Certified Business Analytics Associate (CBAA)

Course Outline

www.globalicttraining.com

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DURATION

2 Days/16 hours

COURSE OBJECTIVES

This CBAA course deals with basic principles, concepts, techniques and tools used in business analytics landscape which includes data mining, data warehouse, data mart, business intelligence, business analytics. Also, this course covers different types of business analytics with real life use cases including text analytics and web analytics. Participants will get good picture of all these concepts and how they all are interconnected to each other in organizational context.

Participants will actively step through the industry standard process for data mining and realize why an advanced degree in statistics, mathematics or computer science is no longer needed to implement predictive analytics.

TARGETED AUDIENCE

- Data Analyst - Statistics and Mining

- Data Analyst - Text Analytics

- Operations Research Analyst

- IHL students

PROGRAM STRUCTURE

This is a 2-day training program with the following assessment components.

      Component 1.   Written Examination (MCQ)

These components are individual based. Participants will need to obtain 70% in the component in order to qualify for this certification. If the participant fails the written examination, he/she will have to re-take the assessment.

COURSE OUTCOMES

- An understanding of the Business Analytics and its impact on enterprises

- Understand the data/information architecture

- Understand the role of data in analytics

- Understand the data mining methodology

COURSE OUTLINE

Introduction to Business Analytics

- Understand the concept of Business Analytics

- Why it is important and of great value to any organization

- Main motivation behind the evolution of Business Analytics

Types of Analytics

- Various type of analytics

  o Descriptive Analytics

  o Predictive Analytics

  o Prescriptive Analytics

- Text Analytics and Web Analytics

- Understand the use of various analytics methods

- Understand the application usage of each one

Data/Information Architecture

- Understand the Data/Information Architecture of any organization

- Concept of Data Warehouse/Enterprise Data Warehouse (EDW)

- Concept of Data Mart

- Understand Business Intelligence

- Understand the complete picture of how analytics will be applied in any organization

Data Quality in Analytics

- Understand the importance of data in analytics

- Data quality process

- Various data structures

- Understand the data uniqueness

- Data privacy concerns

- Data governance

Data Mining and Analytics

- Understand the Data Mining process

- Concept of data mining

- Data mining objectives

- Data mining definition

- What data mining is and what is not data mining

- Convergence of three key areas in data mining

WRITTEN ASSESSMENT

As part of the written examination, each participant will be assessed individually on the last day of the training for their understanding of the subject matter and ability to evaluate, choose and apply them in specific context and also the ability to identify and manage risks.

This written examination will primarily consist of 20 multiple choice questions spanning various aspects as covered in the program. It is an individual, competency-based assessment.