

# List\_of\_All\_Certifications\_Achieved

September 23, 2017

## 1 Lifelong Learning: Earned Certificates

### 1.1 September, 2017

#### 1.1.1 Urbanized, Lynda.com, September, 2017

Certificate: <https://drive.google.com/open?id=0B4COB52qGHUNYjQ5RkNnWmg3VVk>

Urbanized, a documentary about the design of cities, looks at the issues and strategies behind urban design and features some of the world's foremost architects, planners, policy makers, builders, and thinkers. It considers the questions: Who shapes our cities, and how do they do it?

Unlike many other fields of design, cities aren't created by any one specialist or expert. There are many contributors to urban change, including ordinary citizens who can have a great impact on improving the cities in which they live. By exploring a diverse range of urban design projects around the world, Urbanized frames a global discussion on the future of cities.

lynda.com is proud to offer this film to our members, along with over one hour of bonus content. Make sure to check out the Extras chapter for these online-exclusive movies.

### 1.2 August, 2017

#### 1.2.1 Google Analytics Essential Training, Lynda.com, August, 2017

Certificate: <https://drive.google.com/open?id=0B4COB52qGHUNeS0yWDJ3ai1UNUk>

Whether you're managing a website for a large corporation or a small business, Google Analytics—the industry standard for web analytics—can help you find out how your website is performing. This powerful platform provides you with the tools you need to measure site traffic, conversions, and ad performance, and understand how people use your website.

In this course, Brad Batesole explains how to get set up in Google Analytics and glean insights from each of the reports. He covers the out-of-the-box functionality—from account creation to reporting fundamentals—and explains how to interpret your results, create and track goals, and use options like dimensions and segments for deeper insights. Each tutorial is practical and succinct, touching on the features you'll use most in your day-to-day analytics workflow. Topics include:

- Setting up an account - Installing tracking tags - Understanding reports - Using the data table
- Using annotations - Utilizing segmentation for deeper analysis - Viewing shared content and referrals with social reports - Tracking engagement with behavior reports - Using Site Content reports - Reviewing site speed - Adding custom campaign tracking

#### 1.2.2 Insights on Data Science: Lillian Pierson, Lynda.com, August, 2017

Certificate: <https://drive.google.com/open?id=0B4COB52qGHUNc0pld1hGMGtpdEU>

Data science is a rapidly expanding field offering a wealth of possibilities for viewing the world around us through a more accurate lens. But for many of those whose imagination is sparked by big data—but who have already started pursuing a career in another field—the dream of becoming a data scientist can feel far-fetched. Lillian Pierson, P.E.—a leading expert in the field of big data and data science—aims to prove that notion wrong. In this course, she shares observations and tips to help you embark on a career in this exciting field, regardless of your starting point.

Lillian began her career not as a data scientist, but as an environmental engineer. Here, she shares her story, discussing how she taught herself to code in Python and R, and work with data science methodologies. As a result of her own experiences, Lillian is passionate about helping those interested in data science—but who may lack a four-year degree in the discipline—get started in the field. She shares practical ways to acquire the skills and experience needed to become a data scientist, and best practices for landing a job. Lillian also dives into grappling with the challenges that occur in rapidly evolving tech workforces. Plus, she discusses the industry itself, covering recent changes in the field and areas of need, and clearing up a few common misconceptions. Topics include: - Practical ways to acquire data science skills and experience - Which courses should you take to become a data scientist? - What challenges should people be prepared to encounter? - Best practices for landing a job in data science - Common misconceptions - What key personality traits are common among successful data scientists? - How has the industry changed in recent years? - Practical advice for minorities and women pursuing a career in data science

### **1.2.3 Learning Data Science: Ask Great Questions, Lynda.com, August, 2017**

Certificate: <https://drive.google.com/open?id=0B4COB52qGHUNZE9ILUVIU2t5eVk>

Great data science discoveries are often traced back to someone asking a critical question. That's why it's important for your team to use critical thinking to come up with astute, meaningful questions that add real value. A well-crafted question can prevent your team from getting sidetracked on bad assumptions and false conclusions. In this course, author Doug Rose explores the key components of critical reasoning and how to pan for gold in streams of data to search for new questions. You'll learn how to work together as a team to run question meetings, organize important ideas into question trees, and generate quality questions by clarifying key terms, challenging evidence, uncovering misleading statistics, and more. Topics include: - Harnessing the power of questions - Testing your reasoning - Identifying question types - Organizing questions - Rooting out assumptions - Finding errors - Highlighting missing data - Overcoming question bias

### **1.2.4 Learning Data Science: Tell Stories With Data, Lynda.com, August, 2017**

Certificate: <https://drive.google.com/open?id=0B4COB52qGHUNU0t0ekhtMzhqUUE>

Many anthropologists believe our early ancestors built societies around campfire stories about justice, leadership, and government. Your data science teams will also have complex ideas about their data and results. That's why it takes a well-structured story to communicate these insights to the rest of your organization. It's not simply a matter of creating the perfect Excel sheet or a beautiful graph. You need to tell a story that captures your audience's imagination and encourages them to take some action. In this course, instructor Doug Rose explains how to weave together a great data science story and draw your audience into the story to communicate complex ideas and motivate everyone to make real changes. Topics include: - Structuring a data science story - Defining plot, conflict, and details - Going beyond reporting - Knowing your audience - Working with data - Introducing visuals - Eliminating distractions - Incorporating metaphors - Motivating the audience - Avoiding pitfalls

### **1.2.5 Learning Data Science: Using Agile Methodology, Lynda.com, August, 2017**

Certificate: <https://drive.google.com/open?id=0B4COB52qGHUNUzdfOXRFNDZnYjA>

A data science team asks great questions, explores the data, and delivers key insights. But at the end of the day your team needs to add real business value. Even the best data science teams won't last long in your organization if they can't generate revenue or lower expenses. The best way to generate business value is to deliver a constant stream of key insights in short two-week sprints. These short sprints give you real-time feedback to help keep your team on track. A short sprint will also help your team pivot so they can ask new questions based on what they learn from the data.

