

Ask Questions to Make Data-Driven Decisions

Google

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## Week 2

Ask Questions to Make Data-Driven Decisions

### Week 2

Discuss the topic here.

63 threads · Last post 2 hours ago

Go to forum

### Data-driven decisions

 Google Career Certificates


In analytics, data drives decision-making. In this part of the course, you'll explore data of all kinds and its impact on real-life choices and strategies. You'll also learn how to share your data through reports and dashboards.

### Learning Objectives


- Discuss the use of data in the decision-making process
- Compare and contrast data-driven decision making with data-inspired decision making
- Explain the difference between quantitative and qualitative data including reference to their use and specific examples
- Discuss the importance and benefits of dashboards and reports to the data analyst with reference to Tableau and spreadsheets
- Differentiate between data and metrics, giving specific examples
- Demonstrate an understanding of what is involved in using a mathematical approach to analyze a problem


[Less](#)

### Understand the power of data


 **Video:** Data and decisions 1 min


Resume


 **Video:** How data empowers decisions 5 min


 **Reading:** Data trials and triumphs 10 min

 **Discussion Prompt:** Using data in everyday life 10 min


 **Video:** Qualitative and quantitative data 4 min


 **Reading:** Qualitative and quantitative data in business 10 min

 **Reading:** Learning Log: Ask SMART questions about real-life data sources 20 min


 **Practice Quiz:** Test your knowledge on the power of data 4 questions

### Follow the evidence

 **Video:** The big reveal: Sharing your findings 5 min


 **Video:** Data versus metrics 3 min


 **Reading:** Designing compelling dashboards 10 min


 **Practice Quiz:** Self-Reflection: Dive deeper into dashboards 4 questions

 **Practice Quiz:** Test your knowledge on following the evidence 4 questions

### Connecting the data dots


 **Video:** Mathematical thinking 4 min


 **Reading:** Big and small data 10 min

 **Practice Quiz:** Test your knowledge on connecting the data dots 3 questions

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### **\*Weekly challenge 2\***

 **Reading:** Glossary: Terms and definitions 5 min

 **Quiz:** \*Weekly challenge 2\* 8 questions Due Jul 19, 1:59 AM CDT

