NORTHWESTERN
C O L L E G E

Analytics online

Northwestern's analytics certificate program, available entirely online, will equip you to analyze and derive meaning from the immense amounts of data made possible via cloud computing—setting you apart from other management professionals.

Big data, huge opportunity

Northwestern's online analytics certificate program prepares you to apply the science of data analysis to the modern phenomenon of "big data," that is, data whose scale and complexity offers vast challenges—and opportunities. An analytics certificate is a useful credential for professionals with strengths in math, statistics or information technology who want to open new career paths by specializing in large-scale data management.

Prerequisites

Analytics courses build on statistics and computational learning from the following courses (or their equivalents). The courses are not official prerequisites, but applicants will need a comparable level of competency to be successful in the analytics courses.

> MAT 116 Stats for the Natural and Social Sciences *or* MAT 117 Applied Statistics for Management
>
> MAT 111 Calc. for Mgmt., Life and Social Sciences *or* MAT 112 Calculus I
>
> CSC 171 Computer Science I

Tuition and financial aid

Tuition for Northwestern's analytics certificate program is comparable to similar programs. Financial aid is available for students taking at least 6 credits per semester. For details, visit www.nwciowa.edu/analytics-apply.

6 classes in 12 months

Northwestern's online analytics certificate is a 6-course program designed to be completed in 12 months (3 semesters).

> **Intro. to Data Analytics** (2 credits, 4 weeks)
> **Advanced Data Analytics** (4 credits, 8 weeks)
> *ETL (extract-transform-load) processes, statistical analysis, simulation, predictive modeling, data mining, programming and scripting, and visualization*
>
> **Intro. to Text Analytics** (3 credits, 8 weeks)
> **Advanced Text Analytics** (3 credits, 8 weeks)
> *Text pre-processing, categorization, clustering, information extraction, and predictive text analytics*
>
> **Intro. to Predictive Analytics** (3 credits, 8 weeks)
> **Advanced Predictive Analytics** (3 credits, 8 weeks)
> *Decision trees, linear and logistic regression, neural networks, ensemble methods, generalized linear models, survival analysis, variable reduction, model assessment, and basic SAS programming*

Enroll

For information or to apply, visit our website or contact:

> **Michael Wallinga, program director**
> 712-707-7108 ▪ mwallinga@nwciowa.edu
>
> **Crystal Rozeboom, online enrollment counselor**
> 712-707-7388 ▪ online@nwciowa.edu

To learn more about how our analytics certificate can help advance your career:

www.nwciowa.edu/analytics