DATA ANALYTICS CERTIFICATE

Program Description

Data analytics is among today's fastest-growing and highest-paid professions as organizations increasingly rely on data to drive strategic business decisions.

Whether you are gathering data or analyzing it to make recommendations, this certificate is designed to provide functional literacy in critical business analytics. The courses are accessible to learners with fundamental statistical background, yet also structured to provide benefit to analysts who interface directly with raw data. You'll learn statistical and scientific methods for data analysis through hands-on exercises and video instruction from Cornell University faculty expert Chris Anderson, preparing you to make sound, evidence-based decisions that drive business performance in any function.

Students with familiarity in statistics and excel will be most successful in this program.

Key Takeaways

- Create and interpret statistical summaries and data visualizations that support understanding and guide decision making
- Use data and key performance indicators to build a dashboard that uses visuals to improve your understanding of complex business situations
- Formulate a business question as a scientific hypothesis that can be tested using statistical methods
- Create and validate regression models that can be used to determine the effect of attributes on a decision and predict likely outcomes
- Use data to describe and reduce uncertainty in decision making

What You'll Earn

- Data Analytics Certificate from Cornell SC Johnson College of Business
- 45 Professional Development Hours (4.5 CEUs)
- 26 Professional Development Units (PDUs) toward PMI recertification

Who Should Enroll

- Analysts
- Functional Managers
- Executives
- Consultants
- Any professional that uses data to make business decisions

Total Investment

- 9 weeks to complete all the courses

How To Enroll

For more information on how to enroll, please visit Data Analytics Certificate (https://ecornell.cornell.edu/certificates/data-science-analytics/data-analytics/).

Program Requirements

Code	Title	Hours
Required Courses		
eCornell SHA57	Understanding and Visualizing Data	
eCornell SHA57	Implementing Scientific Decision Making	
eCornell SHA57	Using Predictive Data Analysis	