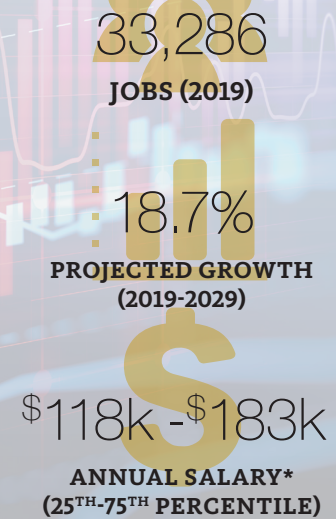


Predictive Analytics

Online Certificate Program



Highly successful businesses must leverage their data to better understand their customers and learn from their collective experiences as an organization. Predictive analytics provides clear, actionable initiatives based on existing company data and is a natural extension of related corporate initiatives in areas such as web analytics, business analysis, and data mining.

This program is intended for professionals who are using or wish to use predictive analytics to optimize business performance at a variety of levels in a wide range of industries. The predictive analytics program is often the logical next step for professional growth for those in business analysis, web analytics, marketing, business intelligence, and data warehousing.

PROGRAM BENEFITS:

- Understand the art and science of predictive analytics to define clear actions that result in improved decisions and business results
- Develop actionable plans from existing corporate data and initiatives to increase sales, reduce marketing costs, and improve customer retention
- Select, prepare, construct, integrate, structure, and format data to be most effective to ensure the predictive model meets the business goals
- Define appropriate business goals for a predictive analytics implementation in the “language” of a specific industry or business
- Integrate powerful and traditionally untapped sources of information including social data, unstructured text and Big Data sets
- Manage fraud by scoring and ranking data collected from interaction with customers

ONLINE CLASS



**100% ONLINE,
INSTRUCTOR-LED**



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



\$820 EACH

ONLINE CERTIFICATE PROGRAM*



8 COURSES



9-24 MONTHS



\$6,625

FOR MORE INFORMATION:

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*Occupational summary for computer and information research scientists. Source: Emsi-economicmodeling.com
*Estimated program tuition includes courses, candidacy fees, and average textbooks/materials.

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