**- COURSE 08 -**

**- MODULE 1 : CAPSTONE BASICS -**

A capstone is a crowning achievement. In this part of the course, you’ll be introduced to capstone projects, case studies, and portfolios, and will learn how they help employers better understand your skills and capabilities. You’ll also have an opportunity to explore the online portfolios of real data analysts.

### **Learning Objectives**

* Identify the key features and attributes of a completed case study
* Differentiate between a capstone, case study, and a portfolio

INTRODUCTION TO THE CAPSTONE

[COURSE 8 OVERVIEW: SET YOUR EXPECTATIONS](https://www.coursera.org/learn/google-data-analytics-capstone/supplement/f9fgU/course-8-overview-set-your-expectations)

1. [Foundations: Data, Data, Everywhere](https://www.coursera.org/learn/foundations-data/home/welcome)
2. [Ask Questions to Make Data-Driven Decisions](https://www.coursera.org/learn/ask-questions-make-decisions/home/welcome)
3. [Prepare Data for Exploration](https://www.coursera.org/learn/data-preparation/home/welcome)
4. [Process Data from Dirty to Clean](https://www.coursera.org/learn/process-data/home/welcome)
5. [Analyze Data to Answer Questions](https://www.coursera.org/learn/analyze-data/home/welcome)
6. [Share Data Through the Art of Visualization](https://www.coursera.org/learn/visualize-data/home/welcome)
7. [Data Analysis with R Programming](https://www.coursera.org/learn/data-analysis-r/home/welcome)
8. **Google Data Analytics Capstone: Complete a Case Study** *(this course)*

You are approaching the last leg of your journey: the eighth and final course! You have gained the knowledge and job-ready skills to work as an entry-level data analyst. Through video vignettes, readings, journal entries, hands-on activities, online discussions, and networking with other learners, you now know what it takes to analyze and process data. You can find key insights and solve business problems using data.

To recap the highlights of your journey, you:

* Discovered data analysis, data analytics, and data ecosystems, and how data is used in organizational decision-making
* Learned how to ask SMART questions to make data-driven decisions, use spreadsheets, and work effectively with stakeholders
* Explored analytical thinking skills, the data analysis process, and the use of spreadsheets, SQL, and data visualizations as core data tools
* Practiced cleaning data in spreadsheets and SQL databases, and learned how important it is to verify, document, and report the cleaning process to ensure data integrity
* Organized, sorted, filtered, and aggregated data for analysis, and performed basic calculations with functions and formulas in spreadsheets, and SQL queries and temporary tables in databases
* Learned about design thinking, created visualizations and dashboards in Tableau, and worked on your communication skills to present engaging data-driven stories
* Wrote code in the R programming language to clean and analyze data, used RStudio to edit and run your code, and created detailed data visualizations in RStudio

## **What to expect**

The Google Data Analytics Certificate Capstone Project is an opportunity for you to use many of the skills and competencies you gained from earlier courses. You have already invested many weeks in the program, so completing this capstone project is like a grand celebration of your learning achievements! The Capstone Project is optional, and choosing whether or not to complete it will not affect your ability to receive your certificate. However, it is highly recommended! Completing the Capstone Project is a great way to put everything you’ve learned together and will be useful for future job applications.

What’s next? After you go over what capstone projects, case studies, and portfolios are, you will be presented with realistic cases. You will then choose one of them to use as your case study. Or, as an alternative, you can think of a case that aligns with your personal interests and use that for your case study. This will be your chance to actually go through the six steps of the data analysis process from start to finish. Use the links at the top of this page to review any content in other courses in the program to help you complete your case study.

Then, after you complete your case study, you can include it in your online portfolio. Your project will boost your confidence! You will be able to refer to it as an example of your work when you interview for data analyst positions. And finally, after you complete your project, you can use the final materials in this course to help you prepare for a job interview. Good luck, and enjoy working on your case study.

