



Explore practical ways to use data analytics to improve organisational efficiency and competitiveness – as well as learn how to stand out through your approach and delivery.

This certificate covers the fundamental principles and approaches to conducting analytics tasks and determining sentiment, and more advanced predictive techniques.

Developed by leading industry practitioners, the certificate is derived from four base courses: Foundation Analytics, Visualisation and Insight Delivery, Sentiment Analysis and Practical Predictive Analytics and provides a sound base for anyone starting a career in analytics, or those wanting greater exposure to modern, predictive techniques.

This course is designed for those who are curious in nature, enjoy problem-solving and prefer a self-learning, exploratory approach to knowledge.

LEARN TO:

- Use analytics principles and the lifecycle
- Understand analytical tools and techniques
- Define data visualisation and identify different examples
- Discover predictive analytics and predictive modelling techniques
- Evaluate model effectiveness

COURSE COVERS:

In this online course, we'll look at defining analytics and the lifecycle, tools for analytics, delivering results and how to predict trends. Once we have thoroughly explored the fundamentals, we'll also look at data visualisation, developing a business case, data reduction, sample design and predictive modelling techniques.

This will all be broken down into the following online courses and modules:

Course 1: Analytics Fundamentals includes the following modules

- Defining Analytics
- Analytics Lifecycle
- Analytics Techniques
- Tools for Analytics I
- Tools for Analytics II
- Delivering Results
- Emerging Trends

Course 2: Data Visualisation includes the following modules

- Introduction to Data Visualisation
- Discovering Data Visualisation
- Storytelling with Data
- How to Present Data

Course 3: Practical Predictive Analytics includes the following modules

- Introduction to Analytics
- Developing a Business Case
- Data Reduction
- Variable Exploration & Model Feasibility
- Sample Design
- Predictive Modelling Techniques
- Evaluating Model Effectiveness

Course 4: Sentiment Analysis includes the following modules

- What is Sentiment Analysis?
- Text Analysis
- Data Pre-processing
- Measuring Sentiment
- Predicting Sentiment

ASSESSMENT FOR CERTIFICATE:

1. In-module questions and activities
2. Final online exam

ONLINE PRICE

Member: \$3,400

Non Member: \$4,600



Online course available anytime.