

# Data Analytics & Business Intelligence

## Graduate Certificate

### Data Analytics

Analytics is a buzzword in business today that has become a new label for evidence-based management. Data is everywhere, and there is an urgent need to collect and preserve it — what we do with it is an important part of improving business, decision-making and providing an edge over competitors. Data Analytics is focused on why an event happened and what will happen in the future.

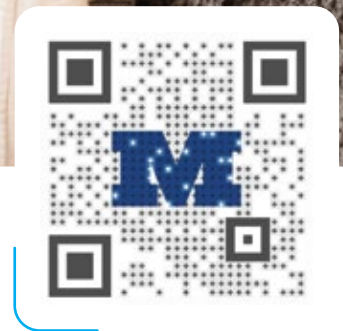
Millikin's Data Analytics & Business Intelligence graduate certificate will prepare students to start processing data that organizations produce and turn it into usable information, using the latest statistical and modeling tools to serve stakeholders' interests.

### Who should enroll?

Suitable for any industry, this graduate certificate is for those who have completed a bachelor's degree and who wish to learn how to use data to solve complex and sophisticated problems to give their business a competitive advantage.

### It will prepare you to become a leader who:

- » Knows how to apply and use data strategically
- » Designs tools that assist in making high-value, high-stakes decisions
- » Effectively combines the power of instinct and experience with the science of data and analytics



### Courses:

- » Business Analytics
- » Data Mining
- » Data Visualization for Business Application
- » Business Forecasting & Planning

### Program Features:

- » 6-month completion time, starting in June
- » In-person classes
- » Evening classes that meet once a week
- » Faculty with executive C-suite knowledge
- » Small cohorts that build teamwork & support networking
- » Total cost = \$6,000

### Application Deadline: **June 1**

Apply at [millikin.edu/apply](https://millikin.edu/apply).