

## CertNexus Data Science for Business Professionals (DSBIZ)

### Overview

The ability to identify and respond to changing trends is a hallmark of a successful business. Whether those trends are related to customers and sales or to regulatory and industry standards, businesses are wise to keep track of the variables that can affect the bottom line. In today's business landscape, data comes from numerous sources and in diverse forms. By leveraging data science concepts and technologies, businesses can mold all of that raw data into information that facilitates decisions to improve and expand the success of the business.

### Prerequisite Comments

To ensure your success in this course, you should have a working knowledge of general business concepts and practices. You should also have a basic understanding of information technology (IT) resources and systems, including networks, computers, and other digital devices used in an enterprise setting.

### Target Audience

This course is designed for business leaders and decision makers, including C-level executives, project managers, HR leaders, Marketing and Sales leaders, and technical sales consultants, who want to increase their knowledge of and familiarity with concepts surrounding data science. Other individuals who want to know more about basic data science concepts are also candidates for this course.

This course is also designed to assist learners in preparing for the CertNexus® DSBIZ™ (Exam DSZ-110) credential.

### Course Objectives

In this course, you will identify how data science supports business decisions. You will:

Explain the fundamentals of data science

Describe common implementations of data science.

Identify the impact data science can have on a business

### Course Outline

#### 1 - Data Science Fundamentals

What is Data Science?

Types of Data

Data Science Roles

#### 2 - Data Science Implementation

The Data Science Lifecycle

Data Acquisition and Preparation

Data Modeling and Visualization

### 3 - The Impact of Data Science

Benefits of Data Science  
Challenges of Data Science  
Business Use Cases for Data Science

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