Google Business Intelligence Certificate

Key Competencies & Job Mapping

Grow with Google

Developing talent for in-demand jobs

GOOGLE CAREER CERTIFICATES

Google Career Certificates provide learners with the skills they need to apply for more than 2.0 million in-demand jobs across the fields of data analytics, digital marketing & e-commerce, IT support, project management, and user experience (UX) design, with a median salary of $72,000.[1]

These certificates are taught and developed by Google employees working in these fields; they are hands-on, practical, and rigorous. At under 10 hours per week, you can complete the certificate in less than six months. 75% of certificate graduates report a positive career outcome (e.g., new job, promotion, or raise) within six months of completion.[2]

GOOGLE BUSINESS INTELLIGENCE CERTIFICATE

The Google Business Intelligence Certificate teaches learners how to create processes and information channels that transform data into actionable insights to inform business decisions.

Designed for people working in the field of data analytics or graduates of the [Google Data Analytics Certificate](#) program, this stackable credential helps learners enhance their technical skills with tools like BigQuery, SQL, and Tableau and unlock more opportunities for career progression.

166K+
job openings in business intelligence [1]

$96K+
median salary in business intelligence [1]

THE GOOGLE BUSINESS INTELLIGENCE CERTIFICATE PREPARES LEARNERS FOR IN-DEMAND JOBS SUCH AS:

- Business intelligence analyst
- Business intelligence engineer
- Business intelligence developer
- Business data analyst

[1] Lightcast™ US Job Postings (Last 12 Months: Jan. 1, 2022 - Dec. 31, 2022)
[2] Based on program graduate survey, United States 2022

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Program Overview

Upon completing the **Google Business Intelligence Certificate**, program graduates will:

- Explore the roles of business intelligence (BI) professionals within an organization

- Practice data modeling and extract, transform, load (ETL) processes that meet organizational goals

- Design data visualizations that answer business questions

- Create dashboards that effectively communicate data insights to stakeholders

Business Intelligence

Extract, Transform, Load data

Visualizations

Tableau

Dashboarding & Reporting

Business Analysis

Course 1
Foundations of Business Intelligence

Course 2
The Path to Insights: Data Models and Pipelines

Course 3
Decisions, Decisions: Dashboards and Reports

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CONTENT BREAKDOWN:

	112	Videos
	115	Readings
	32	Quizzes
	21	Hands-on activities

Course 1 — Foundations of Business Intelligence

This is the first of three courses in the Google Business Intelligence Certificate, which will help develop the skills needed to apply for entry-level roles as a business intelligence (BI) professional. People who work in BI help organizations access the right data, use data to help businesses grow and improve, and put insights into action. In this course, learners will discover the role of BI professionals within an organization and explore BI tools used on the job.

By the end of this course, learners will be able to:

- Make key distinctions between business intelligence (BI) and data analysis
- Explore how data is used in business processes and decision making
- Describe ways that BI professionals impact their organizations
- Identify the uses and benefits of BI tools, including data models, pipelines, data visualizations, and dashboards
- Acquire, manipulate, and integrate data using key BI concepts
- Select and define metrics that are relevant to project goals and stakeholder questions
- Develop and execute a BI project by working with stakeholders to determine project requirements, execute tasks, and deliver insights that guide decision making

SKILLS ACQUIRED:

- ❏ Stakeholder management
- ❏ Business processes and requirements
- ❏ Cross-functional team dynamics
- ❏ Asking effective questions
- ❏ Sharing insights and ideas with stakeholders

TOPICS:

- ★ Data-driven results through business intelligence
- ★ Business intelligence tools and techniques
- ★ Context is crucial for purposeful insights
- ★ Course 1 end-of-course project

CONTENT BREAKDOWN:

🖥	31	Videos
📖	38	Readings
📋	12	Quizzes
🔧	3	Hands-on activities

Course 2 — The Path to Insights: Data Models and Pipelines

This is the second of three courses in the Google Business Intelligence Certificate. In this course, learners explore data modeling and how databases are designed. They'll also learn about extract, transform, load (ETL) processes which extract data from source systems, transform it into formats that enable analysis, and drive business processes and goals.

By the end of this course, learners will be able to:

- Determine which data models are appropriate for different business requirements
- Describe the difference between creating and interacting with a data model
- Create data models to answer different types of questions
- Explain the parts of the extract, transform, load (ETL) process and tools used in ETL
- Understand extraction processes and tools for different data storage systems
- Design an ETL process that meets organizational and stakeholder needs
- Design data pipelines to automate BI processes

SKILLS ACQUIRED:

- ❏ Extract, Transform, Load (ETL)
- ❏ Data Management
- ❏ Data Transformation
- ❏ Database Optimization
- ❏ Google Dataflow/Google BigQuery

TOPICS:

- ★ Data models and pipelines
- ★ Dynamic database design
- ★ Optimization of ETL processes
- ★ Course 2 end-of-course project

CONTENT BREAKDOWN:

🖥	37	Videos
📖	41	Readings
📋	15	Quizzes
🔧	8	Hands-on activities

Course 3 — Decisions, Decisions: Dashboards and Reports

This is the third and final course in the Google Business Intelligence Certificate. In this course, learners apply their understanding of stakeholder needs, plan and create BI visuals, and design reporting tools, including dashboards. They'll also explore how to answer business questions with flexible and interactive dashboards that can monitor data over long periods of time.

By the end of this course, learners will be able to:

- Explain how BI visualizations answer business questions
- Identify complications that may arise during the creation of BI visualizations
- Produce charts that represent BI data monitored over time
- Use dashboard and reporting tools
- Build dashboards using best practices to meet stakeholder needs
- Iterate on a dashboard to meet changing project requirements
- Design BI presentations to share insights with stakeholders
- Create or update a resume and prepare for BI interviews

SKILLS ACQUIRED:

- ❏ Data visualizations
- ❏ Dashboarding and reporting
- ❏ Presenting data insights
- ❏ Effective communication
- ❏ Tableau

TOPICS:

- ★ BI visualization design techniques
- ★ Tips for data automation and monitoring
- ★ Communication of BI insights to stakeholders
- ★ Course 3 end-of-course project
- ★ Career resources to establish yourself as a BI professional

CONTENT BREAKDOWN:

🖥️	44	Videos
📖	36	Readings
📋	9	Quizzes
🔧	10	Hands-on activities