Online Business Analytics Certificate

Data-driven decision making is a necessary skill for professionals in today’s business world. The online Business Analytics certificate of the University of Chicago Graham School teaches individuals how to process and visualize data and how to solve real-life business problems through data analysis. Whether our students are new graduates, individuals in technical, communications, or management roles, business leaders, or professionals aspiring to leadership positions, they will graduate from our online Business Analytics certificate with increased employability and add more value to their organization.

Classes in this certificate offer students the chance to learn and apply concepts through case studies and problem-based learning activities. The online setting provides flexibility while the certificate’s small class sizes and interactive live sessions with instructors maintain the intimacy of a classroom. Teaching assistants and online resources further support student learning.

Learn from Business Analytics Experts

Courses are taught by the University of Chicago Graham School instructors—all are leaders in the analytics industry. Our instructors have extensive knowledge and experience working with data to make evidence-based decisions, as well as connections to the industry to bring real-world problems into the classroom. These real-world connections ensure that learning is relevant to students’ career advancement goals.

The Business Analytics certificate follows a highly applied curriculum centered on case-based teaching and problem-based learning so that students learn the essential business analytics skills in the form of:

- Developing an analytical mindset to ask the right questions for impactful business analysis
- Working with and manipulating large data sets
- Analyzing data to drive impactful business decisions
- Communicating fact-based insights through storytelling

To learn more, visit:
grahamschool.uchicago.edu/analyticscert
Curriculum

The Business Analytics certificate consists of two components: business intelligence and business analytics. The business intelligence courses develop students’ ability to work with data to evaluate and understand what has and is happening within the business. The business analytics courses develop students’ analytical skills to drive impactful insights from data by using standard statistical software tools.

The certificate consists of four online courses:

Business Intelligence Courses
- Exploring Data to Evaluate Business Practices: Databases and Reporting
- Exploring Data to Evaluate Business Practices: Exploratory Data Analysis and Visualization

Business Analytics Courses
- Data Analysis for Evidence Based Decision Making
- Data Mining for Evidence Based Decision Making

The online Business Analytics curriculum capitalizes on the University of Chicago’s expertise and resources in teaching analytical skills that will enable students to accelerate their careers. Students will learn by analyzing real business problems individually and in virtual teams while benefitting from the knowledge and experience of their instructors and peers.

Program Structure

The program is structured to provide flexibility to students while ensuring that students enjoy the benefits of an interactive learning experience. The courses include online course content, activities, and assessments that students can access anytime. In addition, classes will meet virtually in a weekly one-hour live session where students interact with the course instructor and each other as they discuss analytics solutions to the problems posed in the course’s online content.

Application requirements

Applications are accepted on a rolling basis throughout the year. A bachelor’s degree is a prerequisite for the program.

Once students are accepted into the program, they can begin taking courses immediately. Course registration closes 10 days before the start of any class.

- Completed online application
- $40 application fee (non-refundable)
- Personal statement
- Current resume or CV