

DATA SCIENCE FOR BUSINESS PROFESSIONALS

DSBIZ

EXAM: DSZ-110

Duration: 0.5 day; Instructor-led | Virtual Instructor-led

WHAT WILL YOU LEARN

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.

CertNexus is recognized by SHRM to offer Professional Development Credits (PDCs) for SHRM-CP® or SHRM-SCP® recertification activities.

OBJECTIVES

- Understand the importance of identifying and responding to changing trends in business.
- Learn how data science concepts and technologies can be leveraged to turn raw data into useful information for business decisions.
- Explore the types of data commonly used in data science.
- Understand the data science lifecycle and its various stages.
- Learn how to acquire and prepare data for use in data science.
- Learn how to model and visualize data to extract meaningful insights.
- Understand the different roles involved in data science projects.
- Explore the benefits of data science for businesses.
- Understand the challenges associated with data science and how to overcome them.
- Explore real-world business use cases for data science.

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.

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.

COURSE CONTENTS

Module 1: Data Science Fundamentals

- **Topic A:** What is Data Science?
- **Topic B:** Types of Data
- **Topic C:** The Data Science Lifecycle

Module 2: Data Science Implementation

- **Topic A:** Data Acquisition and Preparation
- **Topic B:** Data Modeling and Visualization
- **Topic C:** Data Science Roles

Module 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