**- 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.

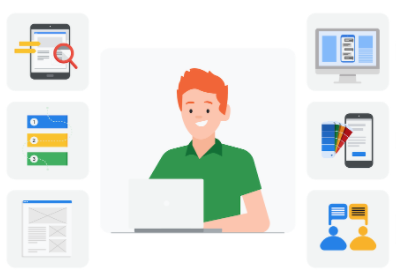
### **Learning Objectives**

* 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)

In this part of the course, you will learn about how to include aspects of your Google Data Analytics Capstone(case study) in your responses to data analyst interview questions.



It’s important for you to establish the mindset of a data analyst in the real world. This part of the course prepares you to use that mindset when you talk about your case study during interviews, which will ultimately help you be successful in your interviews with recruiters and hiring managers.

In this week's content, different interview scenarios will be presented as useful examples. You will have the opportunity to:

* Familiarize yourself with interview practices and questions
* Develop your own strategies for using your portfolio and case study
* Create and polish your elevator pitch for your case study
* Practice introducing your case study at a high level and at the right time during interviews
* Access resources that will help you become more confident telling recruiters and hiring managers about your case study when you interview for data analyst roles

Your case study demonstrates fundamental skills to prospective employers and showcases what you have learned from the Google Data Analytics Certificate. But being able to present these skills and discuss your case study during interviews is also going to be key to your success!

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

Welcome back. Now that you've successfully created your first case study and added it to your portfolio, it's time to talk about using that portfolio to wow potential employers during your next job search. In this video we'll learn about developing an elevator pitch. Having the portfolio in your resume will help you stand out, but being able to use your portfolio to effectively highlight your skills will make it so much more powerful. When you're discussing the case studies in your portfolio, you'll want to develop an elevator pitch to give interviewers a quick, high-level understanding of your work. Basically, an elevator pitch is just a short statement describing an idea or a concept. It should be just a couple of sentences, short enough that you could explain it to someone in an elevator. It's always a good idea to prep your elevator pitch beforehand. Then once the interviewers have that high-level understanding of your case study, you can give concrete examples of your process and how you solved problems in your data analysis before. For example, if an interviewer asks you to talk about how you approach data cleaning, you might highlight your case study to outline how you've cleaned data before. After giving them a quick explanation of the case study, you can describe your process and show them how you successfully completed the analysis. Let's check out our example, Data Partners Real Estate case study, and brainstorm an elevator pitch for it. Earlier, we talked about how the executive summary in this presentation focused on answering the business question. This summary can help us develop our elevator pitch too. We just need to condense this into a couple of sentences. You can also think back to the business tasks you based your case study on to help you decide what context's most important. For example, you could say, "In this case study, I used real estate company data to evaluate resale performance, determine trends, and theorize what was causing them. I was then able to develop an action plan based on those findings." Then, if they're interested in discussing these findings in more detail, you can. This is where you can share more about how you reached your conclusion and your recommendations for this company. Or maybe the elevator pitch was all you needed to start explaining your process with the person conducting this interview. The best way to showcase your skills effectively is to remember your audience and what they're interested in. Potential employers and recruiters want to get to know your thought process and your approach to problem-solving. This means that when you are discussing the case studies in your portfolio, it's useful to focus on your process and not just your results. Let's think back to our example. The interviewer asked us to talk about our approach to cleaning data. They probably don't need to know the exact functions we performed on our data set, but they might be interested in knowing how we chose the right tools and what steps we took to make sure our data was clean and useful. This gives them more insight to our cleaning process and how we think about data cleaning in general. Your case studies are a powerful tool that you can use to enhance your resume, but you can also draw on them to help you outline your thought process and how you perform your analysis. Developing an elevator pitch and using case studies to highlight your skills as a data analyst to potential employers and recruiters can help you discuss your work more effectively with interviewers. Just like everything else we've learned, this is something that gets easier the more you practice. It's a great idea to practice beforehand. Try your elevator pitch out on a friend or practice talking through your process with a trusted colleague. You'll get it down pat in no time. Coming up, you'll have the chance to practice showing your portfolio in interviews. See you soon.

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

## **Activity Overview**

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Now that you have created a portfolio for your data analyses, you can pause for a moment and evaluate what you have made. In this self-reflection, you will consider your thoughts about the case study and your portfolio, then respond to brief questions.

This self-reflection will help you develop insights into your own learning and prepare you to use your portfolio in real interviews to apply for positions as a data analyst. As you answer questions—and come up with questions of your own—you will consider concepts, practices, and principles to help refine your understanding and reinforce your learning. You’ve done the hard work, so make sure to get the most out of it: This reflection will help your knowledge stick!

### Step-By-Step Instructions

Follow the instructions to complete each step of the activity. Then answer the question at the end of the activity before going to the next course item.

### Step 1: Polish your portfolio

So far, you’ve learned that an effective portfolio is essential to demonstrating your skills to future employers. Now it’s time to review the portfolio pieces you’ve created so far and the site you’re using to host them. You may already have pieces for your portfolio finished, or you may be working on them now.

Whether you are reviewing finished pieces or evaluating your works-in-progress, use these guidelines and questions to check which areas might need improvement.

If you are building your portfolio for the first time or need pointers on what else to include, refer to this [checklist](https://www.coursera.org/learn/google-data-analytics-capstone/supplement/J4RDY/your-portfolio-and-case-study-checklist).

### Step 2: Evaluate your portfolio

Now it’s time to evaluate your portfolio. Select a portfolio piece to review and open it. Next, use the questions below as suggestions to help you review your work. As you answer each question, you will identify areas for improvement. When you're done, you can make these changes to improve your portfolio.

Is there anything missing? Are you missing steps in your projects, or details in your descriptions?

