

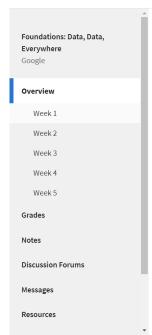




What do you want to learn?







# Week 1

Foundations: Data, Data, Everywhere

#### Week 1

Discuss the topic here.

1485 threads · Last post 6 minutes ago

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## Introducing data analytics



Google Career Certificates

Data helps us make decisions in everyday life and in business. In this first part of the course, you'll learn how data analysts use data analytics and the tools of their trade to inform those decisions. You'll also discover more about this course and the overall program expectations.

∧ Less

### **Learning Objectives**

- Define key concepts involved in data analytics including data, data analysis, and data ecosystem
- Discuss the use of data in everyday life decisions
- Identify the key features of the learning environment and their uses
- Describe principles and practices that will help to increase one's chances of success in this certificate
- · Explain the use of data in organizational decision-making
- Describe the key concepts to be discussed in the program, including learning outcomes



# Get started

▶ Video: Welcome to the Google Data Analytics Certificate 9 min

Resume

- Reading: Program description and course syllabus 10 min
- Reading: Learning Log: Think about data in daily life 20 min
- ▶ Video: Introduction to the course 4 min
- Reading: Helpful resources to get started 10 min
- Discussion Prompt: Meet and greet 10 min
- Your data analytics certificate roadmap 15 min
- Reading: Deciding if you should take the speed track 10 min
- Practice Quiz: Optional: Familiar with data analytics? Take our diagnostic quiz 10 questions
- Reading: Optional: Your diagnostic quiz score and what it means 10 min

## Transforming data into insights

- ▶ Video: Data analytics in everyday life 4 min
- Reading: Learning Log: Consider how data analysts approach tasks 20 min
- Video: Cassie: Dimensions of data analytics 4 min

Understanding the data ecosystem

Ullu	erstanding the data ecosystem
lacksquare	<b>Video:</b> What is the data ecosystem? 4 min
lacksquare	Video: How data informs better decisions 4 min
	Reading: Data and gut instinct 10 min
(11)	Reading: Origins of the data analysis process 10 mln
	Practice Quiz: Test your knowledge on the data ecosystem 4 questions
Program expectations and proper use of the discussion forum	
•	Video: What to expect moving forward 1 min
<b>(1)</b>	Commit to completing the program 10 min
	Reading: Program surveys 10 min
(p)	Google Data Analytics Participant Entry Survey 10 mln
(11)	Reading: Discussion forums 10 min
<u></u>	Reading: Get to know your classmates 10 min
(P)	Discussion Prompt: Meet and greet 10 min
	Practice Quiz: Test your knowledge on proper use of the discussion forum 3 questions
*Weekly challenge 1*	
(II)	Reading: Glossary: Terms and definitions 5 min
	Quiz: *Weekly challenge 1* 8 questions Due Jul 12, 1:59 AM CDT