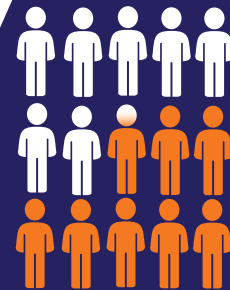# ✓ WHY DSBIZ™

Data is plentiful resource. In fact IDC estimates that by 2025 there will be **463 exabytes of data created daily**. Organizations who are able to select, manipulate, analyze, predict and derive value from the data will gain a significant edge. Understanding what Data Science is, how it can impact your business and how to best implement a data science initiative can make your organization more competitive in this rapidly changing marketplace. Yet, over two-thirds of data science projects do not reach their full potential. How can you hope to apply science to your data? We are here to help as business leaders have an enormous impact on the success of any data science initiative.

CERTNEXUS®

✓ COURSE OVERVIEW

DSBIZ offers business leaders, sales and marketing managers, project managers, and other stakeholders a streamlined course to help make decisions and drive organizational Data Science strategies. DSBIZ candidates will learn Data Science concepts, methods of use, challenges and benefits utilizing relevant case studies.

READINESS ASSESSMENT

Measure your organization's level of preparedness to leverage data science techniques with our complimentary DSBIZ Readiness Assessment. This tool was designed to measure knowledge of non-technical professionals to make decisions and support Data Science concepts. You'll receive a free report including staff members' readiness results.

Learn how to redeem your free access code
at **certnexus.com/dsbiz-readiness**

95%
of businesses need to manage unstructured data
Forbes 2019

53%
of CEOs consider themselves the primary leader of their company's analytics agenda
McKinsey Analytics, 2018

80%
of analytics insights will not deliver business outcomes through 2022

Gartner, 2019

THINK
Empower decision makers, executives, and project managers to lead, design, and put emerging technology into practice

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