This course shows how to structure your work within a two-week sprint. See how to work within a data science life cycle (DSLCL)—a methodology for cycling through questions, research, and reporting every two weeks. Explore key practices to help your team break down the work so it fits within a two-week sprint. Learn how to use tools like question boards to encourage discussion and find essential questions. And most importantly, learn how to grow your team's shared knowledge and avoid common pitfalls. Topics include: - Defining data science success - Determining project challenges and criteria for success - Using a DSLCL - Iterating through DSLCL sprints - Creating a question board - Breaking down your work - Adding to organizational knowledge - Avoiding pitfalls

### **1.2.6 Learning Python, Lynda.com, August, 2017**

Certificate: <https://drive.google.com/open?id=0B4COB52qGHUNQ3hXUjhKSzM5U0k>

Get a quick intro to Python, the popular and highly readable object-oriented language. Joe Marini provides an overview of the installation process, basic Python syntax, and an example of how to construct and run a simple Python program. Learn to work with dates and times, read and write files, and retrieve and parse HTML, JSON, and XML data from the web. Topics include: - Installing Python - Choosing an editor/IDE - Working with variables and expressions - Writing loops - Using the date, time, and datetime classes - Reading and writing files - Fetching Internet data - Parsing and processing HTML

### **1.2.7 Learning Python for Data Science with Tim Fox and Elephant Scale, Lynda.com, August, 2017**

Certificate: <https://drive.google.com/open?id=0B4COB52qGHUNanRydlpiWjkzYVE>

This course shows how to review and derive information from datasets using Python. First, get an overview of data science and how it open source libraries like Python can be used for your data analysis need. Then, discover how to set up labs and data interpreters. Next, learn about how you can use pandas, NumPy, and SciPy for numerical processing, scientific programming, and extensive data exploration. With these options at your disposal, you'll be ready for the following chapter which focuses on making predictions using machine learning tools, data classifiers, and clusters. The course concludes with a look at big data and how PySpark can be used for computing. Topics include: - Configuring your system - Setting up labs - Using pandas, NumPy, and SciPy - Building a classifier - Clustering data - Working with big data and PySpark - Using MLlib - Beginning with Spark

### **1.2.8 Learning R, Lynda.com, August, 2017**

Certificate: <https://drive.google.com/open?id=0B4COB52qGHUNbVprVIZCX0hkNTQ>

Join author Barton Poulson as he introduces the R statistical processing language, including how to install R on your computer, read data from SPSS and spreadsheets, and use packages for advanced R functions.

The course continues with examples on how to create charts and plots, check statistical assumptions and the reliability of your data, look for data outliers, and use other data analysis tools. Finally, learn how to get charts and tables out of R and share your results with presentations and web pages. Topics include: - What is R? - Installing R - Creating bar character for categorical variables - Building histograms - Calculating frequencies and descriptives - Computing new variables - Creating scatterplots - Comparing means

### **1.2.9 Quality Standards in Customer Service, Lynda.com, August, 2017**

Certificate: <https://drive.google.com/open?id=0B4COB52qGHUNTxFMbkd3cWFsLXM>

"Customer service" can mean many different things, but there are unifying principles across all customer-facing operations. Whether yours is a contact center, face-to-face retail, social media group handling service issues, or other type of organization, this course provides the practical know-how, real-life examples, and the direction you need to get the most out of your quality initiatives.

Watch and learn how to establish quality standards in customer service, and improve loyalty, revenue, customer satisfaction, and employee engagement. Brad Cleveland divides the lessons into three chapters, covering quality and customer service definitions, quality standards for individuals, and quality standards for the overall organization. Along the way, he shows how to implement a process, measure progress, and effectively coach employees. Topics include: - Defining quality - Ensuring standards count - Measuring individual performance - Coaching customer service professionals - Creating quality standards for the service organization

### **1.2.10 R Statistics Essential Training, Lynda.com, August, 2017**

Certificate: <https://drive.google.com/open?id=0B4COB52qGHUNTzIFcjB3MUNndnc>

R is the language of big data—a statistical programming language that helps describe, mine, and test relationships between large amounts of data. Author Barton Poulson shows how to use R to model statistical relationships using graphs, calculations, tests, and other analysis tools. Learn how to enter and modify data; create charts, scatter plots, and histograms; examine outliers; calculate correlations; and compute regressions, bivariate associations, and statistics for three or more variables. Challenge exercises with step-by-step solutions allow you to test your skills as you progress. Topics include: - Installing R on your computer - Using the built-in datasets - Importing data - Creating bar and pie charts for categorical variables - Creating histograms and box plots for quantitative variables - Calculating frequencies and descriptives - Transforming variables - Coding missing data - Analyzing by subgroups - Creating charts for associations - Calculating correlations - Creating charts and statistics for three or more variables - Creating crosstabs for categorical variables

## **1.3 July, 2017**

### **1.3.1 PSM I (Professional Scrum Master I), Scrum.org, July, 2017**

Certificate: <https://drive.google.com/open?id=0B4COB52qGHUNQ043LUxtQTJRb2M>