**UCI** Division of
Continuing Education

# Data Analytics for Business
## Online Certificate Program

**702,633**
**JOBS (2019)**

**13.6%**
**PROJECTED GROWTH (2019-2029)**

**$83k - $152k**
**ANNUAL SALARY***
**(25TH-75TH PERCENTILE)**
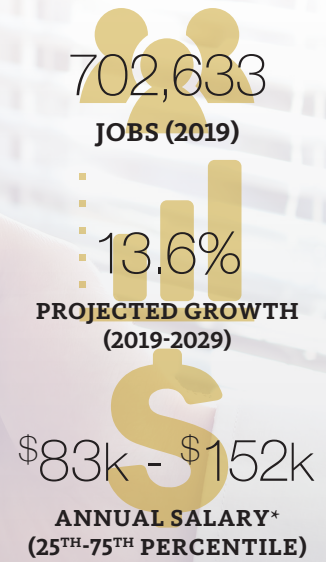
**Highly successful businesses have shown that strategic business decisions need to be driven by data analyses.** The ability to gather information from data is an in-demand skill that is valuable in any industry. The Data Analytics for Business Certificate is a comprehensive program designed for working adults within a wide range of professional backgrounds to develop the skills they need to succeed in this exciting, high-growth field. Students will learn how to better understand organizational data and business processes in ways that drive results.

## LEARN HOW TO:

- Define appropriate business goals for implementing better data-driven decisions.
- Develop actionable plans from existing corporate data and initiatives to evaluate the effectiveness of current strategies.
- Create and explain data visualizations to support data understanding.
- Collect, select, describe, profile, and prepare data from various sources for analysis.
- Explain the differences between descriptive, predictive, and prescriptive analytics and how each fits into the data analytics workflow.
- Develop plans to deploy analytics models, including monitoring, maintenance, and formal review of the project.
- Communicate model and analytics results to all levels of management.
- Create decision plans to optimize business processes, mitigate risks, and guide decision making.

### ONLINE CLASS

**100% ONLINE, INSTRUCTOR-LED**

**10 WEEKS**
**6-10 HRS EFFORT/WEEK**

**$795-$890 EACH**

### CERTIFICATE PROGRAM ONLINE

**6 COURSES**

**7-18 MONTHS**

**$4,850***

## FOR MORE INFORMATION:

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*Occupational summary for management analyst.
Source: Emsi- economicmodeling.com

**ce.uci.edu/dataanalytics**