

Google Data Analytics Certificate - Module 2

Overview

Module 2, *Ask Questions to Make Data-Driven Decisions*, focuses on formulating effective questions to guide data analysis and making data-driven decisions. It emphasizes the "Ask" phase of the data analysis process. Designed for beginners, this module requires approximately 18 hours to complete and includes videos, readings, assignments, and quizzes.

Key Components

- **Effective Questioning:** Crafting SMART (Specific, Measurable, Achievable, Relevant, Time-bound) questions to guide analysis.
- **Stakeholder Engagement:** Identifying stakeholders and understanding their needs to align analysis objectives.
- **Problem-Solving Frameworks:** Using structured approaches (e.g., root cause analysis) to define business problems.
- **Data-Driven Decision-Making:** Linking data insights to business decisions and outcomes.
- **Transferable Skills:** Applying communication and critical thinking skills (e.g., from managing compliance projects) to stakeholder interactions.
- **Tools and Techniques:** Spreadsheets for basic data organization and stakeholder requirement documentation.

Delivery and Assessment

The module includes videos, readings, assignments (e.g., creating SMART questions), and quizzes, delivered by Google instructors. It is self-paced and includes activities like stakeholder analysis exercises. Assessments include quizzes on question formulation and decision-making processes.

Learning Outcomes

Participants will learn to formulate effective questions, engage stakeholders, and apply problem-solving frameworks to support data-driven decisions. They will develop skills to align analysis with business needs, preparing for data preparation in the next module.

Conclusion

Module 2 equips learners with the skills to ask meaningful questions and make data-driven decisions, aligning with industry practices. It prepares them for exploring and preparing data in subsequent modules.