**- 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)

[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

IN THE INTERVIEW

BEFORE YOU ACCEPT

**- 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

AI FOR DATA ANALYTICS

In this part of the course, you’ll review two possible tracks to complete your case study.