

Greg L.
Google Data Analytics Certificate
Hired by Deloitte



**Build the talent your
business needs in an AI-enabled world**

Grow with **Google**

A woman with dark, wavy hair, wearing a yellow sweater, is sitting at a desk. She is smiling and looking down at a notebook in front of her. Her right hand is holding a pen over the notebook. On the desk, there is a laptop, a mouse, and a pen holder with several pens. In the background, there is a window with blinds and a green plant.

Grow with **Google**

Making the opportunities created by
technology available to everyone

Kenefra C.
Google Project Management
Certificate Graduate

AI offers significant upside, but companies are still exploring how to upskill their employees

Companies who adopt AI are seeing positive returns

74% of enterprises using generative AI report ROI within the first year ¹

1.5x more revenue growth when AI is scaled over three years ²

Employees also recognize the value for themselves

80% of workers say they want to learn more about AI and how it can be used in their role ³

1.75 average hours saved per day for individuals who use generative AI ⁴

Companies recognize the AI skills gap and plan to invest in training

50% of executives worldwide highlight a lack of skills to support AI adoption ⁵

77% of employers plan to reskill and upskill their workforce to work more effectively alongside AI ⁵

¹ Google Cloud. [The ROI of GenAI Report](#) (2024)

² BCG. [Build for the Future Global Study](#) (2024)

³ LinkedIn. [Workplace Learning Report](#) (2024)

⁴ Visier. [Survey Report: Closing the Global Skills Gap](#) (2023)

⁵ World Economic Forum. [Future of Jobs](#) (2025)

Training for in-demand job skills, including AI

Google Career Certificates

Includes AI Content

Cybersecurity

Data Analytics

UX Design

Digital Marketing

Project Management

IT Support

Google Courses

AI Essentials

Prompting Essentials

Agile Essentials

✓ Created by Google experts

Developed experts with decades of experience.

✓ AI-First Training

Build AI skills through AI lessons within the foundational Google Career Certificates and Google Courses.

✓ Flexible & On-Demand

Flexible training taught by Google experts. Google Career certificates can be completed part-time in under 3-6 months

✓ Rigorous and relevant

Hands-on learning with built-in assessments, real-world projects, and skill-building labs.

✓ Vetted by employers

Informed by insight from experts and recruiters at top employers hiring in these fields.

150+ national employers are using Google Career Certificates and Google Courses to upskill their employees or hire talent



Helping companies **upskill and reskill employees** and **access new talent pipelines**

	Foundational Google Career Certificates	Advanced Google Career Certificates	Google Courses
Intended Outcome	Upskill employees or reskill employees into in-demand job fields	Upskill employees to move up in their existing job fields	Increase employee productivity through upskilling
Training	Cybersecurity Data Analytics Digital Marketing & E-commerce IT Support Project Management UX Design	Advanced Data Analytics Business Intelligence IT Automation with Python	AI Essentials Prompting Essentials Agile Essentials
Time	3-6 months 100% online, self-paced	1-2 months or 3-6 months 100% online, self-paced	5-7 hours 100% online, self-paced
Credentials	Certificate & badge		
	Recommended for college credit by American Council on Education		

Upskill your workforce and find skilled talent as a member of the Google Employer Consortium

✓ Upskilling content

- Custom course or certificate bundles for your employees
- Dashboards, reports, and learner progress metrics to monitor performance
- Co-marketing opportunities with Google
- Flexible licenses for use across employees

✓ Hiring support

- Access to exclusive job platform and staffing support
- Plan to share open roles and consider Google Career Certificate graduates for jobs
- Co-marketing opportunities with Google
- No platform expenses, placement fees, or any other costs

✓ Community & events

- Invitations to Google-led employer convenings on tech, HR, and L&D
- Access to thought leadership and updates from the Google team



Find, train, and retain talent with Google Career Certificates and Google Courses



Access a unique talent pool

More than 400,000 US graduates

Dedicated jobs platform to gain access to graduates



Staff hard-to-fill roles

No-cost staffing support to help fill your roles

Reach out to candidates with custom, targeted texts and emails and a dedicated platform to upload and share open roles

Host and attend optional recruitment events, including career fairs and interview days



Future-proof and skill your workforce

On-demand training for specific skilling needs

Integrate content into L&D offerings, early career initiatives, cohort learning, or apprenticeships

LMS integration



Improve talent brand and workforce retention

38% higher retention rates for organization investing in skill development ²

Position your company as a leader in preparing your workforce for AI



Get started **today**
and join 150+
employers.

