

# Introduction to Data Analytics on Google Cloud

The best training to start data analysis on Google Cloud

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## Learning outcomes

- 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.

## Who this course is for

Data analysts

## Prerequisites

- Basic familiarity with SQL
- Basic understanding of data concepts such as data types (relational, non-relational) and storage (data lakes, data warehouses)

## Course Outline

## **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 storage
- Basic 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
- Quizz

## **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 data-driven 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 Star
- Quiz