

Qiana Williams Becomes Certified by Google in Data Analysis with R Programming

Recognizing the need to analyze data before creating digital marketing strategies, Qiana Williams is equipped with one of the most robust and insightful tools in the digital marketing industry to develop groundbreaking digital strategies for clients

New York City, New York Oct 31, 2022 ([Issuewire.com](https://www.issuewire.com)) - Goddess Media, Inc., is a digital marketing firm focused on data-driven solutions and professional presentation of each business represented. CEO of Goddess Media, Inc., Qiana Williams, has worked in the fashion, entertainment, and technology industries for over 25 years in sales, digital marketing, professional writing, and business development.

In June 2022, Qiana became certified in Data Analysis with R Programming by Google. Data analysis is vital for decision-making as it helps anticipate customer demands, identify patterns, and provide meaningful business insights. Data analytics for businesses provides comprehension into how customers connect, when, and what products or services they prefer.

Qiana has worked with data for over 20 years and can analyze large or small datasets and is advanced in spreadsheets, sorting and organization, data visualizations, and data analysis software such as SQL, R Programming, and Tableau. Now, she proudly offers data analysis to power digital marketing campaigns for clients.

Data analysis is crucial for all businesses and industries, regardless of size. Estimates for data in 2020 lie around 44 zettabytes, which is growing exponentially. (One zettabyte is approximately one thousand exabytes or **one billion terabytes**.) With the insights gained from business data analytics, companies are armed with information to serve their consumers better and make informed and intelligent business decisions.

Qiana Williams states: "The amount of data processed daily is mind-blowing, and the demand for data analysis, science, and engineering is flourishing. Becoming certified in Data Analysis, especially through Google, which processes 8.5 billion daily search queries alone, was a no-brainer for me. Using data analysis as a digital marketing campaign's baseline ensures its success and longevity. When explained through my data visualizations, clients unaware of the power of data and how it relates to business operations understand the patterns the data found and how this information will help achieve their objectives."

For further information, please get in touch with qiana@goddessmedianyc.com or visit www.goddessmedianyc.com

Goddess Media, Inc.

qiana@goddessmedianyc.com

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