Build for today—and tomorrow.

Get in touch for a custom consult at
gwg-employers@google.com

Training Details

Learn more about the curriculum for each offering

Equip employees with essential AI skills

About the course

Google AI Essentials is a self-paced course designed to help people across roles and industries get essential AI skills to boost their productivity, zero experience required.

When learners finish the course, they'll be able to:

- Integrate AI into their workstreams (everyday tasks at work)
- Use AI to boost productivity
- Use AI to elevate their work

The course is taught by AI experts at Google who are working to make the technology helpful for everyone. Learners gain hands-on experience in the following skills.



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Top skills learners will gain:

- Use generative AI tools to help:
 - Develop ideas and content
 - Make more informed decisions
 - Speed up daily work tasks
- Write effective prompts to help:
 - Summarize information
 - Create taglines, and more.
- Use AI responsibly
- AI literacy
- Critical thinking
- Problem solving
- Iterative thinking

Equip students with prompting skills

About the course

Google Prompting Essentials teaches you how to give clear and specific instructions to generative AI - known as prompting - helping you to unlock more of AI's benefits. In 5 easy steps, you'll learn how to prompt effectively and make AI work for you.

- **Save time on daily tasks:** Craft tailored emails, brainstorm creative content with ease, build tables and trackers effortlessly, and quickly summarize lengthy documents.
- **Uncover and share powerful insights:** Identify patterns in data, create compelling visuals, and even rehearse presentations.
- **Tackle complex projects:** Transform abstract ideas into actionable steps, using AI to role-play conversations, and get expert feedback.

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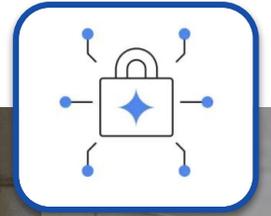


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Top skills learners will gain:

- **Learn advanced prompting techniques:**
 - Solve complex problems with prompt chaining
 - Explore prompting techniques such as meta-prompting, chain-of-thought prompting, and tree-of-thought prompting
 - Create an AI agent for simulations and expert feedback
- Generative AI
- Prompt design
- Prompt evaluation and iteration
- Multimodal prompting
- Responsible AI

Job-ready skills in cybersecurity



About the program

The **Google Cybersecurity Certificate** features over 120 assessments, and 125 hands-on projects. Graduates are equipped with key competencies like:

- Ability to protect networks, devices, people, and data from unauthorized access and cyberattacks using SIEM tools, IDS, and network protocol analyzers (packet sniffing).
- Ability to identify and mitigate common risks, threats, and vulnerabilities.
- Hands-on experience with cybersecurity software and programming languages that are commonly used by security analysts like Linux and SQL, along with exposure to Python.
- **Examples of AI Training:** use AI to identify bugs and refine code.



Python



Linux



Intrusion detection systems



Security information and event management (SIEM)



SQL



Information security



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The Google Cybersecurity Certificate helps graduates prepare for in-demand roles, including:

- Cybersecurity analyst
- Security analyst
- Security operations center (SOC) analyst
- Information security analyst
- IT security analyst
- Cyber defense analyst

Job-ready skills in IT support



About the program

The **Google IT Support Certificate** features over 100 assessments, 24 hands-on exercises, and four writing exercises. Graduates are equipped with key competencies like:

- Understanding the core concepts of all IT support jobs, including troubleshooting, customer service, networking, system administration, operating systems, and security.
- Knowing how to assemble a computer, write effective support documentation, route paths and subnets, manage device software, and more.
- A working knowledge of Linux, cloud computing, and command-line interfaces.
- **Examples of AI Training:** use AI to generate scripts for common tasks and help with customer care.



