CN-DSBIZ

DATA SCIENCE FOR BUSINESS PROFESSIONALS

DURATION	LEVEL	TECHNOLOGY	DELIVERY METHOD	TRAINING CREDITS
Half Day	Fundamental / Think	Data Science	Classroom or Virtual	NA

INTRODUCTION

The ability to identify and respond to changing trends is a hallmark of a successful business. Whether those trends are related to customers and sales, or to regulatory and industry standards, businesses are wise to keep track of the variables that can affect the bottom line. In today's business landscape, data comes from numerous sources and in diverse forms. By leveraging data science concepts and technologies, businesses can mold all of that raw data into information that facilitates decisions to improve and expand the success of the business.

AUDIENCE PROFILE

This course is primarily designed for business professionals and leaders who are interested in growing the business by leveraging the power of data science. Other individuals who wish to explore basic data science concepts may also benefit from taking this course.

This course is also designed to assist learners in preparing for the CertNexus® DSBIZ™ (Exam DSZ-210) credential.

PREREQUISITES

To ensure your success with this course, you should have basic knowledge of business processes, general business concepts, and relevant data that helps to solve business problems or achieve business goals. You should also have a basic understanding of information technology (IT) resources and systems, including networks, computers, and other digital devices used in an enterprise setting.

COURSE TOPICS

Lesson 1: Data Science Fundamentals
– What is Data Science?
– Types of Data
– The Data Science Lifecycle

Lesson 2: Functions of Data Science in Business
– Improve Customer Experience
– Improve Marketing Efforts
– Optimize Organizational and Transactional Security
– Enhance Operational Practices

Lesson 3: Implementing Business Requirements for Data Science
– Develop a Data-Centric Organization
– Develop an Implementation Strategy
– Identify Impact of Data Science on Business
– Identify Governance Measures

ASSOCIATED CERTIFICATIONS & EXAM

This associated exam (#DSZ-210) will certify that the candidate will have an understanding of what data science is, how it relates to and can benefit business functions, identify potential risks, and demonstrate an understanding of the challenges and milestones of implementing data science and becoming a data-driven organization.

Upon completion of this course, delegates will receive an MIE attendance certificate.