* If you have a website, are all the pages you need accounted for?
* If you are hosting your portfolio on an existing platform, are all your projects uploaded properly?

Is there too much info?

* Could any descriptions be revised for brevity?
* Are there places where you include more data than you need? Could something be cut without losing the meaning or context of your project?

Is there anything you think you shouldn’t include?

* Have you included references to others’ work that helped you without citing them? Can you remove them and instead include links to external work?
* Are there any other components that might seem extraneous or unprofessional?

Is your portfolio hosted on the most appropriate platform?

* There are many options for a data analytics platform, such as GitHub, Kaggle, and more. Is the one you’re using (or plan on using) the most appropriate for your needs?

## 

IN THE INTERVIEW

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

Think of your job interview process as having four stages: introduction, skills test, compatibility, and decision-making. In this reading, you’ll review the different stages to help you better prepare. Along the way, you’ll learn more about Interview Warmup, a tool designed specifically to help you practice your interview skills. This is a great way to gain confidence before your actual interviews.

## **Interview stages**

You will likely be required to go through multiple rounds of interviews. Each interview will vary in the types of questions asked and what is expected of you. Continue reading to learn about different types of interviews.

### **Stage 1: Introduction (resume and portfolio)**

The goal of the introductory interview is for the recruiter to get to know you. They want to find out who you are and assess your background. This is your chance to shine. Have your portfolio and resume ready and be prepared to speak concisely about your qualifications, experience, and skills using specific examples.

### **Stage 2: The skill test interview (case study)**

This is usually your second interview and it will often be conducted by a fellow data analyst or data engineer. In this interview, you will be given a technical assessment testing your SQL and programming skills. You will also be asked to complete a case study or a behavioral test. Your potential employer wants to know if you can do the job that you’re interviewing for, so they will be focused on getting you to demonstrate your skills. Make sure you’re prepared with well-formed answers that highlight your technical knowledge and problem-solving skills.

### **Stage 3: The compatibility interview**

In some cases, there will be an additional interview to determine mutual compatibility between you and the company. To give you a comprehensive idea of what the work culture is like, the interviewer might include other members of the team during this round.



Often the goal here is to determine if you are a good fit with the rest of the team that you will be working with. This might include your peers, as well as the person you might report to. As with the introductory interview, get ready to discuss yourself more in-depth, using examples from your portfolio and resume as needed.

### **Stage 4: Decision-making**

When your last interview concludes, it’s advisable to ask about next steps and a timeline of when a hiring decision will be made. Take note that the process can take anywhere from four-to six weeks as things are finalized.

You will likely receive one of three responses: an offer letter, a rejection letter, or no communication. Receiving a job offer is very exciting and something you can take pride in. However, don’t feel pressured or obligated to accept the first offer you receive. Feel free to ask for time to consider, do your research on a fair salary or benefits package, and be open-minded and willing to compromise.

## **Build your network**

Unfortunately, there are times when you will receive a rejection. Despite any disappointments you may have, responding back with a thoughtful email will create a professional relationship with that hiring manager or company. You may even stand out in a way that might benefit your career in the long run. Generally, this email should be a short thank you letter expressing your appreciation for the opportunity and for the time they spent interviewing you.



There will even be cases where you will receive no response from the hiring manager. This doesn’t necessarily mean you did not get the position and sending an inquiring follow-up email will help clear things up. However, if you indeed didn’t get the position, then simply accept it and continue applying for jobs. Remember, every rejection is an opportunity to practice your interviewing skills.

## **Practice interview skills**

Now that you’ve learned about the different interview stages, it’s time to practice interviewing. You can get useful interview experiences by answering questions you might encounter in an actual interview.

Being enrolled in this certificate program gives you access to [Interview Warmup](https://www.cloudskillsboost.google/interview-warmup), which is a tool that helps you become more confident and comfortable throughout the interview process. Interview Warmup asks you interview questions to practice delivering your responses verbally. Your answers will be transcribed in real time, allowing you to review how you responded. In addition, Interview Warmup's machine learning algorithm can detect insights that can help you learn more about your answers and improve the way you communicate.

Here are some of the insights that Interview Warmup provides:

* **Talking points:** The tool lets you know which topics you covered in your answer, such as your experience, skills, and goals. You’ll also be able to view other topics that you might want to consider covering.
* **Most-used words:** The tool highlights the words you used most often and suggests synonyms to broaden your word choices.
* **Job-related terms:** The tool highlights the words you used that are related to the role or industry in which you are preparing to work. You’ll also be able to view an entire list of job-related terms that you might want to consider including in your answer.

To access Interview Warmup, follow these steps:

1. Go to [grow.google/interview-warmup](http://grow.google/interview-warmup).
2. Click **Start practicing**.
3. Select **Data Analytics** to open an additional menu.
4. Select **Data Analytics** again as the field you wish to practice.
5. Click **Start**.

The interview lasts about 10 minutes, and the questions will vary with each attempt. During each interview session, you will be asked two background questions, one behavioral question, and two technical questions. You are encouraged to try as many practice interviews as you want. This is a great way to practice the interview tips you learned about in this course!

## **Key takeaways**

Persistence is an important part of landing a job interview, continuing your job search, and acing the interview. Finding a job is hard work and you have plenty of resources to help guide you through the process. Keep applying and continue practicing your interviewing abilities until you find that perfect job!

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

Data analytics is an exciting field that can involve tons of different industries and specializations. As a trained data analyst, you will have a wide variety of opportunities to choose from. Before you get there, though, there is still one last part of your career journey that you have to master: the interview process.



Potential interviewers will ask you lots of different types of questions to ensure that you are both a great technical fit for the job, and an overall personable and professional person. In the upcoming series of lessons, the featured videos will guide you through different scenarios you might come across during a typical job interview. In these scenarios, you will meet the job applicant, Sally, a recently certified data analyst, and Jordan, the head of human resources. Sally applied to a job at BWR Technical Services and was asked to participate in an interview.