## **Course content**

Course 8 – Google Data Analytics Capstone: Complete a Case Study

1. **Capstone basics:** A capstone project in Coursera refers to a final project at the end of a study program. In the real world, these types of projects are more often referred to as case studies, Case studies are common ways for employers to assess the skills of prospective job candidates. In this part of the course, you will explore the benefits of using capstone projects, case studies, and portfolios to showcase your new skills to potential employers.
2. **Building your portfolio:** In this part of the course, you will be introduced to two tracks (and possible cases for you to use) to complete your capstone project. Depending on which track you choose, you will then be directed to specific lessons and instructions that are applicable to the track you selected. The final deliverable in either track is a finished case study for your online portfolio.
3. **Using your portfolio:** Having a case study in your portfolio is a first step. In this part of the course, you will focus on how you will use your portfolio to highlight skills that employers are looking for. You will develop an elevator pitch for your case study that enables people to quickly grasp a high-level understanding of what you did. Then, you can practice incorporating aspects of your case study into answers for different types of interview questions.

## **Course deliverables**

Your final deliverables will include the following:

* Completed case study
* Online portfolio
* Elevator pitch (for your case study)
* Updated LinkedIn profile

Your case study won’t be graded, but use all resources provided to help you successfully complete it. Participate in the [**Discussion Forums**](https://www.coursera.org/learn/google-data-analytics-capstone/discussions) for this course to chat with others who are working on the same or similar case studies. Strategies may be shared, but not specific analysis steps or activities. If you don’t already have an account, set up one on the platform you have chosen to host your portfolio. Practice your elevator pitch for your case study or share it with others to fine tune it.

## **Certificate requirements**

To qualify for the certificate, let us know if you've completed the optional case study (it's highly recommended) and pass all of the earlier required Course Challenges in the certificate with at least 80% correct answers. It’s certainly all right if you don’t pass a Course Challenge the first time you go through it. Before you try again, retake the practice quizzes to help you identify the topics you need to review. Then, go back to the videos and readings for those topics to better understand what you may have missed. You can take a Course Challenge up to three times to achieve a passing score.

You are on the path to getting your certificate soon!

**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.](https://www.coursera.org/learn/google-data-analytics-capstone/discussions)

[REFRESHER: YOUR GOOGLE DATA ANALYTICS CERTIFICATE ROADMAP](https://www.coursera.org/learn/google-data-analytics-capstone/ungradedWidget/8ZLnB/refresher-your-google-data-analytics-certificate-roadmap)

[INTRODUCING THE CAPSTONE PROJECT](https://www.coursera.org/learn/google-data-analytics-capstone/lecture/vDmXA/introducing-the-capstone-project)

[EXPLORE PORTFOLIOS](https://www.coursera.org/learn/google-data-analytics-capstone/supplement/umI9H/explore-portfolios)

[DATA JOURNAL: PREPARE FOR YOUR PROJECT](https://www.coursera.org/learn/google-data-analytics-capstone/quiz/oNWJe/data-journal-prepare-for-your-project)

[RISHIE: WHAT EMPLOYERS LOOK FOR IN DATA ANALYSTS](https://www.coursera.org/learn/google-data-analytics-capstone/lecture/wsFXf/rishie-what-employers-look-for-in-data-analysts)

[INTRODUCE YOURSELF](https://www.coursera.org/learn/google-data-analytics-capstone/discussionPrompt/boH9Q/introduce-yourself)

SAMPLE CASES FOR DATA PROFESSIONALS

[BEST-IN-CLASS](https://www.coursera.org/learn/google-data-analytics-capstone/lecture/GQVN8/best-in-class)

[YOUR PORTFOLIO AND CASE STUDY CHECKLIST](https://www.coursera.org/learn/google-data-analytics-capstone/supplement/J4RDY/your-portfolio-and-case-study-checklist)

[REVISIT CAREER PATHS IN DATA](https://www.coursera.org/learn/google-data-analytics-capstone/supplement/g8ypL/revisit-career-paths-in-data)

[NEXT STEPS](https://www.coursera.org/learn/google-data-analytics-capstone/supplement/f3jEs/next-steps)

**- MODULE 2 : BUILD YOUR PORTFOLIO -**

In this part of the course, you’ll review two possible tracks to complete your case study. You can use a dataset from one of the business cases provided or search for a public dataset to develop a business case for an area of personal interest. In addition, you'll be introduced to several platforms for hosting your completed case study.

