

# Data Science for Business Analysts



*This Course Collection features courses from University of Colorado, UC Davis, University of Michigan and NYU.*

## COURSES INCLUDE

- Introduction to Data Analytics for Business
- Fundamentals of Visualization with Tableau
- Excel Skills for Business: Intermediate II
- Information Visualization: Applied Perception
- Model Thinking

*This Course Collection helps Analysts learn to translate their organization's data into reports and simple visualizations to communicate findings. Skills focus on SQL, Tableau and Excel.*

### Who this is for

Aspiring business analysts or functional employees looking to incorporate more data analytics into their work.

## SKILLS ACQUIRED

- ❑ SQL
- ❑ Data Analysis
- ❑ Data Model
- ❑ Data Quality
- ❑ Business Model

[Link to course](#)



University  
of Colorado  
Boulder

University of Colorado Boulder

# Introduction to Data Analytics for Business

## DESCRIPTION

This course will expose you to the data analytics practices executed in the business world. We will explore such key areas as the analytical process, how data is created, stored, accessed, and how the organization works with data and creates the environment in which analytics can flourish. What you learn in this course will give you a strong foundation in all the areas that support analytics.

## TOPICS

- ★ Data and Analysis in the Real World
- ★ Analytical Tools
- ★ Data Extraction Using SQL
- ★ Real World Analytical Organizations

**SPECIALIZATION** Advanced Business Analytics

**RATING** 4.6 out of 5 stars ★★★★★

## TIME



~16.9 hours total 4.2 hours per week

## TAUGHT BY



David Torgerson  
Instructor

## SKILLS ACQUIRED

- ❑ Tableau Software
- ❑ Data Visualization
- ❑ Visualization (Computer Graphics)
- ❑ Storyboarding

[Link to course](#)

UC DAVIS

University of California, Davis

# Fundamentals of Visualization with Tableau

## DESCRIPTION

In this first course of the specialization, you will discover just what data visualization is, and how we can use it to better see and understand data. Using Tableau, we'll examine the fundamental concepts of data visualization and explore the Tableau interface, identifying and applying the various tools Tableau has to offer.

## TOPICS

- ★ Getting Started & Introduction to Data Visualization
- ★ Exploring and Navigating Tableau
- ★ Making Data Connections
- ★ Context of Data Visualization & Course Wrap-Up

**SPECIALIZATION** Data Visualization with Tableau

**RATING** 4.4 out of 5 stars ★★★★★

## TIME



~10.2 hours total 2.5 hours per week

## TAUGHT BY



Sukhvir S Brar

Lead Business Consultant, Blue Shield of California



Govind Acharya

Principal Analyst

## SKILLS ACQUIRED

- ❑ Microsoft Excel Macro
- ❑ Data Validation
- ❑ Lookup Table
- ❑ Microsoft Excel Vba
- ❑ Solver

[Link to course](#)



Macquarie University

# Excel Skills for Business: Intermediate II

## DESCRIPTION

Spreadsheet software remains one of the most ubiquitous pieces of software used in workplaces across the world. Learning to confidently operate this software means adding a highly valuable asset to your employability portfolio. In this third course of our Excel specialization Excel Skills for Business you will delve deeper into some of the most powerful features Excel has to offer.

## TOPICS

- ★ Data Validation
- ★ Conditional Logic
- ★ Automating Lookups
- ★ Formula Auditing and Protection

**SPECIALIZATION** Excel Skills for Business

**RATING** 4.8 out of 5 stars ★★★★★

## TIME



~22.2 hours total 3.7 hours per week

## TAUGHT BY



**Dr Yvonne Breyer**  
Director, Learning and Teaching  
Faculty of Business and  
Economics

## SKILLS ACQUIRED

- ❑ Human Visualization
- ❑ Applied Perception
- ❑ Visual Channels
- ❑ Color Perception

[Link to course](#)



New York University Tandon  
School of Engineering

# Information Visualization: Applied Perception

## DESCRIPTION

This module aims at introducing fundamental concepts of visual perception applied to information visualization. These concepts help the student ideate and evaluate visualization designs in terms of how well they leverage the capabilities of the human perceptual machinery.


## TOPICS

- ★ Applied Perception for Information Visualization
- ★ Effectiveness of Visual Channels
- ★ Color Perception and Color Spaces
- ★ Using Color in Visualization

**SPECIALIZATION** Information Visualization

**RATING** 5 out of 5 stars ★★★★★

## TIME

 ~14.2 hours total 3.6 hours per week

## TAUGHT BY



**Enrico Bertini**  
Associate Professor  
Computer Science and  
Engineering



**Cristian Felix**  
PhD. Candidate  
Computer Science and  
Engineering

## SKILLS ACQUIRED

- ❑ Modeling
- ❑ Strategic Thinking
- ❑ Economics
- ❑ Decision-Making
- ❑ Evaluation

[Link to course](#)



University of Michigan

# Model Thinking

## DESCRIPTION

We live in a complex world with diverse people, firms, and governments whose behaviors aggregate to produce novel, unexpected phenomena. We see political uprisings, market crashes, and a never ending array of social trends. How do we make sense of it? Models. Evidence shows that people who think with models consistently outperform those who don't.


## TOPICS

- ★ Why Model & Segregation/Peer Effects
- ★ Aggregation & Decision Models
- ★ Thinking Electrons: Modeling People & Categorical and Linear Models
- ★ Tipping Points & Economic Growth

## SPECIALIZATION

**RATING** 4.8 out of 5 stars ★★★★★

## TIME

 ~31.9 hours total 2.7 hours per week

 ~0 hours of video

 ~0 assignment hours

## TAUGHT BY



**Scott E Page**  
LEONID HUWICZ COLLEGIATE  
PROFESSOR OF COMPLEX  
SYSTEMS, POLITICAL SCIENCE,  
AND ECONOMICS