Week 1

Ask Questions to Make Data-Driven Decisions

Week 1

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Effective questions

🅖 Google Career Certificates

To do the job of a data analyst, you need to ask questions and problem-solve. In this part of the course, you'll check out some common analysis challenges and how analysts address them. You'll also learn about effective questioning techniques that can help guide your analysis.

⌃ **Less**

Learning Objectives

- Explain the characteristics of effective questions with reference to the SMART framework
- Discuss the common types of problems addressed by a data analyst
- Explain how each step of the problem-solving roadmap contributes to common analysis scenarios
- Explain the data analysis process, making specific reference to the ask, prepare, process, analyze, share, and act phases
- Describe the key ideas associated with structured thinking including the problem domain, scope of work, and context

⌃ **Less**

Problem-solving and effective questioning

▷ **Video:** Introduction to problem-solving and effective questioning 3 min

Resume

▭ **Reading:** Course syllabus 10 min

▭ **Reading:** Learning Log: Consider what data means to you 20 min

💬 **Discussion Prompt:** Meet and greet 10 min

⟨/⟩ Refresher: 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

Take action with data

▷ **Video:** Data in action 5 min

▭ **Reading:** From issue to action: The six data analysis phases 10 min

▷ **Video:** Nikki: The data process works 2 min

▤ **Practice Quiz:** Test your knowledge on taking action with data 4 questions

Solve problems with data

▷ **Video:** Common problem types 7 min

▭ **Reading:** Six problem types 10 min

Video: Anmol: From hypothesis to outcome   2 min

Practice Quiz: Test your knowledge on solving problems with data   3 questions

Craft effective questions

Video: SMART questions   7 min

Reading: More about SMART questions   10 min

Practice Quiz: Self-Reflection: Data analyst scenarios   2 questions

Video: Evan: Data opens doors   2 min

Practice Quiz: Self-Reflection: Ask your own SMART questions   1 question

Discussion Prompt: What your questions revealed   10 min

Practice Quiz: Test your knowledge on crafting effective questions   4 questions

Weekly challenge 1

Reading: Glossary: Terms and definitions   5 min

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