UNDERSTANDING AND VISUALIZING DATA

Course Focus

To make a business decision, you need relevant information and reliable data. But even with the right data, you still need the skills to properly analyze it—and that can make the difference between a good and bad decision.

Cornell University professor Chris Anderson guides you through an introduction to statistical methods for data analysis using a combination of hands-on experiential exercises and instructional videos that prepare you to make sound, evidence-based business decisions.

Who Should Take this Course?

This course is appropriate for anyone from analyst to the SVP with no background in statistics. It is designed for individuals who need to perform analysis to support decision making. The course content draws on examples across all business types.

Key Benefits

Participants who complete this course will be able to...

- Identify and collect data that can be used to address any given business problem
- Develop statistical summaries and data visualizations to understand potential outcomes
- Evaluate decisions by looking at key performance indicators and determining their implications for stakeholders

Pricing & Registration

The online course price is US$1380. Register online at:
sha.cornell.edu/online/courses
Module 1 - Gather and Qualify Data
Module 2 - Visualization and Analysis
Module 3 - Bring the Data into the Decision

Course Format
Our online courses take a problem-based approach to learning, and we build each course around realistic case studies and scenarios. All courses are self-paced, and are managed by an online instructor who leads the online discussions and is available to answer any questions about the course content. You will have a 3-week instructional period at the beginning of the course within which you will complete the required elements of the course. You will have access to the course content for one additional week following the instructional period.

Number of Hours to Complete Course: 3 - 5 hours per week

This course is part of an online certificate:
- Certificate in Data Analytics

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