To use the template for the job application posting, click the link below and select “Use Template.”

Link to template: [Job application posting](https://docs.google.com/document/d/1wJh2mlh-baGQw0i6Uh_up-yQmq9EvibyFSK3mTmb0JE/template/preview)

Or, If you don’t have a Google account, you can download the file directly from the attachment below.

[Junior Data Analyst Job Application](https://d3c33hcgiwev3.cloudfront.net/7w0_A1GdT1WNPwNRnW9V9Q_cb261c8f47814749858c3d0204cf14ed_Junior-Data-Analyst-Job-Application.docx?Expires=1722988800&Signature=EAhOGZnJ2VLxfieF-ClV32oDHaIWaAge05o8OW4t7wzgl86JiSzZNP-vZWl0OUSGxMAqQ~dmTEm8YeFWOuWeETjYiZltrlX7liajZb2xAgLQSn34TjYI74RA3crgs1q40I0-Cv3Ywd3mE-kCUqxaN3XMfCH9ICzMSl~L1RqNAa4_&Key-Pair-Id=APKAJLTNE6QMUY6HBC5A)

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**1. Introduction**: The purpose of this first video lesson in the series titled, [Scenario video: Introductions](https://www.coursera.org/learn/google-data-analytics-capstone/lecture/wrtl6/scenario-video-introductions) is for Jordan to get to know Sally and gain insight into her personality and background. This is the part of the interview when the interviewer usually answers questions about the company and the position. It’s also an opportunity for the applicant to outline how the skills they used in past roles can translate into the position they are applying for.

**2. Case study**: In this next video lesson titled, [Scenario video: Case study](https://www.coursera.org/learn/google-data-analytics-capstone/lecture/QVEOb/scenario-video-case-study), Sally is tasked with solving an assigned challenge of improving student grades by communicating a plan to outline her thinking, ask key questions, recommend solutions to parents, and more.

To use the Power point template for the case study presentation, click the link below and select “Use Template.”

Link to Power point template: [Case study presentation example](https://docs.google.com/presentation/d/1sGM5w0zbf_5HS2aiTLFZEaVfIfn0Yea8zkQ5O5eTIfc/template/preview)

Or, If you don’t have a Google account, you can download the file directly from the attachment below.

[Bridging the Communication Gap between Teachers & Parents](https://d3c33hcgiwev3.cloudfront.net/YHq4VQG1S2W6uFUBtWtlTw_27f958f4d1b64dee92e4888bb9353872_Bridging-the-Communication-Gap-between-Teachers-Parents.pptx?Expires=1722988800&Signature=gfKp84F8zKMB~etOXWfXEjeynl5n9c-reRR73-MCC9tf8FXon2gZNmM22-sAhqV0HiUGjyr5cGTAI-WroJN-Lxxf6tdhIdhhbFq98Tqg3zE0k0QJpyMNjSpIHN3P321AV1U-3IDa7iNAbqfdu01us~rflydsFFBy0hEvAfkxS1o_&Key-Pair-Id=APKAJLTNE6QMUY6HBC5A)

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[](https://d3c33hcgiwev3.cloudfront.net/YHq4VQG1S2W6uFUBtWtlTw_27f958f4d1b64dee92e4888bb9353872_Bridging-the-Communication-Gap-between-Teachers-Parents.pptx?Expires=1722988800&Signature=gfKp84F8zKMB~etOXWfXEjeynl5n9c-reRR73-MCC9tf8FXon2gZNmM22-sAhqV0HiUGjyr5cGTAI-WroJN-Lxxf6tdhIdhhbFq98Tqg3zE0k0QJpyMNjSpIHN3P321AV1U-3IDa7iNAbqfdu01us~rflydsFFBy0hEvAfkxS1o_&Key-Pair-Id=APKAJLTNE6QMUY6HBC5A)

**3. Solving problems**: In the next lesson titled, [Scenario video: Problem-solving](https://www.coursera.org/learn/google-data-analytics-capstone/lecture/Vzxva/scenario-video-problem-solving), most interviewers will ask applicants questions related to their problem-solving abilities. In this video, Sally provides specific examples of past challenges and how she used her problem-solving skills to overcome them.

**4. Salary negotiation**: Once the interviews are over, if the company offers you the position, you and the company both need to agree on your starting salary. Although it is often an uncomfortable part of the process for many job applicants, negotiating a salary that you feel is fair is very important. In this final video lesson of the series titled, [Scenario video: Negotiating terms](https://www.coursera.org/learn/google-data-analytics-capstone/lecture/MS5NP/scenario-video-negotiating-terms), the video highlights how Sally has done her research and didn’t feel pressured to accept the company’s first offer on the spot.

When it comes to job interviews, there is no such thing as being too prepared. Be sure to do your research on the company, the role you are applying to, and salary expectations for the position. Practice marketing yourself and your skills and use active listening whenever you are asking and answering questions.

