

VISUALS	AUDIO NARRATION / MUSIC / FX
<p>1. Image showing a confusing cloud of information, figures, etc. Anything that's hard to make sense of.</p> <p>2. Image of bad graph appears first. Then the GDS graph appears next to it for comparison.</p>	<p>1. Data. Sometimes making sense of it can be the difference between life and death. Literally.</p> <p><b>Take this one for example.</b></p> <p>2. Here's a poor visualization of the coronavirus outbreak. It was created with an old-school analytics tool. It's so confusing, that while you're trying to decipher it, people just keep dying. Terrifying, right!</p> <p>And here's a great visualization of the outbreak, created with Google Data Studio. This one truly helps you get a grasp of the situation. Simply put, it saves lives. Not so scary anymore.</p> <p>If you're a data analyst, business intelligence practitioner, digital marketer, or anyone analysing data daily, you can't take risks with your data.</p> <p>What's that you say? You don't have to predict the course of viral outbreaks.</p> <p>But your work means a lot to you, and success is a matter of life and death.</p> <p>Would you risk killing your Google ads campaign? Your marketing strategy? Your scientific research?</p> <p>No.</p> <p>I wouldn't think so, either.</p> <p>That's why I'm going to teach you to use the best data analytics tool ever.</p> <p><b>Google Data Studio, or GDS for short.</b></p> <p>So, apart from being a lifesaver, what else makes GDS so great?</p>

**3. Chart with prices of competitor products:**

**Tableau desktop pro =**  
\$70/month/user

**Tableau Online =**  
\$42/month/user

**Looker subscription = \$3,000 –**  
**\$5,000 per month for 10 users**

**Google Data Studio = \$0**

Well, unlike all other analytics tools out there, it's free. It costs you nothing.

It integrates seamlessly with other Google tools such as Google ads manager, Google sheets and Google analytics.

It's cloud-based. You can access it from multiple devices.

It's collaborative. Your entire team can work on the same report from anywhere.

And of course it offers powerful and interactive reporting tools in the form of in-built templates.

All you have to do is learn to use it properly. This is where I come in.

3. I'm Minerva. A data scientist and your GDS teacher. I live and breathe data analytics.

4. I've trained countless students and professionals just like you. I've also produced data visualizations for NGOs and more than a dozen international scientific journals.

You don't need any prior experience in data analytics to do my course.

**In less than 30 hours I'll take you from data newbie to data ninja.**

By the end of the course you'll know how to read data from different sources and connect GDS to your customer analytics (like Google Analytics and Google Ad Manager).

You'll be able to tabulate your data for summarizations and insights.

You'll know which visualization to use when.

4. Photo(s) of Minerva)
5. List of degrees:

*MPhil from Oxford University in Geography and Environment*

*Ph.D. in Computational Ecology from Cambridge University*

6. Show a few 5-star testimonials.

You'll create eye-catching visualizations with a variety of data sources.

You'll draw your own intuitive maps.

You'll begin to implement specialist visualizations, such as candlestick charts for financial data.

You'll start using the in-built GDS templates to produce powerful and interactive data reports and dashboards.

Oh, and when you sign up you get a free data visualization guide as a bonus. Sweet, huh!

So, what are you waiting for?

**Get your data life-saver.**

**Sign up now and let's get you started.**

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