

## Continuing Education Certificate

# Data & Business Analytics



### Duration

16 weeks



### Languages

English or Spanish



### Program Type

Continuing  
Education Certificate



### Format

100% Online



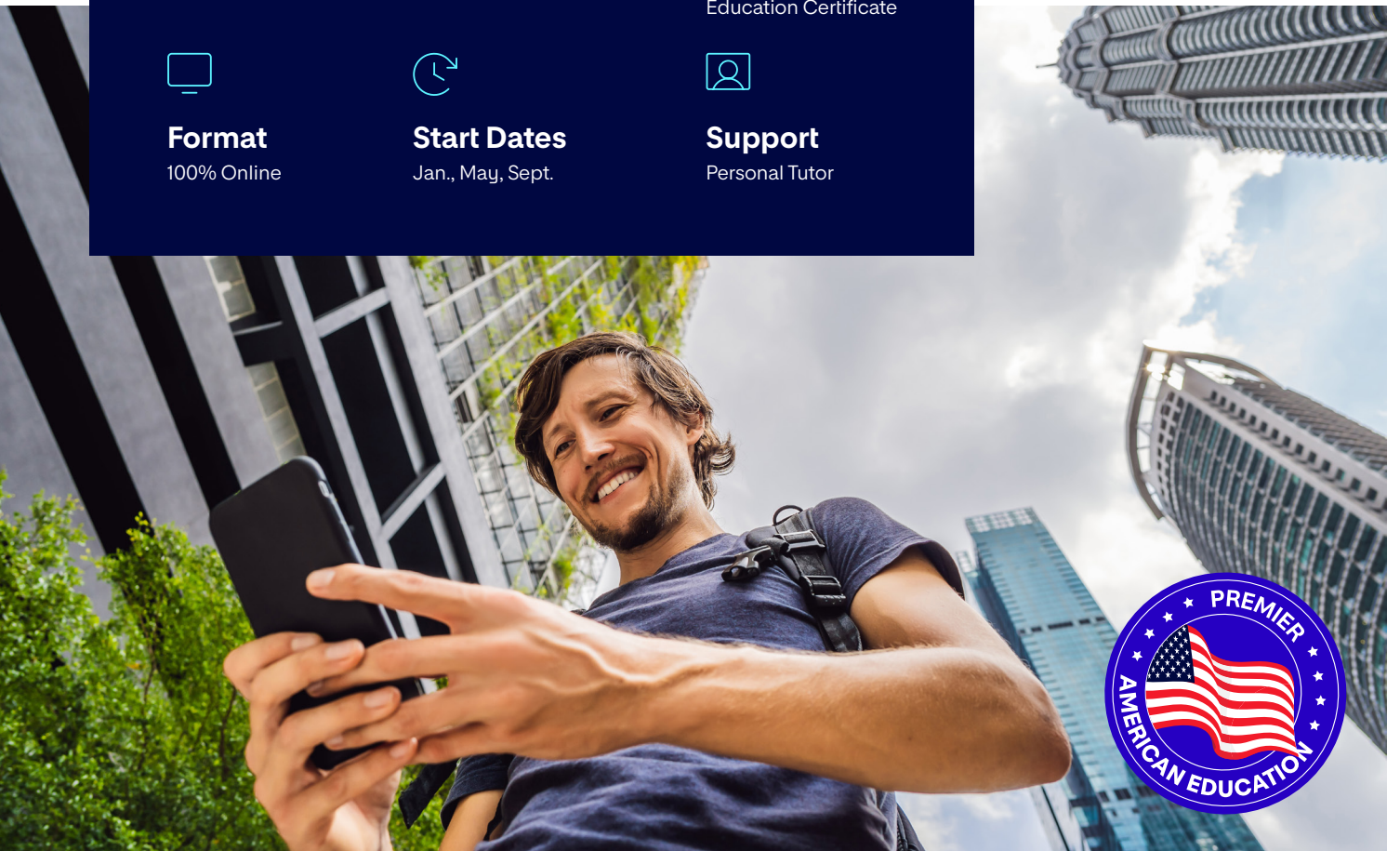
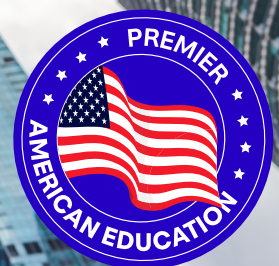
### Start Dates

Jan., May, Sept.



### Support

Personal Tutor



Continuing Education Certificate

# Data & Business Analytics

Harness Data to Drive Innovation and Transformation.

Unlock the fundamentals of data visualization and learn how to generate actionable insights for decision-making. Master the skills to lead a successful business intelligence project.

Today, companies have access to vast amounts of internal data (such as customer behavior, operations, purchases, and interactions) and external data (including competitive analysis, weather patterns, and micro/macro-economic factors). When effectively managed through Big Data, this information can drive improvements in all areas of a business.

Effective management of corporate data is a key competitive differentiator. Organizations that excel in this area strengthen their relationships with customers, resulting in increased satisfaction, loyalty, and improved business outcomes.

This program will teach you how to generate meaningful insights for decision-making using cutting-edge tools.

This program will enable you to:



Automate processes for real-time decision-making using previously untapped data.



Understand how Big Data, Machine Learning, CRM, Cloud Computing, Artificial Intelligence, Bots or the Internet of Things can be capitalized on as competitive intelligence to help business decision making.



Interact with databases using SQL.



Apply Machine Learning techniques using R programming language.



Identify key success factors in the implementation of modern BI projects.



Synthesize leading data visualization solutions for traditional and big data analytics.



Apply storytelling techniques for the successful presentation of elements generated by visualization solutions.

## Continuing Education Certificate

# Curriculum

### Module 1

Basic Principles for Visualization

Principles of Visual Perception

Designer's Thinking

Methods and Tools

Data

Power BI

Dashboards

Storytelling

### Module 2

Implementation of a Business Intelligence Project

Evaluation of a Business Intelligence Project

Work Breakdown Structure (WBS)

Project Methodologies

Phases of a Business Intelligence Project

Application of a Business Intelligence Project

## A 100% Online Learning Experience:



**High-Quality Content:** Engaging courses with a tested methodology by Proeduca, featuring comprehensive materials and live classes.



**Flexible Learning:** Study anytime, anywhere.



**Career Advancement:** Programs designed to help you excel professionally and stay ahead with the latest industry trends.



Personalized support from a **personal tutor** who accompanies you throughout the program.



**User-Friendly Platform:** Access a vast range of resources and materials easily through an intuitive online platform.



**Outstanding Value:** Affordable, high-quality education that maximizes your investment and ensures real results.



100% online



Live Classes



Personal Tutor



miuniversity.edu

### Get info:

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The MIU experience

# A University for the Real World

MIU's mission is to provide innovative and affordable high-quality degree programs and learning opportunities to students worldwide.

A commitment to excellence and quality inspires our programs that prepare students to face global challenges and successfully apply their academic knowledge to real-life situations.

As part of Proeduca Group, global leader in online education, MIU's innovative educational model integrates advanced technology with a personalized and high-quality education.

MIU's Division of Continuing Education is the bridge to the next step in your academic or professional journey—connecting you with the skills, knowledge, and network you need to expand your horizons and opportunities. Offering a wide range of certificate programs, MIU provides learning pathways for those seeking career advancement or personal enrichment, offering industry-relevant certificates and specialized studies.

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Students

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Countries



100% online



Live Classes



Personal Tutor



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