

Course 2 overview: Set your expectations

Hello, and welcome to the second course of the Google Data Analytics Certificate program. You're on an exciting journey!

In this part of the program, you'll learn how data analysts use structured thinking to solve business problems. Then, you'll explore how to ask effective questions and use the answers to tell a meaningful story about data. Finally, you'll discover strategies for effectively communicating and collaborating with your stakeholders when defining a problem and presenting data insights. This will enable you to support and advance business goals with data!



Course Overview

1. [Foundations: Data, Data, Everywhere](#)
2. **Ask Questions to Make Data-Driven Decisions** (this course)
3. [Prepare Data for Exploration](#)
4. [Process Data from Dirty to Clean](#)
5. [Analyze Data to Answer Questions](#)
6. [Share Data Through the Art of Visualization](#)
7. [Data Analysis with R Programming](#)
8. [Google Data Analytics Capstone: Complete a Case Study](#)

Course 2 content

Each course is broken into modules. Here's a quick overview of the skills you'll gain in each of the four Course 2 modules.

Module 1: Ask effective questions

Data analysts are constantly asking questions in order to find solutions and identify business potential. In this part of the course, you'll learn about effective questioning techniques that will help guide your analysis.

Module 2: Make data-driven decisions

In analytics, data drives decision-making, and this is your opportunity to explore data of all kinds and its impact on all sorts of business decisions. You'll also learn how to effectively share your data through reports and dashboards.

Module 3: Spreadsheet magic

Spreadsheets are a key data analytics tool. Here you'll learn both why and how data analysts use spreadsheets in their work. You'll also investigate how structured thinking helps analysts understand problems and come up with solutions.

Module 4: Always remember the stakeholder

Successful data analysts balance the needs and expectations of their team and the stakeholders they support. In this part of the course, you'll learn strategies for managing stakeholder expectations while establishing clear communication with your team.

What to expect

Each course offers many types of learning opportunities:

- **Videos** for instructors to teach new concepts and demonstrate the use of tools
- **In-video questions** that pop up from time to time to help you to check your understanding of key concepts and skills
- **Step-by-step guides** you can use to follow along with instructors as they demonstrate tools
- **Readings** to explore topics more in-depth and build on the concepts from the videos
- **Discussion forums** to share, explore, and reinforce lesson topics
- **Discussion prompts** to promote thinking and engagement in the discussion forums
- **Practice quizzes** to prepare you for graded quizzes
- **Graded quizzes** to measure your progress and give you valuable feedback

This program was designed to let you work at your own pace—your personalized deadlines are just a guide. There is no penalty for late assignments. To earn your certificate, you simply need to complete all of the work.

If you miss two assessment deadlines in a row, or if you miss an assessment deadline by two weeks, you'll see a **Reset deadlines** option on the **Grades** page. Click it to switch to a new course schedule with updated deadlines. You can use this option as many times as you need—it won't remove any progress you've already made in the course, but you may find new course content if the instructor updated the course after you started. If you cancel a subscription and then reactivate it, your deadlines will automatically reset.

In this course, you'll be assessed with quizzes that are based on the wide variety of learning materials and activities that reinforce the important skills you'll develop. Both types of quizzes can be taken more than once.

Tips for success

- It is strongly recommended that you go through the items in each lesson in the order they appear because new information and concepts build on previous knowledge.
- Participate in all learning opportunities to gain as much knowledge and experience as possible.
- If something is confusing, don't hesitate to replay a video, review a reading, or repeat a self-review activity.
- Use the additional resources that are referenced in this course. They are designed to support your learning. You can find all of these resources in the [Resources](#) tab.

- When you encounter useful links in this course, bookmark them so you can refer to the information later for study or review.
- Understand and follow the [Coursera Code of Conduct](#) to ensure that the learning community remains a welcoming, friendly, and supportive place for all members.

Congratulations on choosing to become part of the wonderful world of data analytics!

Updates to the course

As you complete this course, you may notice updates to the content, like new practice materials and additional examples. These updates ensure the program provides up-to-date skills and guidance that will help you in your data analytics career. If you previously completed a graded activity, you *may* need to repeat the assessment in order to complete this course. For more information, check out [the course discussion forum](#).