APPLIED TECHNOLOGY ACADEMY

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# Data Science for Business Professionals (DSBIZ)

CertNexus Authorized Training · Applied Technology Academy

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.

| LEVEL | DURATION | EXPERIENCE | AVERAGE SALARY | LABS |
|---|---|---|---|---|
| **Beginner** | **1/2 Day** | **0 years: Basic Computing** | **Not Applicable** | **No** |

## Course Outline

- **Lesson 1: Data Science Fundamentals**
  - Topic A: What is Data Science?
  - Topic B: Types of Data
  - Topic C: The Data Science Lifecycle
- **Lesson 2: Data Science Implementation**
  - Topic A: Data Acquisition and Preparation
  - Topic B: Data Modeling and Visualization
  - Topic C: Data Science Roles
- **Lesson 3: The Impact of Data Science**
  - Topic A: Benefits of Data Science
  - Topic B: Challenges of Data Science
  - Topic C: Business Use Cases for Data Science

## Intended Audience

This course is designed for business leaders and decision makers, including C-level executives, project managers, HR leaders, Marketing and Sales leaders, and technical sales consultants, who want to increase their knowledge of and familiarity with concepts surrounding data science. Other individuals who want to know more about basic data science concepts are also candidates for this course. This course is also designed to assist learners in preparing for the CertNexus® DSBIZ™ (Exam DSZ-110) credential.

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## Prerequisites

To ensure your success in this course, you should have a working knowledge of general business concepts and practices. 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.

## Follow-On Courses

- Data Ethics for Business Professionals (DEBIZ)
- Artificial Intelligence for Business Professionals (AIBIZ)
- Generative AI for Business Professionals (GenAIBIZ)

## Course Objectives

In this course, you will identify how data science supports informed business decisions. You will:

- Explain the fundamentals of data science.
- Identify functions of data science for business.
- Implement business requirements for data science.

**Ready to enroll?** Call 800.674.3550 or email Info@AppliedTechAc.com — private team cohorts, GSA MAS purchasing, military credentialing funding, VA GI Bill and VR&E and student financing available.