

Overview

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Grades

Notes

Discussion Forums

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Course Info

Week 2

Google Data Analytics Capstone: Complete a Case Study

Week 2

Discuss the topic here.

153 threads · Last post an hour ago

Go to forum

Optional: Building your portfolio

Google Career Certificates

In this part of the course, you'll get an overview of two possible tracks to complete your case study. You can use a dataset from one of the business cases provided or search for a public dataset and develop a business case for an area of personal interest. In addition, you'll be introduced to several platforms for hosting your completed case study.

Less

Learning Objectives

- Apply the practices and procedures associated with the data analysis process to a given set of data.
- Discuss the expectations involved in completing a data analysis case study.
- Move their portfolio to Kaggle, post and make it public
- Add R Code to a Kaggle Notebooks
- Recall the different types of Kaggle Notebooks

Less

Getting started

Reading: Intro to building your portfolio 10 min

Video: Getting started with your case study 3 min

Resume

Reading: Next steps, choosing your track 10 min

Capstone roadmap 15 min

Case study track 1: Working with existing questions and datasets

Reading: Track 1 details 10 min

Reading: Case Study 1: How does a bike-share navigate speedy success? 10 min

Reading: Case Study 2: How can a wellness company play it smart? 10 min

Discussion Prompt: Case Study 1: How does a bike-share navigate speedy success? 10 min

Discussion Prompt: Case Study 2: How can a wellness company play it smart? 10 min

Case study track 2: Choosing your own questions and dataset

Reading: Track 2 details 10 min

Reading: Case Study 3: Follow your own case study path 10 min

Reading: Resources to explore other case studies 10 min

Discussion Prompt: Case Study 3: Follow your own case study path 10 min

Sharing your case study and portfolio

- ▶ **Video:** Unlimited potential with analytics case studies 1 min
- ▶ **Video:** Sharing your portfolio 2 min
- 📖 **Reading:** Creating your online portfolio 10 min
- 📖 **Practice Quiz:** Hands-On Activity: Adding your portfolio to Kaggle 2 questions
- 🗣️ **Discussion Prompt:** Optional: Share your portfolio with others 10 min
- 📖 **Practice Quiz:** Test your knowledge on completing a case study 6 questions

