




Quest
BigQuery for Marketing Analysts


 7 hours  Fundamental  10 Credits

Want to turn your marketing data into insights and build dashboards? Bring all of your data into one place for large-scale analysis and model building. Get repeatable, scalable, and valuable insights into your data by learning how to query it and using BigQuery. BigQuery is Google's fully managed, NoOps, low cost analytics database. With BigQuery you can query terabytes and terabytes of data without having any infrastructure to manage or needing a database administrator. BigQuery uses SQL and can take advantage of the pay-as-you-go model. BigQuery allows you to focus on analyzing data to find meaningful insights.





Congrats! You completed this quest and earned a badge. Become a cloud expert and start another.


Lab

 **Exploring Your Ecommerce Dataset with SQL in Google BigQuery**



In this lab, you learn to use BigQuery to find data, query the data-to-insights public dataset, and write and execute queries.

★★★★★ 30 minutes Introductory Free  


Lab

 **Explore and Create Reports with Data Studio**



In this lab, you learn how to connect Google Data Studio to Google BigQuery data tables, create charts, and explore the relationships between dimensions and measures.

★★★★★ 40 minutes Introductory Free  


Lab

 **Creating Permanent Tables and Access-Controlled Views in BigQuery**



This lab focuses on how to create new permanent reporting tables and logical views from an existing ecommerce dataset.

★★★★★ 1 hour Introductory 1 Credit  


Lab

 **Ingesting New Datasets into BigQuery**



This lab focuses on how to ingest new datasets into tables inside of BigQuery.

★★★★★ 1 hour Introductory 1 Credit  


Lab

 **How to Build a BI Dashboard Using Google Data Studio and BigQuery**



Learn how to build a BI dashboard with Data Studio as the front end, powered by BigQuery on the back end

★★★★★ 1 hour intermediate 5 Credits  


Lab

 **Data Catalog: Qwik Start**



In this lab you will explore existing datasets with Data Catalog and mine the table and column metadata for insights.

★★★★★ 30 minutes Introductory 1 Credit  


Lab

 **Exploring Dataset Metadata Between Projects with Data Catalog**

In this lab, you will explore existing datasets with Data Catalog and mine the table and column metadata for insights.

★★★★★ 1 hour Introductory 1 Credit  

Lab

 **Build and Execute MySQL, PostgreSQL, and SQLServer to Data Catalog Connectors**

In this lab you will explore existing datasets with Data Catalog and mine the table and column metadata for insights.

★★★★★ 1 hour 15 minutes Introductory 1 Credit 