



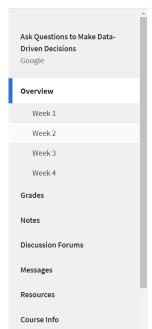


What do you want to learn?









## Week 2

Ask Questions to Make Data-Driven Decisions

#### Week 2

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### **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



# Understand the power of data ▶ Video: Data and decisions 1 min ▶ 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 $igbedref{}$ 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

(LLL) Reading: Big and small data 10 min	
Practice Quiz: Test your knowledge on connecting the data dots 3 questions	
*Weekly challenge 2*	
© Reading: Glossary: Terms and definitions 5 mln	
Quiz: *Weekly challenge 2* 8 questions Due Jul 19, 1:59 AM CDT	