

CERTIFICATE IN BUSINESS ANALYTICS

The Certificate in Business Analytics will provide the knowledge and skills needed to meet the demand for analytics in business. It covers the foundations of data analytics and business intelligence, collection and integration of data across multiple sources, evaluation of data quality, the application of appropriate analytics and visualization techniques to improve business decision-making, and the ethical and privacy issues associated with data usage and business analytics. Students will learn data preparation and management, analytics and visualization techniques, and gain significant "hands-on" experience in providing data-driven solutions to organizations.