

Process Data from Dirty to Clean

Google

Overview

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Week 1

Process Data from Dirty to Clean

Week 1

Discuss the topic here.

61 threads · Last post an hour ago

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The importance of integrity



Google Career Certificates

As you start thinking about how to prepare your data for exploration, this part of the course will highlight why data integrity is so essential to successful decision-making. You'll learn about how data is generated and the techniques analysts use to decide what data to collect for analysis. And you'll discover structured and unstructured data, data types, and data formats.

Less

Learning Objectives

- Describe statistical measures associated with data integrity including statistical power, hypothesis testing, and margin of error
- Describe strategies that can be used to address insufficient data
- Discuss the importance of sample size with reference to sample bias and random samples
- Describe the relationship between data and related business objectives
- Define data integrity with reference to types and risks
- Discuss the importance of pre-cleaning activities

Less

Focus on integrity

Video: Introduction to focus on integrity 3 min

Resume

Reading: Course syllabus 10 min

Discussion Prompt: Meet and greet 10 min

Refresher: Your data analytics certificate roadmap 15 min

Data integrity and analytics objectives

Video: Why data integrity is important 2 min

Reading: More about data integrity and compliance 10 min

Video: Balancing objectives with data integrity 3 min

Reading: Well-aligned objectives and data 10 min

Practice Quiz: Test your knowledge on data integrity and analytics objectives 3 questions


Overcoming the challenges of insufficient data


Video: Dealing with insufficient data 3 min

Reading: What to do when you find an issue with your data 10 min

Video: The importance of sample size 3 min


Reading: Calculating sample size 10 min


 **Practice Quiz:** Self-Reflection: Why pre-cleaning activities are important 2 questions


 **Practice Quiz:** Test your knowledge on insufficient data 3 questions

Testing your data

 **Video:** Using statistical power 4 min


 **Reading:** What to do when there is no data 10 min


 **Video:** Determine the best sample size 4 min


 **Reading:** Sample size calculator 10 min

 **Practice Quiz:** Test your knowledge on testing your data 3 questions

Consider the margin of error


 **Video:** Evaluate the reliability of your data 5 min

 **Reading:** All about margin of error 10 min

 **Practice Quiz:** Test your knowledge on margin of error 2 questions

Weekly challenge 1

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

 **Quiz:** Weekly challenge 1 8 questions Due Jul 12, 1:59 AM CDT

