Gateway to Data Analytics

Earn a data analytics certificate to expand your career outlook

In today’s world of big data, more and more companies want to hire people with an understanding of and an appreciation for data analytics. Open to rising college freshmen to rising seniors, WashU Olin’s Gateway to Data Analytics program was created to provide you with a comprehensive introduction to this growing area of business.

- Learn about quantitative modeling and how it’s fundamental in today’s competitive business environment.
- Develop the ability to use decision analysis to make structured decisions and promote logical thinking.
- Understand simulation as a tool for marketing analysis and behavior models.
- Examine optimization as a key methodology in decision-making.
- Gain an understanding of collecting, maintaining and organizing data in today’s data-driven environment.
- Learn to develop creative reports and use dashboards through tools like SQL and Tableau.
- Explore the organizational data environment and resources like ERP systems, CRM, relational databases, external data sources and data warehouses.

Who should take this class?
This class is designed for college students majoring and minoring in nonbusiness areas who want to gain a solid understanding of data analytics.

Why take this class?
- Earn academic credit while developing data analytics savvy.
- Enhance your logical and analytical thinking.
- Become familiar with the business analyst role.
- Expand your career prospects in today’s competitive business world.
- Strengthen your Excel skills

8-week course
MAY 24 to JUNE 11
M/T/W/TH/F 3:00 to 5:30 p.m. CT
JUNE 14 to JULY 15
M/T/W/TH 3:00 to 5:00 p.m. CT
Zoom format
Tuition $7,080

Curriculum
quantitative modeling, decision analysis, simulation, optimization, data collection, data maintenance, organizing data, creative reports, dashboards, visualization software, data environments

For more information, email OlinGatewayStudies@wustl.edu or call 314-935-7159.
olin.wustl.edu/summergateway

Register today!