COURSE 1

WEEK 1

**Ask** questions and define the problem.

**Prepare** data by collecting and storing the information.

**Process** data by cleaning and checking the information.

**Analyze** data to find patterns, relationships, and trends.

**Share** data with your audience.

**Act** on the data and use the analysis results.

WEEK 2

**A technical mindset**

The analytical skill that involves breaking processes down into smaller steps and working with them in an orderly, logical way

**Data design**

The analytical skill that involves how you organize information

**Understanding context**

The analytical skill that has to do with how you group things into categories

**Data strategy**

The analytical skill that involves managing the processes and tools used in data analysis

The 5 key aspects are visualization, strategy, problem-orientation, correlation, and using big-picture and detail-oriented thinking.

WEEK 3

Data Life Cycle

**Plan**: Decide what kind of data is needed, how it will be managed, and who will be responsible for it.

**Capture**: Collect or bring in data from a variety of different sources.

**Manage**: Care for and maintain the data. This includes determining how and where it is stored and the tools used to do so.

**Analyze**: Use the data to solve problems, make decisions, and support business goals.

**Archive**: Keep relevant data stored for long-term and future reference.

**Destroy**: Remove data from storage and delete any shared copies of the data.

COURSE 2

WEEK 1

**Making predictions**

**Categorizing things**

**Spotting something unusual**

**Identifying themes**

**Discovering connections**

**Finding patterns**

**Specific**: Questions are simple, significant, and focused on a single topic or a few closely related ideas.

**Measurable**: Questions can be quantified and assessed.

**Action-oriented**: Questions encourage change.

**Relevant**: Questions matter, are important, and have significance to the problem you’re trying to solve.

**Time-bound**: Questions specify the time to be studied.