



## Introducing the DA Capstone Project

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### Project Overview

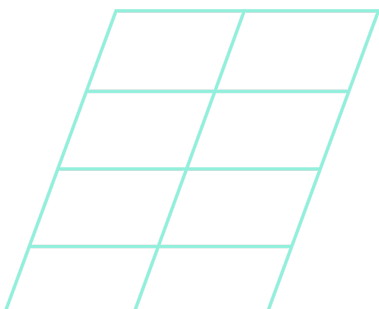
This course is the eighth course in the Google Data Analytics Certificate. You'll have the opportunity to complete a case study, which will help prepare you for the data analytics job hunt. Case studies are commonly used by employers to assess analytical skills. For your case study, you'll choose an analytics-based scenario. You'll then ask questions, prepare, process, analyze, visualize and act on the data from the scenario. You'll also learn other useful job hunt skills through videos with common interview questions and responses, helpful materials to build a portfolio online, and more. Current Google data analysts will continue to instruct and provide you with

By the end of this course, you will:

- Learn the benefits and uses of case studies and portfolios in the job search.
- Explore real world job interview scenarios and common interview questions.
- Discover how case studies can be a part of the job interview process.
- Examine and consider different case study scenarios.
- Have the chance to complete your own case study for your portfolio.

What you will learn:

- Differentiate between a capstone, case study, and a portfolio





- Identify the key features and attributes of a completed case study
- Apply the practices and procedures associated with the data analysis process to a given set of data
- Discuss the use of case studies/portfolios when communicating with recruiters and potential employers

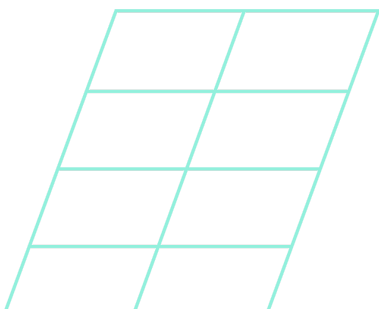
Skills you will gain:

- Job portfolio
- Data Cleansing
- Data Analysis
- Data Visualization (DataViz)
- Case Study

## “Pre-flection” Discussion

Your coach will determine whether you’ll discuss the following questions as a large group or in breakout sessions. No matter what, take a moment to reflect on your experience so far. Then set your intentions for how you’ll approach the capstone. Use the “pre-flection” questions to guide your thinking.

1. Which Data Analytics tools have you enjoyed using the most? Why?
2. Apart from that juicy job offer you so deserve, what are you hoping to gain from your capstone experience?
3. What could you do to *ensure* you get what you need out of this work?
4. What challenges might you face? How can you circumvent/overcome them?





## Project Options & Exemplars

### [Option 1: How Does A Bike-Share Navigate Speedy Success](#)

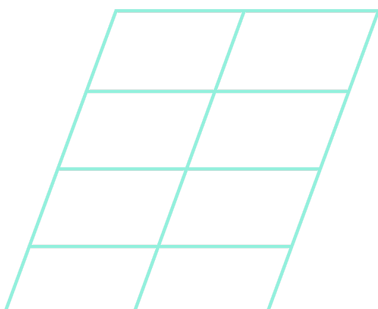
In this case study, you will perform data analysis for a fictional bike-share company in order to help them attract more riders. Along the way, you will perform numerous real-world tasks of a junior data analyst by following the steps of the data analysis process: **Ask, Prepare, Process, Analyze, Share, and Act**. By the time you are done, you will have a portfolio-ready case study to help you demonstrate your knowledge and skills to potential employers!