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

Hi Jordan, how are you? Hi, Sally. Nice to meet you. Can you hear me? Yes. Perfectly. Awesome. Well, thanks for taking the time to meet with me. Of course, I'm excited to meet with you, but it's a little nerve-racking. Well, nothing to be nervous about. This will just be an opportunity for me to get to know you and for you to understand a little bit more about this junior data analyst role and what it entails. Why don't we start off, tell me a little bit about yourself. Sure. I originally thought I was going to be a teacher, but life had other plans for me and I decided it wasn't what I really wanted to do with my life. I took some time off and worked in retail for a bit. Then someone told me about the Google Data Analytics Certificate Program. I decided to give it a try, something different. It turns out, I really like the stuff and I was pretty good at it. I decided to apply for the junior analyst role. What specifically drew you to data analytics? I really like that it is centered around digging into things and learning more about them and improving them. It's like working with puzzles, but when you finish the puzzle, you're helping companies make smarter business decisions. I mean, that's pretty cool. That's awesome. I love puzzles too. Speaking of which, not all puzzles have a direct solution and sometimes things can fall apart. Is there a time when you've dealt with a really difficult issue that you had to take ownership of? Definitely. When I was a teacher, we frequently had problems, issues with budgeting for things like school supplies and after-school programs. We always seemed to run out of money because we were working with one budget for everything. I rallied the other teachers together and we created budgets for each category and that worked a lot better. I can imagine that was really frustrating. Sure. We had to figure it out all ourselves because no one was going to fix it for us. Since no one was initiating it, I decided to take it on as a side project. Well, I know you mentioned working with other teachers and in retail in the past. For this role, there will be times when you're working with other team members and times when you're just by yourself. Do you have a preference or what is your preferred working style? I have experience working in both situations. I love working with people and collaborating just like I did for the budgeting project and in retail. I'm also really good at working independently and getting things done. After all, I was a teacher, so I created my own teaching plans and managed my own classroom. I just try to keep an open mind and bring people in as needed. Very good. Someone like you who is transitioning from a completely different field to being a data analyst, how would you adapt to that change if hired? Well, though they're very different fields, I think a lot of my prior experience would translate well in analytics. My ability as a teacher to sift through a lot of information and distill it down to what's important and easily understandable. That would be very beneficial as a data analyst when I'm explaining data and numbers to someone who might not like math. Working in retail made me really good at communication and managing classrooms and difficult customers both made me really good at people managing too. I think these skills will translate really well as a data analyst. Great. One last question, how do you stay motivated when you're working on a project? Good question. For me it's the people I work with. I love getting to know the people I work with because that's what's going to motivate me to put in that extra time and that extra effort. Because I know my work means something to someone I know. That's what motivates me and keeps me going. Excellent. Well, that's all the questions that I had. Do you have any questions for me? Yes, I do. What does a typical work week look like in this role? Good question. In this role, you would be working mainly with our technology teams and a couple of data scientists. We do have a stand up meeting every Monday to go over important tasks, align on goals and check everyone's progress. This company is really about open communication. You'd be brought into different meetings and you'll find that you're constantly talking to your colleagues about all manner of things, especially if there's a deadline coming up. That's good to hear. Open communication is always important. Can you tell me a little bit more about the day-to-day? Yes. For sure. I think your job would mostly involve analyzing large datasets like administrative data, insurance, billing claims, basically a lot of different information. It's heavily dependent on the specific project. Great. Thank you. I like that there's variety depending on the project. One more question. What's your favorite part about working for this company? Sometimes a difficult question, but I definitely love our team. I think it's a really smart and dedicated group of people who really love what they do. We're all very collaborative and respectful of each other, which is especially important when you're dealing with stressful situations or a problem that comes up out of nowhere. I also really love how comfortable I am communicating with everyone, even stakeholders. That really makes life so much easier. That's awesome. I think it's really important for a work environment to be approachable. Yes, for sure. When you realize everyone pretty much wants the same end goal, there's really no reason not to be cooperative and communicative. I agree. I know I said that was my last question, but I have one more. Can I ask what the next steps in this process will look like? Yes, for sure that's where I was going to go next anyways. Thank you for that question. We will be contacting candidates within the week and emailing a case study to solve. We'll set up a second interview for you to present that. Obviously we'll be looking for how you work, what skills you utilize, and just your technical abilities throughout this assignment. All of the details will be in the email that I send out, so please keep an eye out for that and I look forward to our next meeting. Sounds good? Perfect. Thank you so much Jordan and it was really great talking with you and I appreciate you going through the details of the job. Of course. Thank you so much for your time, Sally. It was great getting to know you. I'll be in touch and I look forward to you speaking soon. It was a great meeting as well. Have a great week. You too. Bye.

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

There is a certain question that you will probably be asked throughout your career, especially during professional interviews: “Tell me about yourself?” This can be tricky to answer well, but the goal is to positively and accurately represent yourself using your past and present experiences and skills–essentially, you need to pitch yourself. In this reading, you will learn how to promote yourself as an effective and highly skilled data analyst in a job interview. Even if you don’t have any professional data analysis work on your resume yet, experience and skills you gained from previous work of any kind can be useful to share if you pitch it the right way.

To help you prepare, here are some possible questions you might be asked in an interview, including technical questions to assess specific practical knowledge and questions that require you to apply your own personal experiences.

## **Technical questions**

* *“What are your preferred tools for analysis?”* This is a chance to demonstrate that you are well-versed in data analysis, with proficiency in SQL, Excel, and R programming.
* *“How do you maintain integrity in your data?”* Reliability and accuracy are essential parts of good data analysis, and any issues with your data can have a major impact on data-driven business decisions. Be prepared to discuss the methods you use for error checking and validation.
* *“Do you understand different SQL functions and the roles they play?”* SQL is arguably one of the most important skills for you to have as a data analyst. This is an opportunity to demonstrate your understanding of different types of SQL functions and their value or result.

## **Personal experience questions**

* “*Was there a time when you took initiative during a project and what was the outcome?*” This question can come in many forms with slightly different wording, but the goal is to understand your leadership abilities and how you have used them in the past.
* “*What was the most challenging project you have ever been faced with*?” This question is usually meant to assess your problem-solving and interpersonal skills. Come to the interview prepared with several different examples of how you successfully navigated a difficult project or situation in the past.
* “*How would you explain a complex topic to a stakeholder who was unfamiliar with it*?” This question helps your interviewer get a sense of how skilled you are at communicating effectively in high-pressure or sensitive circumstances.
* “*How do you cope when things don’t go according to plan?*” It is important to be adaptable, especially when things don’t go the way you expected. This question provides a great opportunity for you to explain how you coped with unexpected changes and adapted quickly to a different course of action.

