



Data Analytics for Business: Applications and Tools Certificate Program

SUMMARY

- Students are introduced to data analytics for business and learn about predictive analytics, machine learning, and planning & analysis.
- Students are introduced to the applications of data analytics through a business lens and learn reporting and analysis, data visualization and tool integration.
- Students learn about key software and hardware needs for office integration, and training teams to upskill.
- **Certification is awarded after successfully completing the course requirements.**

TOPICS AND ASSESSMENTS BY WEEK

Note: All assignments are due on the ending Sunday of each week at 11:59 PM EST. Late work accepted only with instructor permission.

Week	Topics	Engagement	Individual Assessments
1	Predictive analytics for business: best practices and applications	Engagement-1	Individual Assessment-1
2	Business case studies in Machine Learning: using learning to inform strategy	Engagement-2	Individual Assessment-2
3	Reporting and analysis of data: using cloud-based applications to gain insights in real time	Engagement-3	Individual Assessment-3
4	Data visualization and analytics applications: integrating modern tools	Engagement-4	Individual Assessment-4
5	Office integration of business analytics tools: key software and hardware needs	Engagement-5	Individual Assessment-5
6	Training your team to use tools effectively: best practices in training and upskilling	Engagement-6	Individual Assessment-6

Data Analytics for Business Certification

GRADING

INDIVIDUAL ASSESSMENTS: Individual assessments are untimed, multiple-choice exercises.

ENGAGEMENT: You must make at least 2 comments, per week. Your comments can either be newsfeed or discussion comments. For example, you can make 1 newsfeed and 1 discussion comment, 2 newsfeed comments or 2 discussion comments each week and receive full credit.