



6 Courses

Introduction to Business Analytics with R

Introduction to Business Analytics: Communicating with Data

Tools for Exploratory Data Analysis in Business

Machine Learning Algorithms with R in Business Analytics

Applying Data Analytics in Marketing

Applying Data Analytics in Accounting



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JOHN KEVIN VOLTZ

has successfully completed the online, non-credit Specialization

Business Analytics

Our world is increasingly digital, and business leaders need to make sense of the enormous amount of available data in order to make key strategic business decisions. By completing this Business Analytics specialization, the learner now has a well-rounded knowledge of business analytics that integrates the areas of data science, analytics and decision making. Specifically, the learner can: - Recognize different data strategies - Use reliable ways to collect, analyze, visualize, and utilize data in organizational decision making - Understand data modeling and predictive analytics at a high-level - Use basic methods of business analytics with various tools and data sets - Make informed business decisions via analytics across functional areas to enhance profitability and competitiveness

The online specialization named in this certificate may draw on material from courses taught on-campus, but the included courses are not equivalent to on-campus courses. Participation in this online specialization does not constitute enrollment at this university. This certificate does not confer a University grade, course credit or degree, and it does not verify the identity of the learner.

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