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### **Learning Objectives**

* Apply the practices and procedures associated with the data analysis process to a given set of data.
* Discuss the expectations involved in completing a data analysis case study.
* Move their portfolio to Kaggle, post and make it public
* Add R Code to a Kaggle Notebooks
* Recall the different types of Kaggle Notebooks

GET STARTED

[INTRODUCTION TO BUILDING YOUR PORTFOLIO](https://www.coursera.org/learn/google-data-analytics-capstone/supplement/NNGNj/introduction-to-building-your-portfolio)

[GET STARTED WITH YOUR CASE STUDY](https://www.coursera.org/learn/google-data-analytics-capstone/lecture/AOqWB/get-started-with-your-case-study)

[CHOOSE YOUR CASE STUDY TRACK](https://www.coursera.org/learn/google-data-analytics-capstone/supplement/NTV8r/choose-your-case-study-track)

[CAPSTONE ROADMAP](https://www.coursera.org/learn/google-data-analytics-capstone/ungradedWidget/8j3Hf/capstone-roadmap)

**CASE STUDY TRACK A** **:** WORK WITH EXISTING QUESTIONS AND DATASETS

[TRACK A DETAILS](https://www.coursera.org/learn/google-data-analytics-capstone/supplement/bY66y/track-a-details)

[CASE STUDY 1: HOW DOES A BIKE-SHARE NAVIGATE SPEEDY SUCCESS?](https://www.coursera.org/learn/google-data-analytics-capstone/supplement/7PGIT/case-study-1-how-does-a-bike-share-navigate-speedy-success)

[CASE STUDY 2: HOW CAN A WELLNESS COMPANY PLAY IT SMART?](https://www.coursera.org/learn/google-data-analytics-capstone/supplement/ZsmDD/case-study-2-how-can-a-wellness-company-play-it-smart)

[CASE STUDY 1: HOW DOES A BIKE-SHARE NAVIGATE SPEEDY SUCCESS?](https://www.coursera.org/learn/google-data-analytics-capstone/discussionPrompt/3f0B9/case-study-1-how-does-a-bike-share-navigate-speedy-success)

[CASE STUDY 2: HOW CAN A WELLNESS COMPANY PLAY IT SMART?](https://www.coursera.org/learn/google-data-analytics-capstone/discussionPrompt/BQyYm/case-study-2-how-can-a-wellness-company-play-it-smart)

**CASE STUDY TRACK B :** CHOOSE YOUR OWN QUESTIONS AND DATASETS

[TRACK B DETAILS](https://www.coursera.org/learn/google-data-analytics-capstone/supplement/zbwbs/track-b-details)

[CASE STUDY 3: FOLLOW YOUR OWN CASE STUDY PATH](https://www.coursera.org/learn/google-data-analytics-capstone/supplement/vcS93/case-study-3-follow-your-own-case-study-path)

[RESOURCES TO EXPLORE OTHER CASE STUDIES](https://www.coursera.org/learn/google-data-analytics-capstone/supplement/ZQGDM/resources-to-explore-other-case-studies)

[CASE STUDY 3: FOLLOW YOUR OWN CASE STUDY PATH](https://www.coursera.org/learn/google-data-analytics-capstone/discussionPrompt/2RsQw/case-study-3-follow-your-own-case-study-path)

SHARE YOUR CASE STUDY AND PORTFOLIO

[UNLIMITED POTENTIAL WITH ANALYTICS CASE STUDIES](https://www.coursera.org/learn/google-data-analytics-capstone/lecture/bQG93/unlimited-potential-with-analytics-case-studies)

[SHARE YOUR PORTFOLIO](https://www.coursera.org/learn/google-data-analytics-capstone/lecture/PaZYY/share-your-portfolio)

[CREATE YOUR ONLINE PORTFOLIO](https://www.coursera.org/learn/google-data-analytics-capstone/supplement/m86c7/create-your-online-portfolio)

