

smu business analytics certificate

smu business analytics certificate is a premier program designed to equip professionals with the essential skills needed to navigate the data-driven landscape of modern business. As organizations increasingly rely on data analytics to inform decision-making, the demand for qualified individuals who can interpret and leverage this data is at an all-time high. This article will delve into the details of the SMU Business Analytics Certificate, including its curriculum, benefits, admission requirements, and potential career paths for graduates. By the end of this article, you will have a comprehensive understanding of how this certificate can enhance your career and position you for success in the field of business analytics.

- Introduction to the SMU Business Analytics Certificate
- Curriculum Overview
- Benefits of the Program
- Admission Requirements
- Career Opportunities
- Conclusion
- Frequently Asked Questions

Introduction to the SMU Business Analytics Certificate

The SMU Business Analytics Certificate is crafted for individuals aiming to deepen their knowledge and expertise in data analytics within a business context. This program focuses on teaching students how to extract meaningful insights from large datasets and use these insights to make informed business decisions. By integrating theoretical knowledge with practical applications, students are prepared to tackle real-world challenges in various industries.

One of the distinguishing features of the SMU Business Analytics Certificate is its emphasis on hands-on learning. Participants engage in projects that simulate actual business scenarios, allowing them to apply their skills in a controlled environment. Moreover, the program is designed to accommodate working professionals, offering flexible scheduling and online learning options.

Curriculum Overview

The curriculum of the SMU Business Analytics Certificate is comprehensive, covering a wide range of topics essential for a successful career in business analytics. The program typically includes the following core components:

- **Data Analysis and Visualization:** Students learn how to analyze data using statistical tools and software and present findings through effective visualization techniques.
- **Predictive Analytics:** This module focuses on building models to predict future trends and behaviors based on historical data.
- **Big Data Technologies:** Participants are introduced to the tools and technologies used to manage and analyze large datasets, such as Hadoop and Spark.
- **Business Intelligence:** The curriculum covers the principles of business intelligence, including data warehousing and reporting.
- **Ethics in Data Analytics:** Students explore the ethical considerations in data collection, analysis, and interpretation.

In addition to these core topics, students often have the opportunity to choose electives that align with their career goals. The program is designed to be completed in a flexible timeframe, making it accessible for those who may already be employed.

Benefits of the Program

Enrolling in the SMU Business Analytics Certificate program comes with numerous advantages that can significantly impact your career trajectory. Some of the key benefits include:

- **Skill Development:** The program provides a hands-on approach to learning, enabling students to develop practical skills that are immediately applicable in the workplace.
- **Networking Opportunities:** Students have the chance to connect with industry professionals, faculty, and peers, building a valuable network that can aid in their career advancement.
- **Flexibility:** With options for online learning and evening classes, students can balance their education with professional and personal commitments.
- **Career Advancement:** Completing the certificate can enhance your resume and make you a more competitive candidate for roles in analytics and data science.
- **Reputation:** SMU is well-regarded for its commitment to academic excellence and innovation, adding credibility to your qualifications.

These benefits make the SMU Business Analytics Certificate an attractive option for those looking to enter or advance in the field of business analytics.

Admission Requirements

To apply for the SMU Business Analytics Certificate, prospective students must meet certain admission criteria. Typically, the requirements include:

- **Educational Background:** Applicants should possess a bachelor's degree from an accredited institution. While a background in business or a related field is beneficial, it is not mandatory.
- **Professional Experience:** Relevant work experience in business, data analysis, or a related field may be required or preferred.
- **Application Form:** Candidates must complete an application form, providing personal information and educational history.
- **Transcripts:** Official transcripts from all post-secondary institutions attended are usually required.
- **Letters of Recommendation:** Some programs may ask for letters of recommendation from professional or academic references.

These admission requirements are designed to ensure that students are adequately prepared to succeed in the program and make the most of their educational experience.