Try crafting answers to each of these questions and coming up with fitting examples for each scenario. Write the answers down and practice them until they feel natural and unrehearsed.

## **Prepare yourself**

There is no way for you to know exactly what your interviewer will ask you. But preparing some polished and professional answers to common interview questions can be incredibly helpful. Learning how to successfully pitch yourself and your skills as a data analyst takes practice. The more you practice, the more comfortable you will likely be during the actual interview, regardless of what questions you get asked.

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

All right, well, let's get right into it. We sent you a case study of a hypothetical scenario where a school needs to improve its communication with parents, and we asked for basically your top insights into how this can be solved. Can you take me through your thought process? Sure. I just want to say this is such a great scenario. I really enjoyed working with it, and it's something I imagine a lot of schools have to deal with. This is what I came up with. Here's the presentation that I put together, "Bridging the Communication Gap between Teachers & Parents" for Creekside Middle School. The background problem was that there was sporadic or non-existing communication between teachers and parents. The solution that we're trying to come up with is to help the middle school design an app for parents to stay updated on school news and their children's classes and activities. But for our analytical goals, we had two. The first one is, we need to look into the why. Why do we want to create the app in the first place? And why are we interested in keeping parents informed? We want to quantify the impacts of doing that, parental involvement, on student test scores. And then we looked into the how. Once we do decide we're going to create the app, what are parents interested in? What do they want to learn more about? If we dig into the why first, this is what we found. We found that there was a downward trend where students' test scores have been falling since 2004 and that's a problem. The reason is because parental involvement also dropped in 2004 despite there being a 14 percentage point increase if there are parents involved versus when parents are not involved. Basically we think of the drop in the student test scores because it correlates so well with parental involvement that the lack of parental involvement is the reason why test scores are dropping, and so that's why it's really important for us to increase parental involvement to improve our student test scores. That's the reason. Next we want to go into the how. What are the things that the parents would want to know about? This data comes from a survey in which we asked students what kind of activities that they are involved in, and most student activities can be grouped into the following three categories: sports, academics and extracurricular clubs. And what's interesting is if we look at the news alerts that's sent out, these are the things that the parents are notified about currently, and break it down from sixth graders, seventh graders, and eighth graders, we've found that the seventh graders received the least attention. They had the fewest number of news alerts published. What that means, these two data points is that, number one for the categories, we should create three tabs or a way in which we can easily group activities into three buckets, the academic, sports and extracurricular activities. Secondly, because seventh graders were the ones who had the least amount of attention, we would have the biggest amount of impact if we prioritized targeting them during our test launch. In summary, based on the analysis that we did, the why we want to create an app in the first place is because parental involvement is highly correlated with higher test scores. And the how, how to best design this app, when we build this app, we want to make sure the app has three categories or three tabs for each activity category, and we should prioritize a version 1 launch for parents of seventh graders. Here's what a timeline of events could look like. The first two weeks for analysis and then we're presenting the analysis now, and then good chunk of time where you can build the app, and during the testing and iteration, this is where we want to focus on the seventh graders, get their feedback, and then finally we can launch and open it up to all other grades. That's how we can build V1 or version 1 of the app. But we always want to improve. Further explorations or ways in which we can improve for version 2 of the app is, we can look at additional questions like what is the impact of having multiple children involved in the same school? Does that help improve test scores even further? What's the impact of having one caretaker involved versus multiple?

Thank you very much. That's all I had. Well, great work Sally. You've really covered a lot of ground for a short amount of time and based on what you've examined, you understood the objective and captured who the client is and what they want and used data and visuals that supported your hypothesis. Can you tell me a little bit more about what you would recommend as next steps? For sure. My recommendations for next steps are twofold. One, we want to share these insights with the person or the team building the app so that they can build an app for parents to easily move between those three tabs, the three activity categories, and two, once we enter the testing and iteration phase, we should prioritize building for seventh graders for the biggest impact. Great, well done. I really appreciate your time on this. I'll take a further look into your presentation and my notes and I'll reach out soon with my final thoughts. Thanks, Jordan. I look forward to it.

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

Okay Sally, can you please tell me about a time when you dealt with an unexpected challenge at work? Of course. In retail, all sorts of problems can show up out of nowhere, which I'm sure is the case for a lot of other industries as well. But there's this one time I was working in a store as a sales clerk and then an extremely unhappy customer came in. She was really unhappy about a recent purchase she made on an exercise bike and demanded someone go to her car, retrieve the bike, and give her a refund. I explained that I'd be happy to provide a refund, but I wanted to learn more about what happened so we could potentially salvage the situation. I asked her if there was something wrong with the bike and she told me it was difficult for her to clip into and out of the bike with her cycling shoes. She was upset because she spent so much money on a bike that couldn't do what all exercise bikes should be able to do. But upon further examination, it turns out she was wearing the wrong sized shoes. Yes, that is the problem. Absolutely. We got her a new pair of the right sized shoes and to double-check I walked her over to one of our display bikes, the same model that she purchased. I had her go on the bike to try it out. But she was unable to click in and out of the bike as we expected, and then I noticed the issue. The clips themselves were incompatible with the shoes. This was a manufacturing issue rather than a user error. I apologize to the customer. I informed my manager. Then called the bike manufacturer to let them know of the defect right away. They issued a recall immediately and asked for the customer. I offered her two options. One, we can take that back and issue her a refund immediately. But the problem with this is, she would be without a bike, which is what she originally wanted. Number 2, the other option was to offer her a voucher for any bike in the store, as well as a free pair of cycling shoes that we ensured would fit into the bike clips. After discussing these possible solutions with both my manager and the customer, she chose the second option. The result was a happy customer this time who despite coming into our store really angry, left the store extremely satisfied. My manager was also very pleased because a happy customer is a customer who is going to return. Wow, and what went through your thought process as you were trying to solve this problem? Well, first, I had to assess what the actual problem was. Did the customer simply not like the product or was there a deeper issue that had a possible solution? After I figured out what her issue was with the shoes, I had to figure out the why. Why did her shoes not fit into something they were designed to fit? After that was resolved it was a matter of coming up with solutions that would make the customer happy. Is that typical for how you usually approach problems? Yeah. Pretty much, obviously every problem's a little different. So I adjust my approach accordingly. Generally, I just like to use empathy whenever possible to understand the context. Then find the root cause and map out a couple of solutions to choose from. Well, that's really great work, Sally. You used both critical thinking and problem-solving abilities, which is what you'd need to constantly succeed as a data analyst.

