

Certified Data Analytics Executive Program

Certification Description

This certificate program provides an overview of best practices in using data analytics and predictive modeling to understand business behavior and forecast future 'variables of interest'. The program covers the core terms, processes, tools and concepts needed by those working with "Big Data and Analytics" projects, both internally and with clients.

The program starts off with a conceptual foundation of data analytics and business intelligence knowledge and then quickly shows you how it can and is being applied in a variety of industries. Participants do NOT need any special knowledge of software, computer programming, or coding.

See next page for certification syllabus information...

Illumeo

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Vital Statistics

- Founded in **2009**
- **2.5 million** site users in 2015
- **250,000 hours** of instruction delivered
- **800+** On Demand Courses:
- **5,000+** Video Lessons

Certification Details

- ✓ Contains: **5 Courses**
- ✓ Duration: **5 hours**
- ✓ Credits: **5 CPE credits** for CPA and related certifications
- ✓ To learn more visit www.illumeo.com/Data_Analyst_Exec



Instructor: **Michael McDonald**, *Professor, CEO*

Michael holds a PhD in finance from the University of Tennessee. His work has been quoted in the Wall Street Journal, CNN, Nasdaq.com, Bloomberg, Reuters, and many other outlets. Michael is the President of Morning Investments, a consulting firm headquartered in Connecticut.

Certified Data Analytics Professional Course Synopses

The Fundamentals of Business Intelligence (BI): What it Does and Why it's so Essential

This course explores how Business Intelligence (BI) is an important new tool for modern business.

How is Industry Using Big Data? – A Case Study Reading

In this case study we read about how a firm has used big data to improve operations.

Predictive Analytics – An Introduction to Business Forecasting

This course covers a few basics so you will feel more comfortable with predictive analytics.

Blockchain for Business

This course examines the fundamentals of Blockchain as it relates to business.

Finding Business Opportunities for Big Data Analytics

This course explains how businesses can use big data and advanced analytics, and the business value they can add.