

GCP CDA Module 3 - Activity 1 Guidelines

This guide provides a step-by-step approach to completing Activity 1: Design a Data Lifecycle Plan. As a cloud data analyst at TheLook eCommerce, your goal is to improve the company's data lifecycle plan based on stakeholder feedback from the merchandising and marketing departments.

Step 1: Planning

- Review the business questions and objectives provided in the meeting notes.
- Match each business question to its corresponding objective.
- Identify the specific data needed to answer each question.
- Document your recommendations in the Planning slide of the PowerPoint template.

Step 2: Capture Data

- Review stakeholder feedback about existing data sources, gaps, and transformation needs.
- Recommend how to collect and prepare the data.
- Suggest new data sources, cleaning and transformation steps, and ways to address missing metrics.
- Add three recommendations to the Capture Data slide.

Step 3: Manage, Analyze, Archive, and Destroy

- Review feedback on data access, analysis needs, and retention policies.
- Recommend how to manage data securely, analyze it effectively, and determine archiving and destruction protocols.
- Include three recommendations in the final slide of the PowerPoint template.

Tips for Success

- Ensure each business question is clearly matched to an objective.
- Provide actionable and specific data recommendations.
- Address privacy concerns, especially around PII.
- Use automation and versioning where appropriate.
- Follow compliance guidelines such as GDPR when recommending data retention and destruction.

Completion Criteria

- All business questions are matched to objectives with relevant data recommendations.
- Capture slide includes three well-defined recommendations.
- Manage/Analyze/Archive/Destroy slide includes three recommendations.
- The plan addresses stakeholder concerns and supports business goals.