

BUSINESS ANALYTICS SCIENCE

ONLINE, MENTORED COURSE

PROGRAM CURRICULUM

Ziplines Education, a Silicon Valley-based education company, partners with colleges, universities, and other education-focused organizations to deliver innovative programs that prepare learners for the demands of today's economy.

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> OVERVIEW

Business analytics is a growing field impacting many aspects of our world and the digital economy. In 2017, The Economist boldly published an article titled, “The world’s most valuable resource is no longer oil, but data.” In the ensuing years, investment in data, analytics, business intelligence, and reporting has skyrocketed, estimated to reach over \$100B by 2027.

Delivered fully online, our Business Analytics Science Course is taught by industry experts and covers the key areas required to be effective at utilizing data to help an organization optimize its business processes by making better, more informed decisions. In this 10-week course, you will learn key concepts and strategies, get hands-on practice (with feedback from experts) and earn in-demand credentials.

BUSINESS ANALYTICS PLAYBOOK

You’ll reinforce your learning by creating a Strategic Business Analytics Playbook that can be a resource for you during and after the course. Through hands-on activities, you will help a real-world company leverage data to extract and visualize actionable insights using the latest techniques and industry tools. Your Business Analytics Playbook includes strategic concepts such as data modeling, accessing data with SQL, data visualization, and KPI development.

TABLEAU DESKTOP SPECIALIST CERTIFICATION

In addition, you’ll walk away with hands-on technology experience and finish the program prepared to take the Tableau Desktop Specialist Certification Exam.

Included in this course is one full year of free access to Tableau eLearning content (a \$120 value)... so you can learn during and after the course.

At the end of the program, you’ll be able to:

- Explain the importance of analytics to an organization and outline the role of a business analyst in relation to other key functional areas.
- Develop the appropriate key performance indicators (KPIs) to measure a project, business opportunity, etc., to create measurable business value.
- Implement the process that supports data analytics: from data sourcing, modeling, reporting & visualization.
- Develop SQL queries allowing you to extract and report on data stored in a database.
- Deliver relevant, impactful data visualizations using in-demand software programs, such as Microsoft Excel and Tableau.
- Create a set of specific career goals aligning your background/experience with the role of a Business Analyst in your target industry.

> OUR STUDENTS

This Business Analytics program is ideal for professionals who are motivated to expand their data-focused skills and future-proof their careers. This is an introductory course where you'll learn how to use data and key analytical concepts to make smart, better-informed business decisions.

You'll find a diverse range of students in the classroom, with varying career goals:

Accelerate Your Career Growth

Includes those with professional work experience; individuals who may be seeking a promotion or more responsibility but need to have relevant data skills; or may be in a role outside of analytics but looking to expand professional potential by becoming more knowledgeable about analytics.

Launch Your Career

Includes recent grads looking to enhance their area(s) of study and/or interest and develop skills employers are actively seeking.

Change Your Career

Includes those who may have spent several years in a single job or career and want to try something new; may have spent a few years out of the workforce and now want to return to work in a high-growth career.

> YOUR TIME

You should expect to spend six to eight hours engaging with on-demand content created by industry experts, including hands-on activities and assignments in the online learning management system (LMS). Additionally, optional (but recommended) weekly live/online group sessions (two hours) are available for engaging in real-time with peers, mentors, and industry experts.

> WHAT YOU'LL LEARN

- Terminology
- Big Picture
- The roles and responsibilities of an analyst
- How companies use analytics to drive innovation
- Working with data and modeling
- Accessing data using SQL
- Data visualization strategies and tools, such as Microsoft Excel and Tableau
- Metric and KPI development
- Extracting insights from a data set
- Measuring business impact
- The influence of Artificial Intelligence and Machine Learning
- Planning a career in Business Analytics

> WHAT YOU'LL EARN

Knowledge and Experience

A university issued award of completion that verifies knowledge and hands-on experience relevant to the following roles:

- Business Analyst
- Business Operations Specialist
- Business Operations Analyst
- Operations Analyst
- Associate Data Analyst
- Sales/Marketing/Finance Analyst or Manager

SCHEDULE

Introduction to Business Analytics

Identify the key fundamentals of Business Analytics, including roles and responsibilities.

Technical Introduction: Data Modeling

Plan and optimize your dataset for success in an exploratory analysis.

Introduction to SQL

How to query the data to build your dataset using introductory SQL skills.

Exploring SQL Clauses

Expand your SQL queries using advanced SQL functions.

Data Visualization Fundamentals

Best practices for data visualization, including common traps you can fall into.

Data Visualization Technology

How to use tools like Microsoft Excel and Tableau for monitoring, analyzing and creating visualizations.

Aligning Metrics and KPIs to your Business Objectives

Identify and create a set of actionable KPIs and metrics aligned to your business objectives.

Extracting Actionable Data Insights

Develop, plan and test hypotheses to drive business innovation.

Planning and Measuring Business Impact

Once you've found insights, we'll explore how and when to act on them.

Data Signal vs. Noise

Build a set of tools and methodologies for confirming or iterating on your conclusions.

> FREQUENTLY ASKED QUESTIONS

HOW DO I ENSURE A SPOT IN THE COURSE?

Course sizes are limited, so you will want to complete the enrollment form and payment process in order to secure a spot.

WHO IS THE IDEAL CANDIDATE FOR THIS COURSE?

Characteristics of an ideal candidate include someone who is tech savvy and inquisitive; driven and motivated to learn and apply new skills; curious about other disciplines in Business Analytics; has a desire to understand and apply data; is a metrics-oriented multi-tasker, who can balance the time commitment required for the program with other responsibilities.

Our program is ideal for:

- Recent graduates looking to build practical, hands-on skill sets
- Business professionals looking to improve their analytics skills
- Experienced professionals re-entering the workforce
- Working professionals looking to make a shift into business analytics or expanding potential by becoming more knowledgeable about data-informed decision making
- Entrepreneurs seeking to grow their business by utilizing a set of analytics tools

DO I NEED TO HAVE PREVIOUS BUSINESS ANALYTICS EXPERIENCE?

Not necessarily. Some material may be more advanced to those without any previous experience, in which case our mentors can work with you to help fill the knowledge gap to ensure you are getting a full experience.

WHERE DOES THE PROGRAM TAKE PLACE?

You'll access on-demand content and assignments through our online learning management system (LMS) and join the optional (but recommended) mentor-led, live session once a week through our video conference platform. The LMS can be accessed from anywhere with an internet connection.

> CONTACT US

Any questions? We're here to help. Please reach out to businessanalytics@ziplines.com.