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Troubleshooting



Customer support



Networking



System
administration



Operating
systems

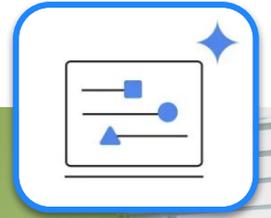


Security

The Google IT Support Certificate helps graduates prepare for in-demand roles, including:

- IT support technician
- Help desk technician
- IT specialist
- Tech support specialist
- IT support specialist
- IT technician

Job-ready skills in IT automation with python



About the program

The **Google IT Automation with Python Certificate** features 70 assessments, 23 hands-on labs, and 9 programming assignments. Graduates are equipped with key competencies like:

- Ability to program with Python to automate common system administration tasks.
- Knowing how to use Git and GitHub to troubleshoot and debug complex problems.
- Ability to apply automation at scale by using configuration management and the cloud.



Python



GitHub



Cloud



System
administration



Debugging

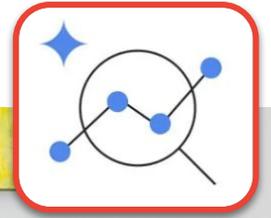


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The Google IT Automation with Python Certificate helps graduates prepare for in-demand roles, including:

- IT support II
- Systems administrator
- Site reliability engineer
- Senior IT support technician
- Advanced IT technician

Job-ready skills in data analytics



About the program

The **Google Data Analytics Certificate** features over 130 assessments, 86 hands-on exercises, and 40 writing projects. Graduates are equipped with key competencies like:

- Working knowledge of essential data analysis platforms (spreadsheets, SQL, Tableau, R) and when to use them in the data lifecycle.
- Understanding how to translate a business question into a data analysis exercise, including transforming, visualizing, and modeling data.
- Knowing how to distill findings into actionable takeaways and recommendations for key stakeholders.
- **Examples of AI Training:** use AI to help with data cleaning and structuring or coming up with ideas for data visualizations



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Finding patterns



Coding



Visualizing



Analyzing



Planning

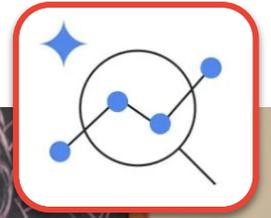


Sharing

The Google Data Analytics Certificate helps graduates prepare for in-demand roles, including:

- Data analyst
- Junior data analyst
- Associate data analyst
- Operations analyst
- Business systems analyst

Job-ready skills in advanced data analytics



About the program

The **Google Advanced Data Analytics Certificate** features over 100 assessments, 13 hands-on activities, and 25 programming assignments. Graduates are equipped with key competencies like:

- Technical skills with tools like Jupyter Notebook, Python, and Tableau.
- Ability to create data visualizations and apply statistical methods to investigate data.
- Ability to build regression and machine learning models to analyze and interpret data.



Data science



Machine learning



Coding python



Predictive modeling



Exploratory data analytics



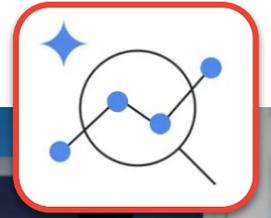
Statistical analysis

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The Google Advanced Data Analytics Certificate helps graduates prepare for in-demand roles, including:

- Senior data analyst
- Junior data scientist
- Data science analyst
- Data analytics scientist

Job-ready skills in **business intelligence**



About the program

The **Google Business Intelligence Certificate** features more than 30 assessments and 21 hands-on activities. Graduates are equipped with key competencies like:

- Understanding of data modeling and extract, transform, load (ETL) processes that meet organizational goals.
- Ability to design data visualizations that answer business questions.
- Ability to create dashboards that effectively communicate data insights to stakeholders.



