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Data Analytics Professional (DAP) Certification

Certification Description

Do you want to learn to use data analytics to make forecasts in business and drive better decisions at your firm? This certificate program reviews and teaches best practices in using data analytics and predictive modeling to understand business behavior and forecast future 'variables of interest'. This program covers everything the working professional needs to know about modern Big Data and Analytics techniques, from finance industry bleeding edge tools to Target's use of data analytics to customize customer coupons to GE's new analytical engine which predicts equipment failures.

This program starts you off with conceptual foundation of data analytics and business intelligence knowledge and then quickly shows you how to apply it to real world problems in a hands-on way. You'll learn to use Excel to quickly and efficiently make financial forecasts using advanced techniques with data. Participants do NOT need any special knowledge of software, computer programming, or coding.

See next page for certification syllabus information…

Certification Details

- ✓ Contains: **15 Courses**
- ✓ Duration: **15 hours**
- ✓ Credits: **15 CPE credits** for CPA and related certifications
- ✓ Cost: **$299**
- ✓ To learn more visit
  https://www.illumeo.com/curriculum/certified-data-analytics-professional-cdap

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.

Illumeo

The leading online provider of *Expertise Management* solutions, Illumeo helps corporate professionals and organizations work together to build the skills and capabilities to help everyone be an expert at their job.

Vital Statistics

- Founded in **2009**
- **4 Million** site users
- **450,000 hours** of instruction delivered
- **1800+** On Demand Courses:
- **8,000+** Video Lessons

Data Analytics Professional Certification 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.

Business Intelligence – Data Collection and Cleaning
This course prepares participants to begin business intelligence projects.

Business Intelligence - Structuring Data for Analysis
This course prepares participants to begin business intelligence projects at their own firm.

Business Intelligence - Fundamentals of Data Analysis
This course prepares participants to begin running data analysis on databases.

Business Intelligence – Using Big Data Analytics
This course prepares participants to review, analyze, and make decisions based on results from BI projects.

Doing Data Analytics In Excel (Hands-on module)
This in-depth course walks participants through the critical elements of performing advanced analysis in excel.

Regressions in Excel (Hands-on module)
This course gives participants experience building a dataset and running statistical analysis using regressions.

Financial Forecasting
Make more accurate financial forecasts in standard GAAP format financial statements by using BI.

Advanced Analytics –Omitted Variables
This course deals with omitted variables problems that result in inaccurate forecasts when using financial data.

Advanced Analytics – Fixed Effects
The focus of this course is on applying fixed effects regressions in the context of business.

Case Study in Data Analytics
This course is a hands-on case study in using unstructured data to do analysis through Excel.

Using Regressions for Forecasting
Make more accurate financial forecasts in standard GAAP format financial statements.

Financial Forecasting in Excel (Hands-on module)
This 'hands on' course takes theory from "Using Regressions for Forecasting", and puts it into practice.

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