



## BI Techniques for Decision-Making

*Help businesses get a grip and step up your career. This certificate teaches you to translate mass-information in order to make educated decisions that impact bottom lines.*

### Navigate Your Company Through the Oceans of Data

Whether you work for a large multinational corporation, local government or smaller nonprofit, information overload is a challenge almost all organizations face as the amount of data they manage continually increases. In order to stay afloat, every organization needs to gather a wide variety of data on customers, donors, vendors, transactions, demographics and more. That means they need employees who can manage that data and use it to make decisions that will benefit their bottom line.

If you want to influence the short- and long-term future of your organization, earn the Business Intelligence: Techniques for Decision-Making Certificate. You'll learn about:

- Data presentation and visualization
- Multi-dimensional data architectures
- What-if analyses, statistical analyses and time series
- Data mining applications, including pitfalls, requirements and preparation
- Building mining models

### Gain In-Depth Knowledge and Practical Experience

This certificate program is an optimal blend of theory and practice. You'll learn about a number of concepts, models, tools, analyses and approaches, and gain valuable first-hand knowledge through independent work and collaborative, real-world projects. You'll also benefit from the networking opportunities and the prestige that only a University of Washington certificate can offer.

### Fast Facts

The Business Intelligence: Techniques for Decision-Making Certificate Program offers a strategic career move for people with the following experiences:

- Business, financial or data analysts
- Database administrators (DBA)
- Business intelligence developers
- Project managers
- Spreadsheet jockeys

## BI: Techniques for Decision-Making Courses

The following courses are required for the certificate:

### Data Visualization

We all intuitively believe that fact-based decision-making is good, but we often lack the skills required to present quantitative information in a meaningful way. This course teaches information design fundamentals and introduces a variety of visualization tools and techniques. At the end of the course, you'll be able to identify which visualization technique will make the highest impact under a variety of scenarios.

### Data Analysis

Deriving value from data is a core challenge facing many organizations. Successfully organizing large data volumes into meaningful and intuitive business models often requires the skills of both business and technical resources. In response, this course focuses on how you can use Online Analytical Processing (OLAP) technologies to bridge the data gap between business and technical data experts.

### Data Mining

This course teaches fundamental principles of data mining and introduces a range of tools and techniques - from spreadsheets to specialized applications. After completing the course, you will be able to identify problems for which data mining is a compelling solution, and will be able to select suitable techniques for those scenarios. You'll also learn how to build and query predictive models for numerous common cases.

## About UW Extension

Learning through UW Extension gives working professionals the quality education that will take your career to the next level, whether you long for a promotion or a shift to a completely new field. All UW Extension programs are designed by UW faculty, industry experts and community leaders. To ensure you receive first-rate instruction, every UW Extension program must be approved by the corresponding University of Washington academic department. UW advisory boards are continually reviewing programs and updating the curriculum to meet the evolving demands of specific fields.


The University of Washington is one of the oldest state-supported institutions of higher education on the West Coast, and one of the preeminent research universities in the world. With nationally ranked academic excellence, facilities, and a diverse student and faculty population, the UW is a leading-edge university with global influence.

## About UW Certificate Programs

You already work hard at your existing job, and going back to school is a serious commitment. That's why UW certificate programs are designed around you, with flexible schedules and a choice of part-time, full-time or even online study, depending on the program. A UW certificate gives you the knowledge and credibility to open doors for the rest of your professional life, whether you're moving up the career ladder or switching careers altogether.

## Learn more about the program

For complete details, visit the Web site:

 [WWW.EXTENSION.WASHINGTON.EDU](http://WWW.EXTENSION.WASHINGTON.EDU)

### Attend an information meeting.

Interested in a certificate? You can ask questions and meet instructors and former students at these free meetings. For meeting dates, times and locations, please go to our Web site.

## Questions? Ask away

Give us a call:

 206.685.8936 OR 1.888.469.6499

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## Apply or register today

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