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

You just learned about some best practices when it comes to data analyst interviews. Read on for four final preparation tips to help set you up for interviewing success.

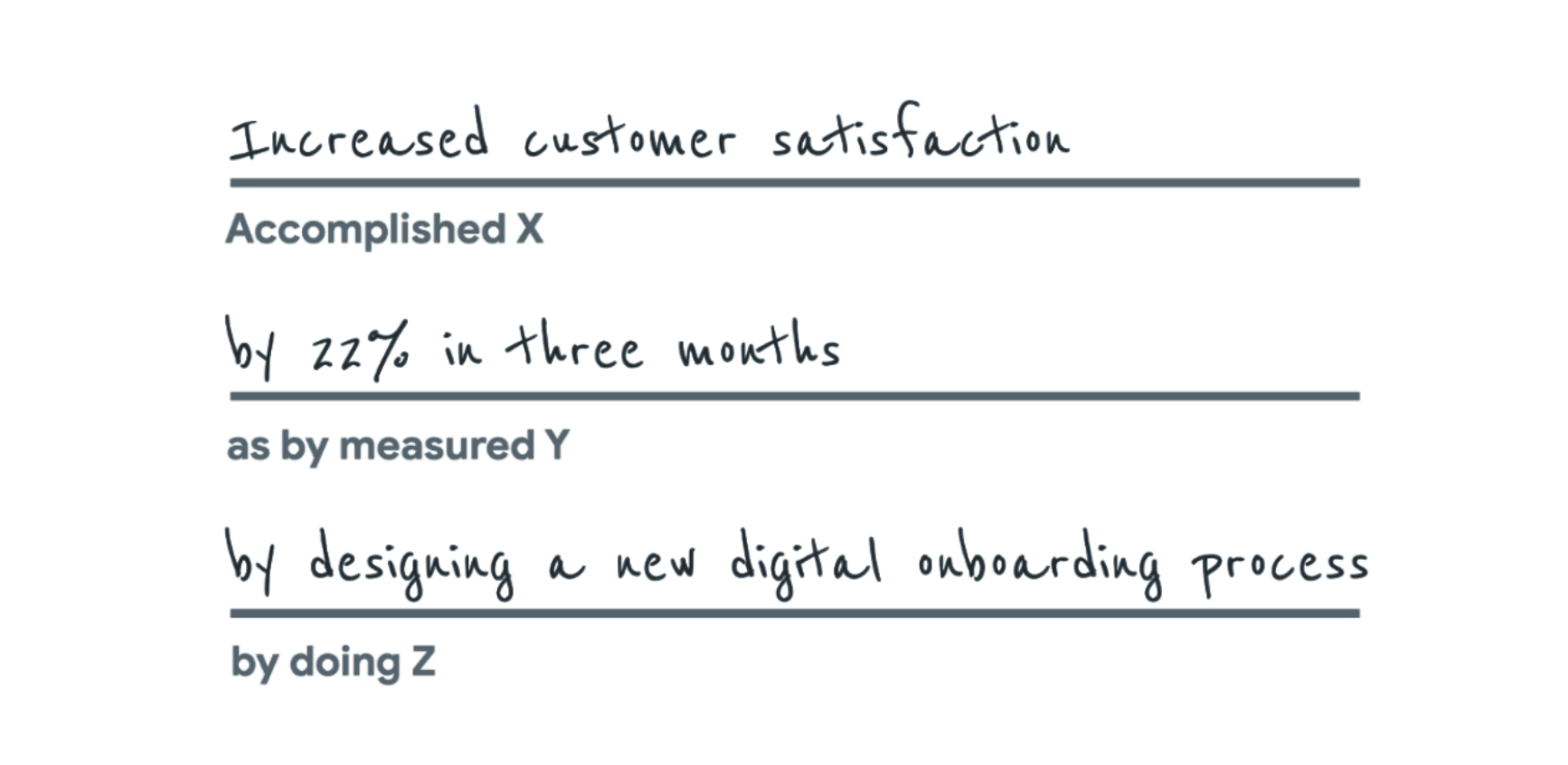
## **Tip 1: Find connections between the job listing and your resume**

First, re-read your resume and the job description to help you draw lines between the two. Where do they connect? Then, as you interview, include specific keywords or phrases from the job description that match skills you possess or achievements you have accomplished previously in your career.



## **Tip 2: Focus on data**

As you start to think about things you want to highlight in your interview, don’t forget to include *data*. This helps your interviewer understand not just your overall achievements, but how big of an impact you made. What data can you provide that tells the story of your experience in terms of the needs of this position? The “equation” we suggest includes something like this: *I accomplished X as measured by Y doing Z*. Here’s an example: “I increased customer satisfaction by 22% in three months by designing a new digital onboarding process.”