[HANDS-ON ACTIVITY: ADD YOUR PORTFOLIO TO KAGGLE](https://www.coursera.org/learn/google-data-analytics-capstone/quiz/Ovp6u/hands-on-activity-add-your-portfolio-to-kaggle)

[OPTIONAL: SHARE YOUR PORTFOLIO WITH OTHERS](https://www.coursera.org/learn/google-data-analytics-capstone/discussionPrompt/Y2d8m/optional-share-your-portfolio-with-others)

**- MODULE 3 : USE YOUR PORTFOLIO -**

Your portfolio is meant to be seen and explored. In this part of the course, you’ll learn how to discuss your portfolio and highlight specific skills in interview scenarios. You’ll also create and practice an elevator pitch for your case study. Finally, you’ll discover how to position yourself as a top applicant for data analyst jobs with useful and practical interview tips.

### **Learning Objectives**

* Discuss the benefits and uses of case studies and portfolios in the job search.
* Discuss the use of case studies and portfolios when communicating with recruiters and potential employers.

SHARE YOUR WORK WITH RECRUITERS

[INTRODUCTION TO SHARING YOUR WORK](https://www.coursera.org/learn/google-data-analytics-capstone/supplement/oYSz8/introduction-to-sharing-your-work)

[DISCUSSING YOUR PORTFOLIO](https://www.coursera.org/learn/google-data-analytics-capstone/lecture/BBZ2K/discussing-your-portfolio)

[SELF-REFLECTION: POLISH YOUR PORTFOLIO](https://www.coursera.org/learn/google-data-analytics-capstone/quiz/Ct0Ct/self-reflection-polish-your-portfolio)

IN THE INTERVIEW

[THE INTERVIEW PROCESS](https://www.coursera.org/learn/google-data-analytics-capstone/supplement/EcvV9/the-interview-process)

[SCENARIO VIDEO SERIES INTRODUCTION](https://www.coursera.org/learn/google-data-analytics-capstone/supplement/EwEjY/scenario-video-series-introduction)

[SCENARIO VIDEO: INTRODUCTIONS](https://www.coursera.org/learn/google-data-analytics-capstone/lecture/wrtl6/scenario-video-introductions)

[WHAT MAKES A GREAT PITCH](https://www.coursera.org/learn/google-data-analytics-capstone/supplement/y5U2D/what-makes-a-great-pitch)

[SCENARIO VIDEO: CASE STUDY](https://www.coursera.org/learn/google-data-analytics-capstone/lecture/QVEOb/scenario-video-case-study)

[SCENARIO VIDEO: PROBLEM-SOLVING](https://www.coursera.org/learn/google-data-analytics-capstone/lecture/Vzxva/scenario-video-problem-solving)

[TOP TIPS FOR INTERVIEW SUCCESS](https://www.coursera.org/learn/google-data-analytics-capstone/supplement/YXCEi/top-tips-for-interview-success)

[PREPARE FOR INTERVIEWS WITH INTERVIEW WARMUP](https://www.coursera.org/learn/google-data-analytics-capstone/supplement/OADbB/prepare-for-interviews-with-interview-warmup)

BEFORE YOU ACCEPT

[NEGOTIATE YOUR CONTRACT](https://www.coursera.org/learn/google-data-analytics-capstone/supplement/6SYNp/negotiate-your-contract)

[SCENARIO VIDEO: NEGOTIATING TERMS](https://www.coursera.org/learn/google-data-analytics-capstone/lecture/MS5NP/scenario-video-negotiating-terms)

[NATHAN: VETNET AND GIVING ADVICE TO VETS](https://www.coursera.org/learn/google-data-analytics-capstone/lecture/DwcYp/nathan-vetnet-and-giving-advice-to-vets)

**- MODULE 4 : PUT YOUR CERTIFICATE TO WORK -**

Earning your Google Data Analytics Certificate is a badge of honor. It's also a real badge. In this part of the course, you'll learn how to claim your certificate badge and display it in your LinkedIn profile. You'll also be introduced to job search benefits that you can claim as a certificate holder, including access to the Big Interview platform and Byteboard interviews.

