BUSINESS ANALYTICS CERTIFICATE

Program Description

Business problems need solutions based on data, not intuition. Yet most organizations struggle to translate the abundance of data they have today into meaningful business insights.

Now more than ever, data analytics, approached with a business management mindset, is an essential function for successful decision making in every industry. It can help frame problems, create comparisons, forecast outcomes, and make predictions. And the people who can make meaning from data in a way that stakeholders and executives can easily understand often become some of the most valued people in a company.

In this certificate program, you will learn effective methods to analyze data and make better, more informed business decisions. Working with Excel as your go-to tool, you will master real-world spreadsheet modeling concepts, examine data cleaning methods to improve accuracy, and explore ways to manage data using Excel's math and logic capabilities to their full potential. You will get a chance to visualize your data into compelling charts and dashboards to communicate your findings and make simulated predictions based on what the data reveals. Whether you're a manager or executive responsible for financial or functional reporting, an analyst, or an entrepreneur, this program will help you develop the kind of mission-critical business analytics skill set that will make you invaluable to any team.

Key Takeaways

- Analyze financial and functional data using Excel
- Demystify the concepts of business analytics and apply them to your work
- Harvest data to make business decisions
- Leverage Excel's business analytics and modeling capabilities
- Apply prescriptive modeling and analysis methods
- Make analytical predictions and forecasts using your formatted data sets
- Master data visualization techniques to effectively communicate your analysis
- Add interactivity to data sets with dashboards
- Answer business questions by applying criteria to your data

What You'll Earn

- Business Analytics Certificate from Cornell Dyson School
- 60 Professional Development Hours (6 CEUs)

Who Should Enroll

- Individuals interested in moving into an analyst role
- Individuals seeking to leverage analytic skills
- Individuals and entrepreneurs who need to visualize data
- Anyone looking for a refresher on using a modern version of Excel
- Managers and executives
- Administrative and executive assistants

Total Investment

- 3 months to complete all the courses

How To Enroll

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

Courses

Code	Title	Hours
eCornell DYS541	Getting Started with Spreadsheet Modeling and Business Analytics	0
eCornell DYS542	Harvesting Spreadsheet Data	0
eCornell DYS543	Visualizing and Communicating Insights In Excel	0
eCornell DYS544	Making Predictions and Forecasts with Data	0
eCornell DYS545	Using Prescriptive Analytics in Excel	0
eCornell DYS546	Creating and Sharing Interactive Data Models	0