

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 work environment. The Certificate in Data Analytics is a 4-course, 4 course unit sequence designed to provide a reasonable point of entry for individuals to gain expertise in data analytics. The certificate's four courses are scheduled at times to accommodate working adults, so you can improve 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 an extensive background 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.

Prior to the start of the term, students in DATA 1010 are required to complete a pre-course module that takes approximately 5-8 hours. Read more about this module on the DATA 1010 course page (<https://lpsonline.sas.upenn.edu/academics/courses/data-1010-introduction-data-analytics/>).

Penn LPS Online courses in the Certificate in Data Analytics are offered on an accelerated (8-week) schedule. Courses in this certificate program include a weekly synchronous session. For more information about specific course dates, please visit the Course Schedule (<https://lpsonline.sas.upenn.edu/academics/course-schedule/>) page.

Although the courses can be taken sequentially to build your expertise in data analytics, you have the option to enroll in individual courses without committing to the entire certificate, enjoying the flexibility and expertise offered by Penn LPS Online to suit your schedule and interests.

For more information: <https://lpsonline.sas.upenn.edu/academics/certificates/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
- Visualize and communicate data clearly and persuasively

Curriculum

Certificate students who complete the basic courses listed below earn the Certificate in Data Analytics.

Code	Title	Course Units
Data Analytics Certificate		
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 (http://catalog.upenn.edu/attributes/bcda/)		
Total Course Units		4

Courses are subject to change.

The degree and major requirements displayed are intended as a guide for students entering in the Fall of 2024 and later. Students should consult with their academic program regarding final certifications and requirements for graduation.