Who Should Attend?

Thunderbird’s Master Certificate in Business Analytics is geared toward data handlers, managers, and emerging leaders who seek to advance their careers through professional growth in the increasingly high-demand landscape of data analytics.

This Master Certificate is for professionals who desire to establish an operational, hands-on understanding of data-driven decision-making, as well as for executives and entrepreneurs who desire to further expand their knowledge in business analytics.

Key Benefits

- Learn how global firms gain a competitive advantage with data analytics.
- Deepen your quantitative and analytical skills.
- Discover how to derive value from data, lead data-driven analyses and drives a business growth.
- Interpret and leverage the data within your organization to uncover trends, build predictive analysis models and get closer to the customer to increase profitability.

Overview

Understand the evolution of business intelligence (BI) and how it applies to emerging business issues. This three-course online Certificate program, delivered in partnership with Arizona State University’s W. P. Carey School of Business, gives you the confidence and added expertise to overcome challenges in your current role or advance in your career by specializing in data management.

The role of data analytics across organizations and industries is expanding: 85 percent of Fortune 500 companies have Big Data initiatives underway or in the planning stages. That means career opportunities and job growth for data analysts are booming and will remain strong for the foreseeable future. Empower and equip yourself to elevate and enhance the management practices of a global organization by earning Thunderbird’s Master Certificate in Business Analytics.

LOCATION
Online

DATES
On Demand

FEES
$2,673/Master Certificate

Contact us today for more information
exec.ed@thunderbird.asu.edu  |  +1 602 496 7500   |   1 800 457 6966  | thunderbird.asu.edu/exec-ed
With the Master Certificate in Business Analytics, you will gain the statistical and optimization skills to analyze the complex data sets of the Fourth Industrial Revolution. Gain access to the new techniques, concepts, tools, and systems that build capacity to inform business decisions in a scientific manner, based on data-driven insights. This program delivers entrepreneurial training in the evolution of business intelligence and how it applies to emerging business issues. Expand your professional potential for the Fourth Industrial Revolution by enrolling today.

**BUSINESS ANALYTICS & STRATEGY**

Define and analyze transformation processes available for producing and delivering products and services. Evaluate three of the most common methods of forecasting and choose which strategy is best, given market conditions. Calculate the capacity/resource requirements and the resulting time to deliver a product/service for given demand levels and uncertainties. Explain why inventory exists and determine appropriate inventory management policies.

Delivery: Online  I  Duration: 5 weeks  I  Start: On Demand

**DATA MINING & PREDICTIVE ANALYTICS**

Develop a practical, business-focused understanding of the three different orientations to data mining: exploratory, predictive and forensic. Establish an operational (hands-on) understanding of data-driven decision making. Understand the drivers and determinants of disruptive innovation and how best to leverage data mining.

Delivery: Online  I  Duration: 5 weeks  I  Start: On Demand

**ENTERPRISE ANALYTICS & BIG DATA**

Practice evidence-based management. Implement programs to ensure data quality. Present data in a manner that is understandable to non-technical managers. Build and query relational databases; Build and query dimensional databases. Implement programs to ensure data quality.

Delivery: Online  I  Duration: 5 weeks  I  Start: On Demand

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**Faculty**

- **Uday Kulkarni**  
  Associate Professor

- **Alan Simon**  
  Lecturer Senior

- **Robert St. Louis**  
  Faculty

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**Location**  
Online

**Dates**  
On Demand

**Fees**  
$2,673/Master Certificate

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**CONTACT US**

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