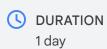


Introduction to Data Analytics on Google Cloud

This course is an introduction to data analytics on Google Cloud. It is designed for learners who have no prior experience with data analytics or Google Cloud. The course covers the basics of data analysis, including collection, storage, exploration, visualization, and sharing. It also introduces learners to Google Cloud's data analytics tools and services. Through video lectures, demos, quizzes, and hands-on labs, the course demonstrates how to go from raw data to impactful visualizations and dashboards.







What you'll learn

- Describe the data analytics workflow on Google Cloud and summarize the different types of analytics.
- Identify Google Cloud data analytics products and describe how each is used to work with data.
- Describe data sources, data structures, and data storage options in Google Cloud.
- Use BigQuery, Looker, and Looker Studio to answer data questions and influence business decisions.





Overview 4 modules · 6 labs

Who this course is for

Data analysts

Products • BigQuery

Looker

· Looker Studio

Prerequisites • Basic familiarity with SQL

· Basic understanding of data concepts such as data types (relational,

non-relational) and storage (data lakes, data warehouses)

Not covered • In-depth SQL

BigQuery

ML instruction

· Google Sheets

Module 01 Understand the Data Analytics Lifecycle on Google Cloud

Topics • Data analytics workflow

· Data sources

· Storage methods

Google Cloud data analytics products

· Data types

Objectives • Detail and describe the data analytics workflow on Google Cloud.

• Compare and contrast data sources and storage methods available

in Google Cloud.

• Compare how different data types can be used for data analytics.

Activities Quiz

Module 02 Explore Data and Extract Insights by Using BigQuery

Topics • BigQuery services, capabilities, and organization

Data storageBasic SQL

· Answering data-driven questions







Objectives

- Describe BigQuery and the BigQuery solution architecture.
- Derive insights from data by using BigQuery.
- Use the BigQuery user interface to run basic queries.

Activities

- · Lab 1: BigQuery Qwik Start: Console
- Lab 2: Introduction to SQL for BigQuery and Cloud SQL
- Lab 3: BigLake: Qwik Start
- · Lab 4: Analyze data with Gemini Assistance
- Quiz

Module 03 Make Data-Driven Decisions by Using Looker

Topics

- Looker data exploration terms and concepts
- · Looks and dashboards
- Visualizations
- · Report sharing
- · Looker Studio

Objectives

- Manipulate a Looker Explore to answer data-driven questions.
- Create a situation-appropriate visualization to highlight the answer for a datadriven question.
- Choose between Looker and Looker Studio for data visualization and sharing.
- · Share visualizations with others.

Activities

- Lab 1: Looker Data Explorer—Qwik Start
- · Lab 2: Looker Data Studio—Qwik Start
- Quiz

Module 04 Course Summary

Topics

- · Topic review
- Slides

Objectives

Find resources for additional learning and support.