Career Opportunities

Graduates of the SMU Business Analytics Certificate are well-positioned to pursue a variety of career paths in the growing field of data analytics. Some potential job titles include:

- **Data Analyst:** Responsible for interpreting data and providing actionable insights to guide business decisions.
- **Business Intelligence Analyst:** Focuses on analyzing data to improve business operations and strategies.
- **Predictive Analyst:** Specializes in using statistical techniques to forecast future trends and behaviors.
- **Data Scientist:** Combines programming, statistical skills, and domain knowledge to analyze large datasets.
- **Market Research Analyst:** Gathers and analyzes data on consumers and competitors to identify market trends.

The skills acquired through the SMU Business Analytics Certificate program are highly sought after, and graduates can expect to find opportunities in various sectors, including finance, healthcare, marketing, and consulting.

Conclusion

The SMU Business Analytics Certificate provides a robust framework for individuals seeking to enhance their analytical skills and advance their careers in the data-driven business environment. With its comprehensive curriculum, flexible learning options, and strong emphasis on practical applications, the program is designed to meet the needs of today's professionals. Whether you are looking to transition into analytics or deepen your expertise, this certificate can be a valuable asset in achieving your career goals.

Q: What is the duration of the SMU Business Analytics Certificate program?

A: The duration of the SMU Business Analytics Certificate program can vary based on the student's schedule and course load, but it typically takes about six months to one year to complete.

Q: Is the SMU Business Analytics Certificate available online?

A: Yes, the SMU Business Analytics Certificate offers online learning options, allowing students to complete courses remotely and at their convenience.

Q: What prerequisites are needed to enroll in the program?

A: While there are no strict prerequisites, applicants should ideally have a bachelor's degree and some relevant work experience in business or analytics fields.

Q: Will I receive any certification upon completion of the program?

A: Yes, students who successfully complete the SMU Business Analytics Certificate program will receive a certificate that demonstrates their expertise in business analytics.

Q: How can the SMU Business Analytics Certificate enhance my career prospects?

A: This certificate can enhance career prospects by equipping you with in-demand analytical skills, improving your qualifications for higher-level positions, and expanding your professional network.

Q: Are there any hands-on projects involved in the curriculum?

A: Yes, the curriculum includes hands-on projects that allow students to apply theoretical knowledge to real-world business scenarios, enhancing their practical skills.

Q: What industries seek professionals with a business analytics background?

A: Professionals with a business analytics background are sought after in various industries, including finance, healthcare, retail, marketing, and technology.

Q: Can I take individual courses without pursuing the full certificate?

A: Some programs may allow students to take individual courses as non-degree seeking students, but this varies by institution. It is best to check with SMU for specific options.

Q: Is financial aid available for the SMU Business Analytics Certificate program?

A: Financial aid options may be available, including scholarships and payment plans. Prospective students should inquire about financial assistance during the application process.

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smu business analytics certificate: Protect Your Personal Information Anzar Hasan, Abbas Mirza, 2016-09-16 This is a book that is going to provide you detailed information about the threats that you and your computer are exposed to when you enter the world of Internet. It will discuss different ways through which you can protect yourself from intruders. This book covers all the major kinds of threats that you face when you go online. The book will even discuss the threats that your kids face when they go online. Since kids are not experienced and they are unaware of the consequences of the step they are going to take, it is thus important for the parents to know the dangers their kids face on the world of Internet. It is a kind of book that you should be bound to read once you get in an age where you start using the computer and the Internet. The book does not only highlight the issues that one faces when they go online, but it also provides the solutions to the problems. Its not only this, but after reading the book, you will be able to get to know about different technical terms, the reason they present a threat to your computer, and the signals that you need to look for if you suspect that you have become a victim. The book begins with the introduction to computer security and provides the reader with an overview of the issues and the threats that your computer could face if you do not care about it. The readers will be amazed to find the section on social media threats. Most of the people are not actually aware of the threats that they face when they sign up on a social media website. Thus, the book is going to talk about the ways to protect your identity even if you have signed up for a social media website. Anzar Hassan and Abbas Mirza are the writers of this book. They intend to take ahead the initiative of cybersecurity. They both developed G7 Security in the year 2010 while working under Arshnet Technologies. This app could

