

Introduction to Data Visualization in the Cloud

1. Communicating with Stakeholders

- **Key Point:** Communication is a core responsibility of a cloud data analyst.
 - **Description:** You'll use visualizations to share insights with both technical and non-technical stakeholders to support better decision-making.
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2. Importance of Data Visualization

- **Key Point:** Visualizing data helps teams understand and act on information.
 - **Description:** Charts, graphs, and dashboards turn raw data into compelling stories that inspire action.
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3. Turning Data into Inspiration

- **Key Point:** Visualization transforms mundane data into engaging insights.
 - **Description:** Effective visuals can reveal patterns and trends that drive business innovation.
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4. What is Data Visualization?

- **Key Point:** It's the graphical representation of data.
 - **Description:** Using visual formats like charts and graphs helps users interact with and interpret data.
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5. Prerequisites for the Course

- **Key Point:** Basic cloud and SQL knowledge is helpful.
- **Description:** Familiarity with data storage, access, transformation, and querying (SQL) will support your learning.

6. Meet Your Instructor

- **Key Point:** C.J., Cloud Customer Engineer at Google.
- **Description:** C.J. helps major retailers use Google Cloud to unlock insights and improve business outcomes.

7. No Artistic Skills Needed

- **Key Point:** Visualization tools are user-friendly.
- **Description:** You'll learn to use tools that simplify design and storytelling without needing a design background.

8. Course Roadmap

Here's what you'll explore in this course:

Data Storytelling

- Learn how to craft compelling narratives from data.

UX/UI Design Basics

- Understand how design impacts communication and user engagement.

Visualization Planning

- Translate business needs into effective visual plans.

Data Types and Design

- Discover how different data types influence visualization choices.

Dashboard Design Patterns

- Study common layouts and techniques used in business intelligence.

Stakeholder Collaboration

- Learn to interpret stakeholder requests and deliver impactful visuals.

Accessing and Exploring Data

- Practice accessing datasets and preparing them for visualization.

Dimensions and Measures

- Model data effectively for visual tools like Looker.

Working with Large Datasets

- Use scalable tools with security and integration features.

Developer Tools and Modeling Languages

- Step into the developer role to build dashboards as code and solve complex problems.

9. Improving Data Literacy

- **Key Point:** Visualizations make data accessible to everyone.
- **Description:** Clear visuals help raise data literacy across your organization.

10. Ready to Begin!

- **Key Point:** You're about to dive into the world of cloud-based data visualization.
- **Description:** Let's get started and learn how to turn data into stories that matter!