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.

**FOR MORE INFORMATION:**

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702,633 JOBS (2019)

13.6% PROJECTED GROWTH (2019-2029)

$83k - $152k ANNUAL SALARY* (25TH-75TH PERCENTILE)

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**ONLINE CLASS**

100% ONLINE, INSTRUCTOR-LED

10 WEEKS
6-10 HRS EFFORT/WEEK

$795-$890 EACH

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**CERTIFICATE PROGRAM ONLINE**

6 COURSES

7-18 MONTHS

$4,850*

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

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