### **Learning Objectives**

* Identify key software applications critical to the work of a data analyst including reference to spreadsheets, databases, query languages, and visualization tools (applications).
* Follow the steps to register for the Big Interview platform
* Describe how to sign up and take a Byteboard interview
* Understand how to claim your Google Data Analytics Certificate badge

PROGRAM WRAP-UP

[DID YOU COMPLETE A CASE STUDY?](https://www.coursera.org/learn/google-data-analytics-capstone/exam/FTPzN/did-you-complete-a-case-study)

[CONGRATULATIONS ON COMPLETING YOUR CAPSTONE PROJECT!](https://www.coursera.org/learn/google-data-analytics-capstone/lecture/f3omO/congratulations-on-completing-your-capstone-project)

[CONNECT WITH GOOGLE DATA ANALYTICS CERTIFICATE GRADUATES](https://www.coursera.org/learn/google-data-analytics-capstone/discussionPrompt/Uw9dp/connect-with-google-data-analytics-certificate-graduates)

[SHOWCASE YOUR WORK](https://www.coursera.org/learn/google-data-analytics-capstone/supplement/WwBuw/showcase-your-work)

[CLAIM YOUR GOOGLE DATA ANALYTICS CERTIFICATE BADGE](https://www.coursera.org/learn/google-data-analytics-capstone/supplement/Cguh4/claim-your-google-data-analytics-certificate-badge)

[SIGN UP TO THE BIG INTERVIEW PLATFORM](https://www.coursera.org/learn/google-data-analytics-capstone/supplement/NVv29/sign-up-to-the-big-interview-platform)

[FROM ALL OF US ...](https://www.coursera.org/learn/google-data-analytics-capstone/lecture/k08OP/from-all-of-us)

[END-OF-PROGRAM SURVEY](https://www.coursera.org/learn/google-data-analytics-capstone/ungradedWidget/I2LiX/end-of-program-survey)

[EXPLORE PROFESSIONAL OPPORTUNITIES](https://www.coursera.org/learn/google-data-analytics-capstone/lecture/AsRWZ/explore-professional-opportunities)

[EXPAND YOUR DATA CAREER EXPERTISE](https://www.coursera.org/learn/google-data-analytics-capstone/supplement/vSVdo/expand-your-data-career-expertise)

[END-OF-CERTIFICATE CHECKLIST](https://www.coursera.org/learn/google-data-analytics-capstone/quiz/bBMCt/end-of-certificate-checklist)

AI FOR DATA ANALYTICS

[INTRODUCTION TO AI FOR DATA ANALYTICS](https://www.coursera.org/learn/google-data-analytics-capstone/supplement/tbCmy/introduction-to-ai-for-data-analytics)

[AI TOOLS FOR DATA ANALYTICS](https://www.coursera.org/learn/google-data-analytics-capstone/supplement/QBiY0/ai-tools-for-data-analytics)

[GENERATIVE AI IN DATA ANALYTICS: PRACTICAL APPLICATIONS](https://www.coursera.org/learn/google-data-analytics-capstone/supplement/yExgD/generative-ai-in-data-analytics-practical-applications)

[ACTIVITY: EXPLORE DATA VISUALIZATIONS WITH AI](https://www.coursera.org/learn/google-data-analytics-capstone/assignment-submission/EVSnn/activity-explore-data-visualizations-with-ai)

[KEY TAKEAWAYS FROM AI FOR DATA ANALYTICS](https://www.coursera.org/learn/google-data-analytics-capstone/supplement/jvhnW/key-takeaways-from-ai-for-data-analytics)

[INTRODUCING GOOGLE AI ESSENTIALS](https://www.coursera.org/learn/google-data-analytics-capstone/lecture/u0ApF/introducing-google-ai-essentials)

[TAKE THE NEXT STEP WITH GOOGLE AI ESSENTIALS](https://www.coursera.org/learn/google-data-analytics-capstone/supplement/xa2Kd/take-the-next-step-with-google-ai-essentials)