PROGRAM BENEFITS

Machine learning, artificial intelligence, deep learning and business analytics are just a few of the terms popular in the world of data science. This terminology is increasingly finding its way into our everyday lives—at home and in the business world. In fact, some fluency in the language of data is now a prerequisite for business success.

But there are caveats. Data will never tell you “what to do.” Numbers don’t take a position—they’re just information for us to interpret. So, how do you use the tools of statistics and data science? Misapplied tools and bad data interpretation have resulted in many great mishaps in data science, missed opportunities and intentional misleads.

With this cohort certificate, you’ll gain a solid understanding about data, its usage and the impact it can have on an organization.
With WashU Olin’s Certificate in Data, Analytics and Interpretation, you’ll be better prepared to navigate and capitalize on this complex field.

- Strengthen your critical thinking about data use and interpretation
- Improve your ability to distinguish appropriate versus inappropriate use of analytics
- Better understand modern data science and the potential implications for your organization’s business strategy
- Use analytics to make better decisions
- See the “big picture” and think strategically about data and data science

PROGRAM OVERVIEW

Data Project
As prework, you’ll write a brief project description involving data and analytics at your place of work. You’ll work on this project regularly, and it will evolve as you progress through the program. Some examples of project subjects are improving or building a data organization at your company; determining the kinds of data and analyses that are appropriate for a specific analytics project; and understanding how to connect a particular office or division to better utilize data and analytics.

Part 1: Distinguishing the Truth from the Lies | October 5 & 6, 2021
To start the program, you’ll learn about a framework that helps you think critically about the way data is presented and improves your data-based decision-making skills.

Part 2: Data-Driven Decision-Making | October 12 & 13, 2021
We’ll examine the question “How do you use data to make better decisions?” Through real-life examples and activity-based exercises, you’ll improve your risk-assessment abilities, situation analysis and strategic decision-making skills.

Part 3: Demystifying Data Science | October 19 & 20, 2021
You’ll learn a straightforward framework for understanding how data mining, machine learning and artificial intelligence fit together, and how your organization might better use data science to improve business operations.

Part 4: Quant IQ—Integrating What We’ve Learned | October 26 & 27, 2021
Using the knowledge built in previous sessions, you’ll develop your capability to be conversant with data scientists and analysts and further hone your ability to ask critical questions of data-driven analysis and presentations.