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Timeline

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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

Graphical user interface, text, application

Description automatically generatedGraphical user interface, text

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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,

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| --- | --- |
| 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? |
| 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 |
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A white board with writing on it

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Text

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