currently be found on the app store. It was one of the most operative step that was taken in order to educate people about cybersecurity. It was extremely important to launch it because people were not able to find a viable solution to the problem of cyber attacks. G7 Security is a cybersecurity research and global information security services entity. This entity offers research and development, information sharing, and collaboration. In addition to this, it is offers various services for the information and cybersecurity community. The efforts made to develop G7 Security app were recognized in Computer Worlds Mobile Access awards category for the innovative application of IT. The major aim of this app is to extend the distribution of digital information, programs, and services through mobile devices. This was the reason it was able to reach the areas where use of mobile devices is quite common. Computerworld Honors Program honors those who try to develop visionary applications of information technology through which they try promote positive social, economic, and educational change. Their basic aim behind this book is to ensure that a nontechnical person gets to know about the threats and dangers that he and his devices face once he connects himself to the Internet. This book plays an important role in fulfilling the basic aim of the authors. After reading this book, you will be able to realize the fact that you were living a dangerous life by connecting your computer to the Internet. But by following the right steps, you will be able to secure your device and your identity from being misused.

smu business analytics certificate: Analytics and Knowledge Management Suliman Hawamdeh, Hsia-Ching Chang, 2018-08-06 The process of transforming data into actionable knowledge is a complex process that requires the use of powerful machines and advanced analytics technique. Analytics and Knowledge Management examines the role of analytics in knowledge management and the integration of big data theories, methods, and techniques into an organizational knowledge management framework. Its chapters written by researchers and professionals provide insight into theories, models, techniques, and applications with case studies examining the use of analytics in organizations. The process of transforming data into actionable knowledge is a complex process that requires the use of powerful machines and advanced analytics techniques. Analytics, on the other hand, is the examination, interpretation, and discovery of meaningful patterns, trends, and knowledge from data and textual information. It provides the basis for knowledge discovery and completes the cycle in which knowledge management and knowledge utilization happen. Organizations should develop knowledge focuses on data quality, application domain, selecting analytics techniques, and on how to take actions based on patterns and insights derived from analytics. Case studies in the book explore how to perform analytics on social networking and user-based data to develop knowledge. One case explores analyze data from Twitter feeds. Another examines the analysis of data obtained through user feedback. One chapter introduces the definitions and processes of social media analytics from different perspectives as well as focuses on techniques and tools used for social media analytics. Data visualization has a critical role in the advancement of modern data analytics, particularly in the field of business intelligence and analytics. It can guide managers in understanding market trends and customer purchasing patterns over time. The book illustrates various data visualization tools that can support answering different types of business questions to improve profits and customer relationships. This insightful reference concludes with a chapter on the critical issue of cybersecurity. It examines the process of collecting and organizing data as well as reviewing various tools for text analysis and data analytics and discusses dealing with collections of large datasets and a great deal of diverse data types from legacy system to social networks platforms.

smu business analytics certificate: Business Analytics , 2015

smu business analytics certificate: Forecasting and Predictive Analytics Certificate AICPA, 2020-03-31 The Forecasting and Predictive Analytics Certificate (15.0 CPE Credits) will teach you fundamental techniques used for predictive analytics: regression, classification, clustering, optimization, and simulation. Beginning with basic models for revealing and establishing relationships, you will learn to apply increasingly sophisticated modeling techniques for practical data analysis, as well as commonly encountered problems so you can determine the fit and