Accomplished X: Increased customer satisfaction as by measured Y: by 22% in three months by doing Z: by designing a new digital onboarding process

If you don’t have access to this kind of data from a previous position, you can still indicate the scope you were accountable for and strengthen the language you use when describing your responsibilities by including action words like *provided*, *created*, *developed*, *supported*, *implemented*, and *generated.* For example: “I implemented a new scheduling system that led to 95% of the team meeting deadlines.”

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## **Tip 3: Look back at past work experiences**

Review your work history. That may not sound like something you need to prepare for, but most of us have done more than we think and it’s easy to forget some of our own wins (and lessons learned from mistakes).

Think of examples of times you achieved something so you are prepared to answer questions like “Tell me about a time when . . .” or “How would you approach this situation . . .?"

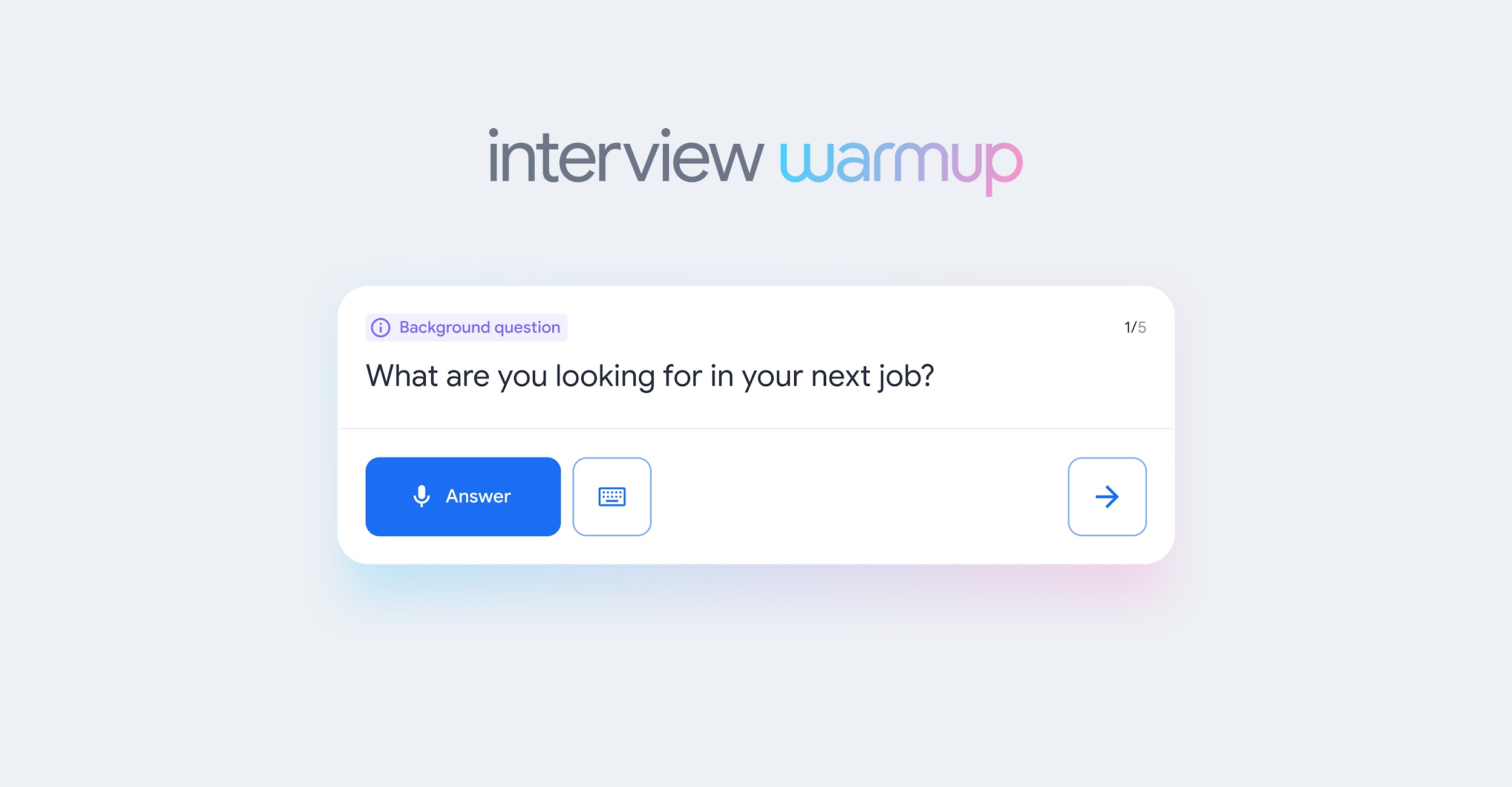


## **Tip 4: Come ready with questions**

Next, come to the interview with your own questions, such as “What are some upcoming projects I’d be working on? What current goals is the company focused on? Can you tell me about the team I’ll be working with?” This not only shows you care about understanding the company and the position you’re applying for, but it’s also a testament to the research you’ve done by looking into the company. Besides, this is your opportunity to interview them as well.

This type of preparation will help you feel confident and prepared to talk about yourself and the position. It will enable you to fully explore your experience, the position, and your career aspirations and really connect with the employer!

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



Now that you have the skills and knowledge to work in data analytics, it’s time to start preparing for interviews. [Interview Warmup](https://grow.google/certificates/interview-warmup/) is a tool that helps you practice answering questions to get more confident and comfortable with interviewing.

## **Get started**

Follow these steps to start a 5-question practice interview related to data analytics:

1. Go to [grow.google/interview-warmup](http://grow.google/interview-warmup).
2. Click **Start practicing.**
3. Select the **Data Analytics** practice set.
4. Click **Start.**

It takes about 10 minutes, and the questions will be different every time. Each question set will have two background questions, one behavioral question, and two technical questions, simulating what you would encounter in a real interview. You can try as many practice interviews as you want.

