**- 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.

### 

### **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)

In this part of the course, you will prepare a case study that you can include in your online portfolio. All of the resources provided will help you to succeed in this goal (referred to as the Google Data Analytics Capstone).

**There is an old saying that you learn by doing.** You have already learned about the importance of each phase in the data analysis process when working with a dataset. You will soon learn about the importance of having an online portfolio. The Google Data Analytics Capstone will enable you to actually put the two together—a dataset you took through the data analysis process for your portfolio.

By completing your capstone project, you will practice:

* Going through the Ask, Prepare, Process, Analyze, and Share phases of the data analysis process
* Stating a business task clearly
* Importing data from a real dataset
* Documenting any data cleaning that you perform on the dataset
* Analyzing the data
* Creating data visualizations from your analysis
* Summarizing key findings from your analysis
* Documenting your conclusions and recommendations
* Creating and publishing your case study

Your case study will demonstrate these fundamental skills to prospective employers and showcase what you have learned from the Google Data Analytics Certificate. It will represent your knowledge and capabilities in 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)