usefulness for prediction of your models, and apply them to typical business problems. This certificate is Part 4 of the Data Analyst Certificates Bundle – a comprehensive five-part program that provides training and practical guidance on the topic of data analytics. As you develop your understanding of applied predictive analytics, you'll learn how to perform basic forecasting using time-based data to predict future values from a model. You will also learn how to model and calculate scenarios based on distance and space. You will get practice with classification, including naive Bayesian classification; create basic decision trees; and use various techniques for clustering and linear optimization to solve common business problems; as well as learn techniques for assessing the effectiveness of your solutions. Note: It is recommended that you complete the Data Analytics Modeling Certificate, or ensure you have equivalent knowledge and skills, before starting this certificate course. Learning Labs* This is an interactive learning program that includes bonus hands-on learning labs that will expose you to the tools needed to implement an analytics practice in a practical way and equip you to deploy those tools as needed within your organization. You will practice using various technologies for preparing, analyzing and managing datasets in the real world. *Time spent on learning labs does not award CPE and completing learning labs is not a requirement for earning the certificate. WHO WILL BENEFIT Accounting and finance professionals, especially those interested in learning and applying data analysis techniques to help their businesses make informed, data-driven business decisions. KEY TOPICS Predictive analytics techniques Forecasting with data models Finding relationships in data Bivariate and multivariate linear regression KNN classification Clustering Decision trees Training models LEARNING OBJECTIVES Identify the different techniques of predictive analytics: regression, classification, clustering, optimization, and simulation. Calculate varying types of regressions using R and Excel. Apply classification and clustering algorithms. Apply business process optimization to problems by identifying goals and constraints. Analyze the various probabilities of outcomes by applying Monte Carlo simulation. Calculate performance of predictive analytic algorithms. Digital Badge: Your Professional Distinction Set yourself apart as a future-ready financial professional. Upon completion, you will be awarded with a certificate in the form of a digital badge. Digital badges allow you to distinguish yourself in the marketplace and show your commitment to quality. The badge can be posted to your social media profiles and linked to your resume or email signature, providing maximum visibility to your achievement. Credit Info CPE CREDITS: Online: 15.0 (CPE credit info) NASBA FIELD OF STUDY: Statistics LEVEL: Intermediate PREREQUISITES: Recommended: Complete the Data Analytics Modeling Certificate or ensure you have equivalent knowledge and skills. ADVANCE PREPARATION: None DELIVERY METHOD: QAS Self-Study COURSE ACRONYM: DALP-S4 Online Access Instructions A personal pin code is enclosed in the physical packaging that may be activated online upon receipt. Once activated, you will gain immediate online access to the product for one full year. System Requirements AICPA's online CPE courses will operate in a variety of configurations, but only the configuration described below is supported by AICPA technicians. A stable and continuous internet connection is required. In order to record your completion of the online learning courses, please ensure you are connected to the internet at all times while taking the course. It is your responsibility to validate that CPE certificate(s) are available within your account after successfully completing the course and/or exam. Supported Operating Systems: Macintosh OS X 10.10 to present Windows 7 to present Supported Browsers: Apple Safari Google Chrome Microsoft Internet Explorer Mozilla Firefox Required Browser Plug-ins: Adobe Flash Adobe Acrobat Reader Technical Support: Please contact service@aicpa.org.

smu business analytics certificate: *Business Analytics* Walter R. Paczkowski, 2022-01-03 This book focuses on three core knowledge requirements for effective and thorough data analysis for solving business problems. These are a foundational understanding of: 1. statistical, econometric, and machine learning techniques; 2. data handling capabilities; 3. at least one programming language. Practical in orientation, the volume offers illustrative case studies throughout and examples using Python in the context of Jupyter notebooks. Covered topics include demand measurement and forecasting, predictive modeling, pricing analytics, customer satisfaction

assessment, market and advertising research, and new product development and research. This volume will be useful to business data analysts, data scientists, and market research professionals, as well as aspiring practitioners in business data analytics. It can also be used in colleges and universities offering courses and certifications in business data analytics, data science, and market research.

smu business analytics certificate: Acp Business Analysis Valuation for Smu Cengage South-Western, 2014-12-10