Business
intelligence



Extract, transform,
load data



Visualizations



Tableau



Dashboarding &
reporting



Business analysis

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The Google Business Intelligence Certificate helps graduates prepare for in-demand roles, including:

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

Job-ready skills in digital marketing & e-commerce



About the program

The **Google Digital Marketing & E-commerce Certificate** features over 210 assessments, and 74 hands-on activities. Graduates are equipped with key competencies like:

- Digital marketing and e-commerce skills to help businesses grow their online presence and sales.
- An understanding of digital marketing disciplines, including email marketing, marketing analytics & measurement, SEO/SEM, reaching customers and selling online, and building customer loyalty.
- Ability to use popular digital marketing and e-commerce tools, including Canva, Constant Contact, Hootsuite, HubSpot, Mailchimp, Shopify, X (formerly known as Twitter), Google Ads, and Google Analytics.
- **Examples of AI Training:** use AI to develop a marketing strategy or conduct



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The **Google Digital Marketing & E-commerce Certificate** helps graduates prepare for in-demand roles, including:

- Marketing coordinator
- E-commerce associate
- Paid search specialist
- Email marketing specialist
- Media planner
- Digital marketing specialist



Engaging customers



Content marketing



Email marketing



Marketing analytics



Selling online



Creating a portfolio

Job-ready skills in project management



About the program

The **Google Project Management Certificate** features over 240 assessments and 89 hands-on projects. Certificate graduates qualify for over 100 hours of project management education that apply directly to requirements for globally-recognized PMI credentials, like the Certified Associate in Project Management (CAPM)[®] certification, at a discounted price. Graduates are equipped with key competencies like:

- Knowing how to manage and run Agile and traditional projects from initiation to completion.
- Understanding of organizational structure, process improvement, risk management techniques, and communication and leadership styles and tactics.
- All the skills necessary to manage complex projects on time and on budget.
- **Examples of AI Training:** use AI to write a charter document or run an effective meeting.



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Team
management



Scheduling



Negotiating



Budget
management



Customer
service



Presenting

The Google Project Management Certificate helps graduates prepare for in-demand roles, including:

- Project coordinator
- Project assistant
- Program manager
- Scrum master
- Project analyst
- Technical project manager

Job-ready skills in user experience (UX) design



About the program

The **Google User Experience (UX) Design Certificate** features over 220 assessments and 130 hands-on projects. Graduates are equipped with key competencies like:

- Ability to use Figma and Adobe XD, two of the most popular and in-demand design platforms.
- Understanding of how to design and implement core elements of UX design projects, including user research, usability studies, design sprints, and prototyping.
- Experience building real-world projects, including a mobile app, a responsive website, and a cross-platform experience.
- **Examples of AI Training:** use AI to create user personas or to iterate on design ideas.



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User research



Wireframing



Prototyping



Design testing



Usability studies



Responsive design

The Google UX Design Certificate helps graduates prepare for in-demand roles, including:

- User experience (UX) designer
- UI designer
- Interaction designer
- Visual designer
- Product designer

About Google Career Certificates and Google Courses

Google Career Certificates help prepare learners for careers in high-growth fields. Each of the foundational Google Career Certificates includes AI content to help learners gain practical, field-specific AI skills. While **Google Courses** help learners gain valuable competencies to add a skill to their resume, apply a new skill to uplevel their work, or simply learn something new, in 5-7 hours. Taught and designed by Google experts with decades of experience, all of our training is vetted by top employers and industry partners to meet workforce needs.

Foundational Google Career Certificates

prepare learners for entry-level roles, with no experience required, in 3-6 months of part-time study.

- [Cybersecurity](#)
- [IT Support](#)
- [Data Analytics](#)
- [Digital Marketing & E-commerce](#)
- [Project Management](#)
- [User Experience \(UX\) design](#)

Advanced Google Career Certificates

are designed for people who have prior experience, or who have earned the foundational Google Career Certificate in the corresponding field of study.

- [IT Automation with Python](#)
- [Advanced Data Analytics](#)
- [Business Intelligence](#)

Google Courses

help learners gain valuable competencies to add a skill to their resume, apply a new skill to uplevel their work, or simply learn something new

- [AI Essentials](#)
- [Prompting Essentials](#)
- [Agile Essentials](#)