You’ll also have the option to access the full list of interview questions if you’d like to review more of the questions available or focus on specific topics.

## **How it works**

Interview Warmup asks interview questions for you to practice answering out loud. It transcribes your answer in real time so you can review what you said. You’ll also review insights, which are patterns detected by machine learning that can help you discover things about your answers and identify ways to keep improving.

Here are a few examples of questions the tool might ask:

* Can you tell me why you are interested in a role in data analytics?
* Describe the difference between structured and unstructured data.
* Imagine you've run into a challenge with an analysis and you aren't sure how to address it. What are some steps you might take to seek help?
* Can you describe what a subquery is in SQL?
* What is reproducible data analysis? What are some of its benefits?

Here are some of the insights that Interview Warmup provides:

* **Talking points:** The tool lets you know which topics you covered in your answer, such as your experience, skills, and goals. You’ll also be able to view other topics that you might want to consider covering.
* **Most-used words:** The tool highlights the words you used most often and suggests synonyms to broaden your word choices.
* **Job-related terms:** The tool highlights the words you used that are related to the role or industry in which you are preparing to work. You’ll also be able to view an entire list of job-related terms that you might want to consider including in your answer.

Interview Warmup gives you the space to practice and prepare for interviews on your own. Your responses will be visible only to you, and they won’t be graded or judged.

## **Key takeaways**

Practicing for interviews is an important skill for your career in data analytics. Using Interview Warmup can help you practice interview questions and receive feedback in real time. As you practice, you will gain confidence and be able to prepare more polished responses for common interview questions.

BEFORE YOU ACCEPT

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



Picture this: you have made it through the end of the interview process and great news- the hiring manager wants to offer you the position. Your first instinct may be to accept the offer without paying attention to all the details in the offer contract. You should resist this instinct and do your due diligence. Read through the offer letter carefully, looking at what is offered aside from salary, compare it with what is expected for the role, and most importantly remember that this is a negotiation, but you have power in this situation. Negotiating a job offer is an essential part of the interview process, even for entry-level roles. Let's take a closer look at how to be prepared when the time comes.

### **Research**

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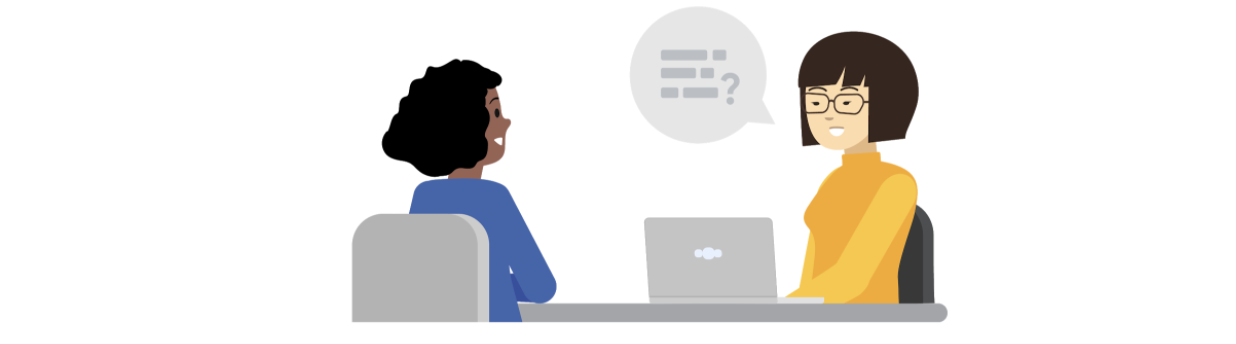
Hopefully by this time, you will have done your research on the role - not only on the qualifications for the job, but also the average salary expectations. Knowing the average salary for a junior data analyst in your location is the best way to determine if the offer you received is fair. Keep in mind what makes you stand out as a candidate as it might give you insight as to whether you should ask for more or identify when you have received a generous offer. Always ask for the range that the team is targeting and which components of the offer the company will consider. For example, does the company offer sign-on bonuses? Additional equity? Merit increases? This will give you an idea not just of what you are receiving at the moment but the potential for growth as well.

### **Don’t just focus on money**

A salary that compensates you well for your work is great, but you must also consider benefits. You want to keep in mind some of the things that are important to you and whether or not a potential employer can provide access to them as a part of your compensation package. This would include sign-on bonuses, vacation days, paid time off, sick days, retirement plans, healthcare coverage, and more. If they are unable to increase your starting salary, you may want to explore asking for benefits or more perks to be included in your starting package.

### **Negotiate**

In certain cases, you might be asked if you have a rate or salary range in mind at the beginning of the interview process. While this question might seem straightforward, it is important to not respond with a specific number before knowing the actual number for the role because the moment you do, you will be giving up negotiating power.



A contract negotiation often starts with the potential employer providing you with an offer letter with general details about your compensation package. This is their initial offer and companies will often expect your request changes to the package, whether it be more money or additional benefits. This is referred to as a counter-offer. Once a counter-offer is made the potential employer will try to reconcile what you are asking for with what they initially proposed and find a middle ground if possible.

Always remember that negotiation is your right and it is not considered impolite. On the contrary, showing initiative in negotiating displays your confidence and tenacity to advocate for yourself. If you react with a well-researched counteroffer, it will also demonstrate that you are intelligent enough to know your value.

### **Focus on long-term growth**

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While a negotiated offer is common, don’t be discouraged if your counter offer is not met. Unless you have competing offers, you will likely still decide to take the job if it’s a fair offer. If it makes practical sense to take the initial offer, you should consider reevaluating in 12 months or whenever you have amassed more experience and will have more leverage to work with.

Pay close attention to the following video, which will demonstrate an interview where the candidate displays their negotiating abilities.