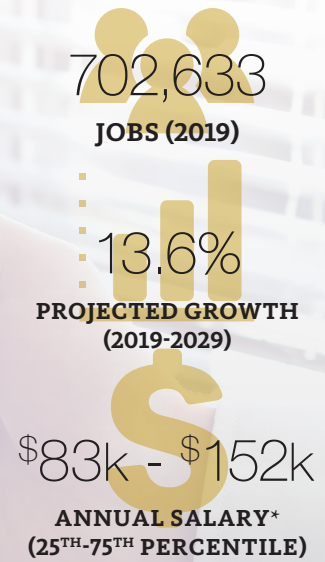


Data Analytics for Business

Online Certificate Program



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