smu business analytics certificate: *Business Analytics Complete Certification Kit - Core Series for It* Ivanka Menken, 2013-09 Improve business decision-making processes today with Business Analytics. Business Analytics is a vital process used by organizations to create informed business strategies through the analysis of business data. Become a valued member of your organization by learning the benefits of implementing Business Analytics applications. Business analytics (BA) pertains to the skills, technologies, applications, and practices for continuous and repetitive exploration and investigation of business performance in the past to gain insight and drive business planning. Business analytics centers on discovering new insights and understanding of business performance based on data and statistical methods. This certification kit would be beneficial to recent graduates looking to get a foothold in the IT Industry, analysts looking to improve their understanding of the business analyst role, organizations wanting to make better and more informed business decisions, as well as looking for ways to explore business data and implement statistical analysis, and managers looking to optimize business processes. This certification validates your knowledge of specific methods, models, and/or tools. This is essential to professionals in order to be updated on the latest multimedia trends, and to add to their Business Analytics toolbox. The industry is facing a bold, new world with the amazing developments of Business Analytics, and the challenges and the opportunities this presents are unprecedented. The Business Analytics Complete Certification Kit serves as a complete introductory guide for anyone looking to grasp a better understanding of Business Analytics concepts and their practical application in any environment. The Art of Service's introductory Business Analytics training and certification helps IT practitioners develop the skills that are crucial, as businesses embark on this massive transformation. It provides an industry credential for IT professionals to help them transform into the world of Business Analytics. This training and certification enables you to move both the industry and business forward, and to quickly take advantage of the benefits that Business Analytics applications present. Take the next step: Get Certified! The Art of Service IT Service Management programs are the #1 certification programs in the information management industry. Being proven means investing in yourself and formally validating your knowledge, skills, and expertise by the industry's most comprehensive learning and certification program. The Business Analytics Complete Certification Kit course prepares you for Business Analytics Certification. Why register? - Easy and affordable. - Learning about Business Analytics technologies has never been more affordable. - Latest industry trends explained. - Acquire valuable skills and get updated about the industry's latest trends right here. Today. - Learn from the Experts. The Art of Service offers education about Business Analytics and 300 other technologies by the industry's best. - Learn at your own pace. Find everything right here, when you need it, and from wherever you are. What will you learn? - Learn the important concepts, tools, applications, and uses of Business Analytics. - Identify the levels of analytics. - Learn about the role of the Business Analyst. - Examine Business Analytics techniques and software. - Explore the challenges and predicted future of Business Analytics. Course Outline The topics covered in this course are: - All About Analytics. - Levels of Analytics and the Business Analyst. - Overview of Business Analytics. - Analytics Applications. - Business Analytics Techniques. - Business Analytics Software. - Optimizing, Challenges, and Future of Business Analytics. Contact Hours: The recommended minimum contact hours to pass the certification test is 18 hours. Delive

smu business analytics certificate: *Business Analytics Complete Certification Kit - Study Book and Elearning Program* Lucas Walls, 2016-05-13 This self-study Exam preparation guide and

its accompanying online course for the Business Analytics Certification Exam contains everything you need to test yourself and pass the Exam. All Exam topics are covered and insider secrets, complete explanations of all Business Analytics subjects, test tricks and tips, numerous highly realistic sample questions, and exercises designed to strengthen understanding of Business Analytics concepts and prepare you for Exam success on the first attempt are provided. Included with your purchase: 1. This book 2. eLearning Course Access 3. PDF Course book 4. Exam 5. Upon successful completion of the course and exam, you will receive a personalized certificate Put your knowledge and experience to the test. Achieve Business Analytics Certification and accelerate your career with the included Exam. Can you imagine valuing a book and its course so much that you send the author a *Thank You* email? Tens of thousands of people understand why this is a worldwide best-seller. Is it the authors years of experience? The endless hours of ongoing research? The interviews with those who failed the Exam, to identify gaps in their knowledge? Or is it the razor-sharp focus on making sure you don't waste a single minute of your time studying any more than you absolutely have to? Actually, it's all of the above. This book and its accompanying online course includes new exercises and sample questions never before in print. Offering numerous sample questions, critical time-saving tips plus information available nowhere else, this book will help you pass the Business Analytics Exam on your FIRST try. How To Get Up to speed with the theory? Buy this. Read it. Do the eLearning Program. And Pass the Business Analytics Exam.

