Week 1

**Introducing Data Analytics**

Objectives

Define key concepts involved in data analytics including data, data analysis, and data ecosystems

* Data: a collection of facts – numbers, pictures, videos, words, measurements, observations etc.
* Data analysis: collection, transformation, and organization of data to draw conclusions, make predictions, and drive informed decision making

Discuss the use of data in everyday life decisions

* Every time you perform a google search
* When you see what products are being recommended

Identify the key features of the learning environment and their uses

Describe principles and practices that will help to increases one’s chances of success in this certification

Explain the use of data in organizational decision making

Describe the key concepts to be discussed in the program, including learning outcomes