

Google Data Analytics Certificate - Module 1

Overview

Module 1, *Foundations: Data, Data, Everywhere*, is the introductory module of the Google Data Analytics Professional Certificate offered through Coursera. It provides a comprehensive introduction to data analytics, the role of a data analyst, and the structure of the eight-course certificate program. Designed for beginners, the module requires approximately 20 hours to complete and includes videos, readings, assignments, and quizzes.

Key Components

- **Program Structure:** Overview of the certificate's eight courses, learning objectives, and navigation of the Coursera platform.
- **Data Analytics Fundamentals:** Definition of data analytics, its role in decision-making, and distinction from data science.
- **Data Analyst Responsibilities:** Core duties, including collecting, analyzing, and interpreting data to solve business problems.
- **Data Ecosystem:** Introduction to data types (structured vs. unstructured), data sources, and the data analysis process (ask, prepare, process, analyze, share, act).
- **Transferable Skills:** Applying skills like problem-solving and critical thinking to data analytics roles.
- **Career Pathways:** Exploration of roles such as junior data analyst, business analyst, and data specialist.
- **Tools Introduction:** Overview of tools like spreadsheets, SQL, and visualization platforms (e.g., Tableau).

Delivery and Assessment

The module comprises videos, readings, assignments, and quizzes, delivered by Google instructors. It is self-paced, beginner-friendly, and includes activities like exploring data analytics scenarios. Assessments include quizzes on data analytics concepts and the data analysis process.

Learning Outcomes

Participants will understand the basics of data analytics, the data analyst's role, and the six-phase data analysis process. They will gain familiarity with data tools and career paths, establishing a foundation for subsequent modules.

Conclusion

Module 1 provides essential knowledge for aspiring data analysts, offering a clear introduction to the field and the certificate program. It equips learners with foundational skills to progress in their data analytics journey.