

## Google Data Analytics Certificate - Module 3

### Overview

Module 3, *Prepare Data for Exploration*, focuses on the "Prepare" phase, covering data collection, organization, and ethical considerations. It introduces tools like spreadsheets and SQL for data exploration. Designed for beginners, this module requires approximately 22 hours to complete and includes videos, readings, assignments, and quizzes.

### Key Components

- **Data Collection:** Identifying data sources (e.g., internal databases, public datasets) and collection methods.
- **Data Organization:** Structuring data using spreadsheets and databases for efficient analysis.
- **Data Ethics:** Understanding data privacy, bias, and ethical use of data.
- **Data Quality:** Assessing data for accuracy, completeness, and relevance.
- **Introduction to SQL:** Basic SQL queries (e.g., SELECT, WHERE) for data retrieval.
- **Transferable Skills:** Leveraging technical skills (e.g., Microsoft Office proficiency) for data organization and exploration.

### Delivery and Assessment

The module includes videos, readings, assignments (e.g., organizing a dataset in spreadsheets), and quizzes, delivered by Google instructors. It is self-paced and includes activities like writing basic SQL queries. Assessments include quizzes on data preparation and ethics.

### Learning Outcomes

Participants will learn to collect and organize data, assess data quality, and apply ethical principles. They will gain basic SQL skills, preparing them for data cleaning in the next module.

### Conclusion

Module 3 equips learners with the skills to prepare and explore data effectively, aligning with industry standards. It prepares them for processing and cleaning data in subsequent modules.