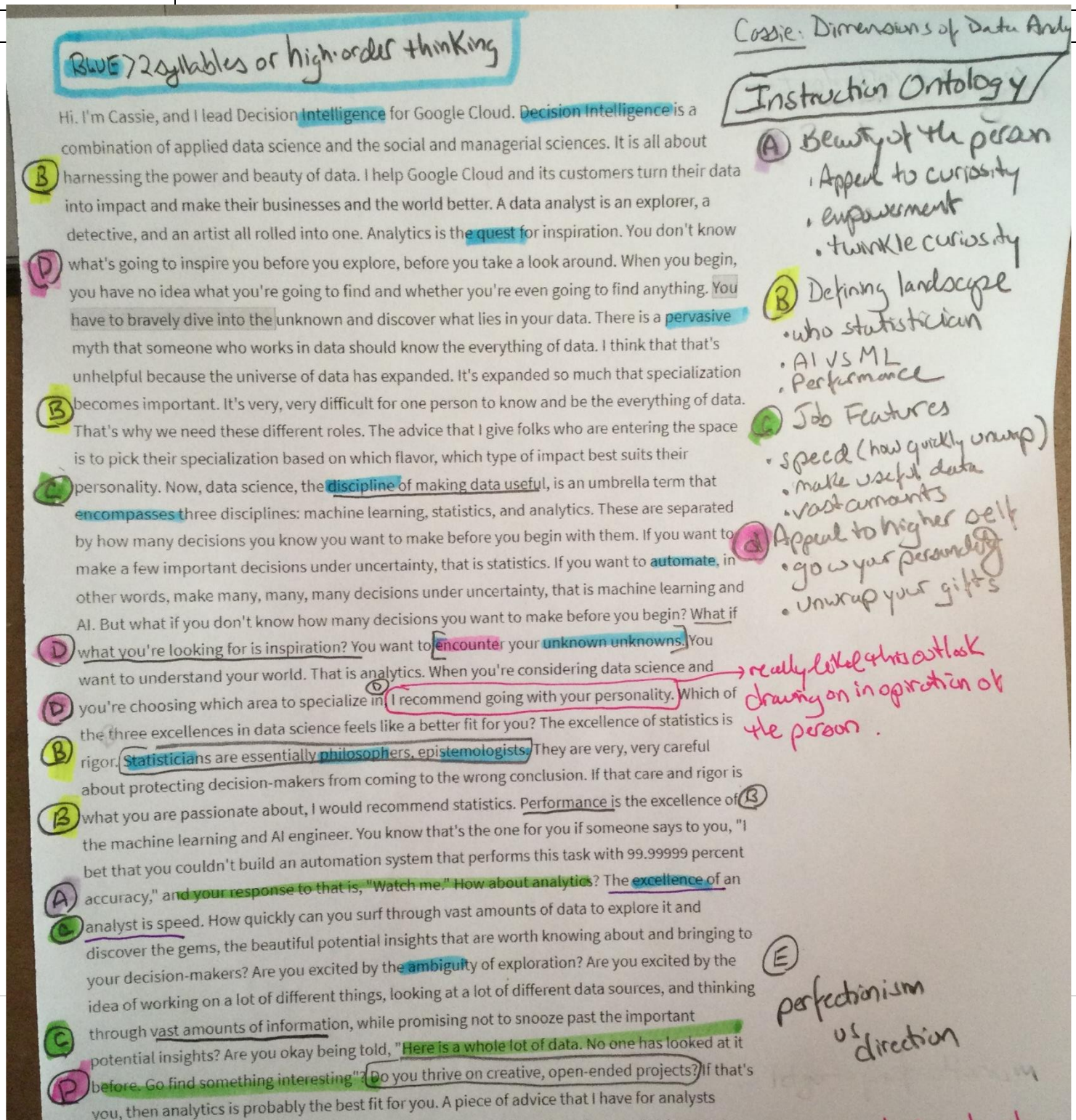
- Beauty of the person: appeal to curiosity, empowerment
- Defining landscape: who=statistician, AI vs ML, business performance, could be in ocean or brick and mortar
- Job features: speed, make useful data, appeal to largeness of world and what captured
- Appeal to higher self – go w your personality, unwrap your gifts

Word farm - combines connecting to larger world, using ecosystem concept

- Layer >2 syllable words but not overwhelming
- tones it down after intro while absorption going on
- stretching the mind

Intelligence, quest, pervasive, discipline, unknown unknowns, encompasses, personality, statistician, philosophers, epistemologists, excellence, watch me, ambiguity, speed, go find, thrive on creative, unwrap this gift, automate, discover, bravely dive, data alone, inconsistencies, empowering, you have discovered, tip of the iceburg, data driven decision making, decision making process, gut instinct, preservation, historical, the more you practice, find patterns (sherlock), data + business knowledge = mystery solved,

