DATA ANALYTICS CERTIFICATE

14 Semester Credit Hours; Curriculum: 0158

The certificate provides an introduction to a rapidly growing field of data analytics. It is intended for students and professionals who want to work confidently with data without diving into coding. Through interactive hands-on projects utilizing tools like Microsoft Excel, AI-powered analytics platforms and leading data visualization software, students will learn how to clean, visualize and interpret data to uncover patterns, enabling them to tackle real-world business challenges and drive data-informed decisions. Unlike data science programs that emphasizes coding, algorithms and statistical modeling, this certificate focuses on the practical application of no-code tools and technologies to translate data into business intelligence and communicate results effectively across any industry. This certificate can be completed in one semester.

Code	Title	Hours
Courses for a Certificate		
CAB 135	Electronic Spreadsheeting Using Excel	2
CAB 235	Advanced Spreadsheeting Using Excel	2
CIS 102	Job Search Principles and Tools	1
CIS 120	Introduction to Data Analytics	3
CIS 240	Data Visualization Using Tableau	3
CIS 271	AI for Business Solutions	3
Total Hours		**14**

Internship (recommended):
An internship is vital for a Data Analytics Certificate as it provides hands-on real-world experience, allowing students to apply their theoretical knowledge, gain practical skills, and build a professional network crucial for launching a successful career in the field. In addition to finding internships on their own, students are welcome to use Oakton's Internship program for assistance. Visit www.oakton.edu/internships or email internships@oakton.edu for more information.

Program Learning Outcomes

1. Utilize advanced Excel tools, including pivot tables, data models and analytics tools, to solve real-world business problems.
2. Explain the foundational concepts of data analytics, including data cleaning, analysis, and interpretation, to make data-driven decisions.
3. Develop interactive data visualizations and dashboards using visualization tools such as Looker or Qlik Sense to communicate insights effectively.
4. Design automated workflows and visually compelling data reports using AI-powered tools and visualization platforms to enhance business operations and meet stakeholder needs.
5. Analyze business datasets to identify patterns, trends and actionable insights using no-code machine learning platforms.
6. Evaluate ethical considerations in data management, including security, privacy and compliance with regulatory standards.
7. Utilize job search principles and tools to enhance employability.