#### Exemplars from Merit Alumni

Learner Name	Project	Tool Used	Portfolio
Daisy Western	<a href="#">Cyclistic's Bikeshare Excel Dashboard</a>	Excel	<a href="#">Personal Website</a>
Padmashree Ravikiran	<a href="#">Bike Sales Dashboard</a>	OneDrive	<a href="#">Wix</a>
Michelle Penner	<a href="#">Cyclistic Bike Share Analysis</a>	R	<a href="#">GitHub</a>
Matt Johnson	<a href="#">Bike-Share Analysis</a>	Excel, R, SQL, and Tableau	<a href="#">GitHub</a>

### [Option 2: How Can a Wellness Company Play It Smart](#)

In this case study, you will perform data analysis for Bellabeat, a high-tech manufacturer of health-focused products for women. You will analyze smart device data to gain insight into how consumers are using their smart devices. Your analysis will help guide future marketing strategies for your team. Along the way, you will perform





numerous real-world tasks of a junior data analyst by following the steps of the data analysis process: **Ask, Prepare, Process, Analyze, Share, and Act**. By the time you are done, you will have a portfolio-ready case study to help you demonstrate your knowledge and skills to potential employers!

#### Exemplars from Merit Alumni

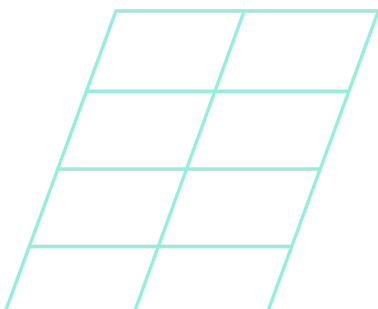
Learner Name	Project	Tool Used	Portfolio
Alex Wilkison	<a href="#">Bellabeat Case Study</a>	Excel & SQL	<a href="#">GitHub</a>
Morgan Olson	<a href="#">Bellabeat Case Study</a>	Excel, SQL, and Tableau	<a href="#">GitHub</a>
Stephanie Maldonado	<a href="#">Bellabeat Case Study</a>	Kaggle & RStudio	<a href="#">RPubs</a>
Nautika Goodrum	<a href="#">Bellabeat Case Study</a>	R	<a href="#">Google Site</a>

#### [Option 3: Follow Your Own Case Study Path](#)

Interested in forging your own path? This case study gives you the opportunity to choose a business question that is of special interest to you. You will need to find your own dataset, create the business task, decide who your audience will be, and more. Along the way, you will perform numerous real-world tasks of a junior data analyst by following the steps of the data analysis process: **ask, prepare, process, analyze, share, and act**. By the time you are done, you will have a portfolio-ready case study to help you demonstrate your knowledge and skills to potential employers!

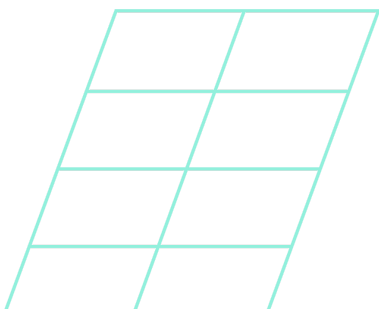
#### Exemplars from Merit Alumni

Learner Name	Project	Tool Used	Portfolio
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Drew Van de Water	<a href="#">Accenture Social Media Study via Forage</a>	Excel	<a href="#">Google Site</a>
Rose Howton	<a href="#">IMDB Movie Data</a>	Tableau	<a href="#">Canva</a>
Jason Forst	<a href="#">Stroke Prediction</a>	SQL	<a href="#">Kaggle</a>
Maryam Joseph	<a href="#">World Happiness</a>	R	<a href="#">Wix</a>

