DATA ANALYTICS 360 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.

This certificate is designed to expand your analytical capabilities and take your strategic decision making to the next level. These courses will delve into more advanced techniques in prescriptive analytics including optimization and modeling. In these additional targeted courses, you'll learn how prescriptive analytics allows you to not only predict what will happen, but suggest actions for achieving predicted outcomes based on the interdependent effects of multiple decisions. Through hands-on exercises and video instruction from Cornell University faculty expert Chris Anderson, you'll learn how to combine data visualization, predictive models, and prescriptive analytics to increase the accuracy of your predictions and make better, more agile business decisions.

Whether you're an analyst or a senior executive, this certificate is designed to enhance functional literacy in critical business analytics and take your decision making to the next level. You'll learn scientific methods for data analysis and visualization and gain a more complete understanding of risk and probability, using statistical models to optimize outcomes for complex—and often simultaneous—business decisions.

The courses in this certificate program are required to be completed in the order that they appear

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
- Incorporate uncertainty and risk into decision models
- Use data models to predict outcomes in complex situations with multiple, simultaneous decisions

What You'll Earn

- Data Analytics 360 Certificate from Cornell University's SC Johnson College of Business
- 75 Professional Development Hours (7.5 CEUs)
- 50 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

- 19 weeks to complete all the courses

How To Enroll

For more information on how to enroll, please visit Data Analytics 360 Certificate (https://ecornell.cornell.edu/certificates/data-science-analytics/data-analytics-360/).

Courses

Code	Title	Hours
eCornell SHA571	Understanding and Visualizing Data	0
eCornell SHA572	Implementing Scientific Decision Making	0
eCornell SHA573	Using Predictive Data Analysis	0
eCornell SHA574	Modeling Uncertainty and Risk	0
eCornell SHA575	Optimization and Modeling Simultaneous Decisions	0