

Explore your Course 3 scenario: TheLook eCommerce

Learn about the course 3 labs and activity scenario

This reading introduces the labs and activity scenario for course 3, which focuses on data transformation planning, techniques, and data pipelines. As you complete the labs and activity, you'll put your cloud data analytics knowledge and skills to work at TheLook eCommerce and practice transforming data in a cloud environment to solve business problems.

Note: Be sure to review the **Lab Technical Tips** reading before you begin working on the lab.

Your role



As a cloud data analyst for TheLook eCommerce, you've been asked to collaborate with a cross-functional team that includes merchandising, logistics, and marketing experts. Each department has a different request that requires data transformation. Using data transformation techniques and analysis, you'll be responsible for querying, transforming, and presenting data to support the team's cross-functional efforts.

Your tasks

Wrap up readings with a recap of the key concepts discussed. Make sure to tie the recap back to the reading objectives.

In the following course 3 labs and activity, you'll be working with the TheLook eCommerce team to:

- **Practice transformation methods:** In this module 1 lab, you'll troubleshoot TheLook eCommerce's product data using SQL to limit, sample, and aggregate the data.
- **Create and manage SQL pipelines:** In this module 2 lab, you'll support TheLook eCommerce's logistics team by building a data pipeline using BigQuery and SQL to collect, transform, and load data about customer deliveries.
- **Analyze a data transformation plan:** In this module 3 activity, you'll analyze a data transformation plan to ensure it aligns with TheLook's business needs. You'll also review data transformation techniques, assess transformation tools, and evaluate testing procedures to support the marketing team.
- **Apply RFM method to segment customer data:** In this module 3 lab, you'll conduct a Recency, Frequency, and Monetary value (RFM) value analysis to identify different customer behaviors based on the plan you previously analyzed.

As you complete these tasks, you'll build upon your cloud data analytics knowledge. Completing these course 3 labs and activity will help you plan a data transformation, apply transformation techniques, and build data pipelines to analyze data to meet business needs.

Note: *The story, all names, characters, and incidents portrayed in this project are fictitious. No identification with actual persons (living or deceased) is intended or should be inferred. And, the data shared in this project has been created for pedagogical purposes.*

Your deliverables

With the course 3 labs and activity, you will gain valuable practice and apply your new skills as you complete the following:

- Troubleshoot datasets using SQL to improve accuracy of data analysis results.
- Build a data pipeline that provides reliable data.
- Analyze a data transformation plan to proactively identify and address potential data quality issues.
- Conduct an RFM analysis to aggregate, join, and derive data.

Good luck! Your TheLook eCommerce colleagues are eager to leverage your expertise in data transformation in a cloud environment.

Key takeaways

The course 3 cloud data analytics labs and activity practice valuable skills you'll need to have as a cloud data analyst. Analysts use data transformation to solve business problems in cloud environments. You'll apply data transformation techniques to query and present data and build data pipelines as another method of collecting and transforming data. You can also add these skills to your portfolio to demonstrate your experience to potential employers.

Resources for more information

Use these readings to help support you as you work through the lab:

- **SQL query terms reading** available in course 2 module 4
- **Techniques Used to Transform Data, Part 1 reading** available in course 3 module 1
- **Techniques Used to Transform Data, Part 2 reading** available in course 3 module 1