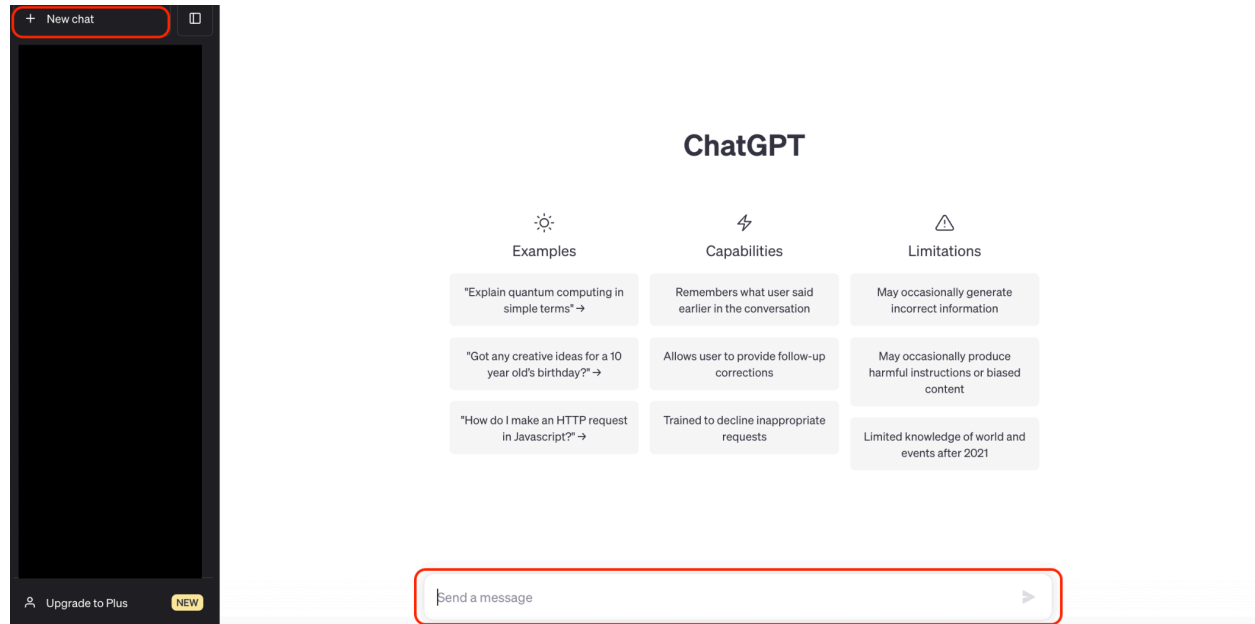




## AI Assistance

Open up ChatGPT. If you do not already have an account, you can sign up [HERE](#).

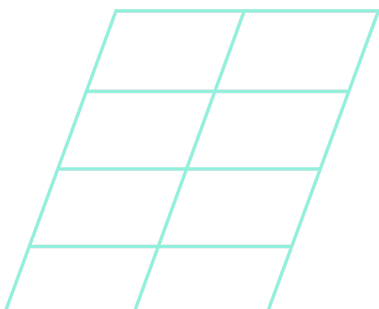
Once you're logged in, use the bar called "new chat" to begin formulating your prompt.



Then use this prompt:

Create a beginner-friendly data analytics portfolio project that focuses on my proficiency in [INSERT SKILLS (e.g. Excel, SQL, Tableau, R)]. Include the following:

- a link to the free dataset from Kaggle
- a step-by-step guide to cleaning the dataset
- a step-by-step guide to analyzing
- specific steps in the analytics process
- a step-by-step guide to visualization and what analysis to include
- focus on [INSERT INDUSTRY (e.g. e-commerce, market research, logistics, medical and healthcare)]





## Get Started

You will be put into a group with fellow learners. You may choose to collaborate or work independently in small groups, though you are encouraged to leverage one another's support and wisdom to help you plan through these early stages of your capstone project.

<b>1. Select your project based on the exploration you did above.</b>
<i>Copy and paste the link the Coursera's overview page of the project</i>
<b>2. Select the dataset needed</b>
<i>If possible, link the dataset here.</i>
<b>3. Understand the problem/question your analysis is trying to address.</b>
<i>Paraphrase the problem your analysis is trying to address here.</i>
<b>4. Plan your approach.</b>
<ul style="list-style-type: none"><li>• <i>Identify tools and techniques</i></li><li>• <i>Outline steps to clean, explore, and analyze data</i></li></ul>
<b>5. Make an accountability plan.</b>
<i>Outline and schedule out how you will approach the needed steps to complete the capstone.</i>

## Closing Discussion

How are you feeling about the capstone now? What words of encouragement would you like to share with your fellow learners?