smu business analytics certificate: Applied Business Analytics Nathaniel Lin, 2015
Annotation Bridge the gap between analytics and execution, and actually translate analytics into better business decision-making! Now that you've collected data and crunched numbers, Applied Business Analytics reveals how to fully apply the information and knowledge you've gleaned from quants and tech teams. Nathaniel Lin explains why analytics value chains often break due to organizational and cultural issues, and offers in the trenches guidance for overcoming these obstacles. You'll discover why a special breed of analytics deciders is indispensable for any organization that seeks to compete on analytics... how to become one of those deciders... and how to identify, foster, support, empower, and reward others to join you. Lin draws on actual cases and examples from his own experience, augmenting them with hands-on examples and exercises to integrate analytics at all levels: from top-level business questions to low-level technical details. Along the way, you'll learn how to bring together analytics team members with widely diverse goals, knowledge, and backgrounds. Coverage includes: How analytical and conventional decision making differ-- and the challenging implications How to determine who your analytics deciders are, and ought to be Proven best practices for actually applying analytics to decision-making How to optimize your use of analytics as an analyst, manager, executive, or C-level officer Applied Business Analytics will be invaluable to wide audiences of professionals, decision-makers, and consultants involved in analytics, including Chief Analytics Officers, Chief Data Officers, Chief Scientists, Chief Marketing Officers, Chief Risk Officers, Chief Strategy Officers, VPs of Analytics and/or Big Data, data scientists, business strategists, and line of business executives. It will also be exceptionally useful to students of analytics in any graduate, undergraduate, or certificate program, including candidates for INFORMS certification.

smu business analytics certificate: Mastering Business Analysis Standard Practices Kelley Bruns, Billie Johnson, 2019 This volume in the Business Analysis Professional Development Series presents all the standard practices for performing business analysis work across seven steps, five perspectives, and 74 techniques. It will help business analysts at all levels further develop their skills and capabilities and master the next, or intermediate, level of competency in business analysis needed to advance their careers. This reference provides valuable guidance to everyone who performs BA work, uses BA deliverables, reviews or approves BA deliverables, or manages or mentors BA practitioners. It will help readers comprehend the BA role, responsibilities, and deliverables that ensure business analysis success. For instructors, trainers, and students, the supplemental Mastering Business Analysis Standard Practices Workbook, designed to be used in conjunction with the main text, enables readers to practice the seven-step process they are learning

with a realistic case study, exercises, and suggested solutions. It helps facilitate self-learning and course instruction effectively where users can engage the processes before applying them on their own projects. Key Features [bullet] Presents a structured step-by-step process for performing business analysis that any new or experienced practitioner could follow, rather than having to piece the process together themselves [bullet] Addresses stakeholder identification and thoroughly examines stakeholder analysis and management to ensure a deep understanding before planning or engaging stakeholder involvement [bullet] Discusses how to perform situational needs analysis and prepare situational justification for decision makers within the business context [bullet] Demonstrates how to plan the business analysis work effort and develop and execute communication and information management plans [bullet] Shows how to set up a project for success with a clear and concise scope definition boundary, maintain agreement on scope, and control scope in an ever-changing environment [bullet] Provides detailed guidance on developing solution requirements and design definition for building the solution to meet stakeholder needs [bullet] Details the business analysis practitioner's role as the solution is being built

smu business analytics certificate: Business Analytics, Volume II Amar Sahay, 2019-11-08
This business analytics (BA) text discusses the models based on fact-based data to measure past business performance to guide an organization in visualizing and predicting future business performance and outcomes. It provides a comprehensive overview of analytics in general with an emphasis on predictive analytics. Given the booming interest in analytics and data science, this book is timely and informative. It brings many terms, tools, and methods of analytics together. The first three chapters provide an introduction to BA, importance of analytics, types of BA-descriptive, predictive, and prescriptive-along with the tools and models. Business intelligence (BI) and a case on descriptive analytics are discussed. Additionally, the book discusses on the most widely used predictive models, including regression analysis, forecasting, data mining, and an introduction to recent applications of predictive analytics-machine learning, neural networks, and artificial intelligence. The concluding chapter discusses on the current state, job outlook, and certifications in analytics.