Welcome to Google Analytics	
Who	Message Key Words Goal
Ximena- financial analyst	Helping you learn how to ask the right questions about data • ~~How can we get customers to recycle our product packaging?~~ • What design features will make our packaging easier to recycle? The project you work on and problems trying to solve
Hallie – analytical lead	I am so excited to show you how to prepare your data so its ready for analysis
Sally – measurement and analytical lead	Together we will cover how to process and clean data. Cleaning doesn't require soap and water but is complete, correct and relevant to the problem tying to sold
Ayanna – global insights	We'll be digging into analysis Collect, transform and organize data So that you can use it to discover useful information draw conclusions and make great decisions
Kevin Hartman director of Analytics	With my experience as director of analytics at google, ill guide you through what I think the most exciting part of the data analysis process. Plan create and present effective and compelling data visualizations
Carrie – global insights manager	Cant wait to tell you about all the exciting things you can do with programming language R. Are you ready?  1 library(ggplot2) 2 library(palmerpenguins) 3 4 ggplot(data=penguins,aes(x=flipper_length_mm,y=body_mass_g))+ 5 geom_point(aes(color=species))+ 6 facet_wrap(~species) 7 8 ggplot(data=diamonds)+ 9 geom_bar(mapping=aes(x=color,fill=cut))+ 10 facet_wrap(~cut)
Rishie – Global Analytics Skills Curriculum Manager	Im going to help you bring together everything you have learned in thei program by creating a case study that will dazzle any hiring manager. Just like the capstone of a great building shows everyone it is complete. Your case study will signify your own great achievement of earning a google certificate in google analytics



BLUE 72 syllables or high order thinking

Hi. I'm Cassie, and I lead Decision Intelligence for Google Cloud. Decision Intelligence is a combination of applied data science and the social and managerial sciences. It is all about harnessing the power and beauty of data. I help Google Cloud and its customers turn their data into impact and make their businesses and the world better. A data analyst is an explorer, a detective, and an artist all rolled into one. Analytics is the quest for inspiration. You don't know what's going to inspire you before you explore, before you take a look around. When you begin, you have no idea what you're going to find and whether you're even going to find anything. You have to bravely dive into the unknown and discover what lies in your data. There is a pervasive myth that someone who works in data should know the everything of data. I think that that's unhelpful because the universe of data has expanded. It's expanded so much that specialization becomes important. It's very, very difficult for one person to know and be the everything of data. That's why we need these different roles. The advice that I give folks who are entering the space is to pick their specialization based on which flavor, which type of impact best suits their personality. Now, data science, the discipline of making data useful, is an umbrella term that encompasses three disciplines: machine learning, statistics, and analytics. These are separated by how many decisions you know you want to make before you begin with them. If you want to make a few important decisions under uncertainty, that is statistics. If you want to automate, in other words, make many, many, many decisions under uncertainty, that is machine learning and AI. But what if you don't know how many decisions you want to make before you begin? What if what you're looking for is inspiration? You want to encounter your unknown unknowns. You want to understand your world. That is analytics. When you're considering data science and you're choosing which area to specialize in, I recommend going with your personality. Which of the three excellences in data science feels like a better fit for you? The excellence of statistics is rigor. Statisticians are essentially philosophers, epistemologists. They are very, very careful about protecting decision-makers from coming to the wrong conclusion. If that care and rigor is what you are passionate about, I would recommend statistics. Performance is the excellence of the machine learning and AI engineer. You know that's the one for you if someone says to you, "I bet that you couldn't build an automation system that performs this task with 99.99999 percent accuracy," and your response to that is, "Watch me." How about analytics? The excellence of an analyst is speed. How quickly can you surf through vast amounts of data to explore it and discover the gems, the beautiful potential insights that are worth knowing about and bringing to your decision-makers? Are you excited by the ambiguity of exploration? Are you excited by the idea of working on a lot of different things, looking at a lot of different data sources, and thinking through vast amounts of information, while promising not to snooze past the important potential insights? Are you okay being told, "Here is a whole lot of data. No one has looked at it before. Go find something interesting"? Do you thrive on creative, open-ended projects? If that's you, then analytics is probably the best fit for you. A piece of advice that I have for analysts

Cassie: Dimensions of Data Analytics

Instruction Ontology

(A) Beauty of the person
- Appeal to curiosity
- empowerment
- twinkle curiosity

(B) Defining landscape
- who statistician
- AI vs ML
- Performance

(C) Job Features
- speed (how quickly unwrap)
- make useful data
- vast amounts

(D) Appeal to higher self
- go w your personality
- unwrap your gifts

really liked this outlook drawing on inspiration of the person.

(E) perfectionism vs direction

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