

# DATA ANALYTICS, CERTIFICATE

We live in a data-centered world, and the ability to make data-driven decisions and craft strategy informed by an effective analysis of data are key elements of successful leadership in any industry. The online Certificate in Data Analytics is a 4-course, 4 c.u. sequence designed to provide a point of entry for individuals to gain expertise in data analytics. The certificate's four data analytics classes take place online with flexible scheduling to accommodate working adults, so that you can develop your data literacy while working on your career. Courses are taught by experts and experienced practitioners, including members of the Penn faculty from the Penn Program on Opinion Research and Election Studies. You don't need prior training in math, statistics, or programming to succeed in the data analytics program. The only prerequisites are a familiarity with using a computer, basic math skills, and a willingness to learn.

## Data Analytics Certificate Requirements

- The Certificate in Data Analytics is a 4-course, 4 c.u. credit program of study taught by University of Pennsylvania faculty.
- To earn a certificate, students complete the four courses offered, beginning with DATA 1010: Introduction to Data Analytics. See courses below.

## Flexible Course Schedule

Penn LPS Online courses in the Certificate in Data Analytics are offered on an accelerated (8-week) schedule. Courses in this online certificate program include a weekly synchronous session. All Penn LPS Online courses are taught at the undergraduate level by Penn instructors.

Although courses in this certificate must be taken sequentially to build your expertise in data analytics, you have the option to enroll in one or more online data analytics courses without committing to the entire online certificate.

Read more about the Certificate in Data Analytics. (<https://lpsonline.sas.upenn.edu/academics/certificates/data-analytics/>)

## The Certificate in Data Analytics prepares you to:

- Implement and interpret basic regression models
- Understand advanced predictive modeling and machine learning
- Implement and analyze surveys
- Design experiments and A/B tests to test solutions and address problems
- Develop skills in statistical programming and data analysis in R
- Apply skills and knowledge to solve real-world problems
- Manage and analyze big data sets

## Curriculum

Courses in the Certificate in Data Analytics must be completed sequentially, beginning with DATA 1010: Introduction to Data Analytics. Students must complete all four online data analytics courses in order to earn the Certificate in Data Analytics.

Code	Title	Course Units
<b>Data Analytics Certificate</b>		
DATA 1010	Introduction to Data Analytics	1
DATA 2100	Intermediate Data Analytics	1
DATA 3100	Introduction to Statistical Methods	1
DATA 4010	Advanced Data Analytics	1
Any course with Attribute = BCDA ( <a href="http://catalog.upenn.edu/attributes/bcda/">http://catalog.upenn.edu/attributes/bcda/</a> )		
<b>Total Course Units</b>		<b>4</b>

*Courses are subject to change.*

The degree and major requirements displayed are intended as a guide for students entering in the Fall of 2025 and later. Students should consult with their academic program regarding final certifications and requirements for graduation.