smu business analytics certificate: Data Analytics Modeling Certificate AICPA, 2020-03-31
The Data Analytics Modeling Certificate (14.0 CPE Credits) will expand your ability to work with structured and unstructured data to drive a successful analytics practice. To start, you will learn to define clear business outcomes for your analytics practice to ensure your efforts align with your organization's strategic direction and create value. Next, you will learn data profiling and data cleansing techniques to maintain data quality throughout the data life cycle. You'll practice ETL (extract, transform, load) techniques and work with different data models and analytics tools. Finally, you will learn how to institute sophisticated tools for managing an ongoing enterprise data practice, including tools for data warehousing, managing the data life cycle, and working with structured and unstructured data. This certificate is Part 3 of the Data Analyst Certificates Bundle – a comprehensive five-part program that provides training and practical guidance on the topic of data analytics. Note: It is recommended that you complete the Application of Data Analysis Essentials Certificate, or ensure you have equivalent knowledge and skills, before starting this certificate course. Learning Labs* This is an interactive learning program that includes bonus hands-on learning labs that will expose you to the tools needed to implement an analytics practice in a practical way and equip you to deploy those tools as needed within your organization. You will practice using various technologies for preparing, analyzing and managing datasets in the real world. *Time spent on learning labs does not award CPE and completing learning labs is not a requirement for earning the certificate. WHO WILL BENEFIT Accounting and finance professionals, especially those interested in learning and applying data analysis techniques to help their organizations make informed, data-driven business decisions. KEY TOPICS Defining value and tying analytics to value-driven business cases Understanding the characteristics of data and how they can be leveraged to gather insights from information Identifying project constructs for data analytics Identifying different types of data with which analysts will be expected to interact Profiling data for

accurate analysis initiatives Understanding tool capabilities for working with data Cleansing data with appropriate tools to increase analytics accuracy Managing data quality and integrity Extracting, transforming, and loading data Implementing a data warehouse Managing the data life cycle Creating and using different types of data models Tools for working with both structured and unstructured data

LEARNING OBJECTIVES Identify opportunities, processes, and necessary data for solving analytical problems. Apply data profiling and data cleansing techniques to available data. Use data preparation and enrichment tools. Use ETL (extract, transform, load) tools. Compare data warehousing techniques. Use data warehousing and data management tools. Align the outcomes of your data analytics practice with your organization's strategic direction and create value.

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Credit Info CPE CREDITS: Online: 14.0 (CPE credit info) NASBA FIELD OF STUDY: Information Technology LEVEL: Intermediate

PREREQUISITES: Recommended: Complete the Application of Data Analysis Essentials Certificate or ensure you have equivalent knowledge and skills.

ADVANCE PREPARATION: None

DELIVERY METHOD: QAS Self-Study

COURSE ACRONYM: DALP-S3

Online Access Instructions A personal pin code is enclosed in the physical packaging that may be activated online upon receipt. Once activated, you will gain immediate online access to the product for one full year.

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Supported Operating Systems: Macintosh OS X 10.10 to present Windows 7 to present

Supported Browsers: Apple Safari Google Chrome Microsoft Internet Explorer Mozilla Firefox

Required Browser Plug-ins: Adobe Flash Adobe Acrobat Reader

Technical Support: Please contact service@aicpa.org.

smu business analytics certificate: Predictive Business Analytics Lawrence Maisel, Gary Cokins, 2013-09-26 Discover the breakthrough tool your company can use to make winning decisions This forward-thinking book addresses the emergence of predictive business analytics, how it can help redefine the way your organization operates, and many of the misconceptions that impede the adoption of this new management capability. Filled with case examples, Predictive Business Analytics defines ways in which specific industries have applied these techniques and tools and how predictive business analytics can complement other financial applications such as budgeting, forecasting, and performance reporting. Examines how predictive business analytics can help your organization understand its various drivers of performance, their relationship to future outcomes, and improve managerial decision-making Looks at how to develop new insights and understand business performance based on extensive use of data, statistical and quantitative analysis, and explanatory and predictive modeling Written for senior financial professionals, as well as general and divisional senior management Visionary and effective, Predictive Business Analytics reveals how you can use your business's skills, technologies, tools, and processes for continuous analysis of past business performance to gain forward-looking insight and drive business decisions and actions.

smu business analytics certificate: Mastering Business Analysis Standard Practices Workbook Kelley Bruns, Billie Johnson, 2019 This volume in the Business Analysis Professional Development Series is the companion workbook to Mastering Business Analysis Standard Practices. Designed for instructors, trainers, and students, this supplemental workbook should be used in conjunction with the main text and enables readers to practice the seven-step business analysis process they are learning with a realistic case study, exercises, and suggested solutions. It helps facilitate self-learning and course instruction effectively where users can engage the processes

before applying the tools and techniques on their own projects--

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