

# Training Opportunities in **Data Analytics**





# **McMaster Continuing Education**

**We are one of Canada's  
largest leading providers of  
academic and professional  
learning**

# McMaster Continuing Education

- McMaster Continuing Education is pleased to work with the YWCA Kitchener-Waterloo to provide foundational training in Data Analytics.
- You'll learn fundamental technical concepts from leading practitioners, and benefit from application based activities.
- Your analytics skills can be applied to multiple jobs across multiple industries.



# Program Details

## ▪ COURSES

- Three courses will be offered for the program.
- Courses are selected from McMaster Continuing Education's Data Analytics and Open Source Intelligence programs.
- Courses are delivered online following a part-time study format.
- All courses offer a balance of concepts and hands-on instruction and application activities.

## ▪ INSTRUCTORS

- Instructors are professionals in the field of data analytics.
- Instructors are available in the online course site to offer assistance (live sessions, chat, online discussion boards, email).

## ▪ CERTIFICATE OF PROFESSIONAL LEARNING

- Learners may earn McMaster's Certificate of Professional Learning upon successful completion of the program's courses.

# Course Learning Outcomes

## DAT 103 Business Intelligence and Data Analytics

- Define the concepts of Business Intelligence
- Describe the three types of analysis: descriptive, predictive and prescriptive
- Review of key processes such as data hygiene, modeling and reporting
- Understand the tools used in Business Intelligence, including practical application of some MS-Excel features

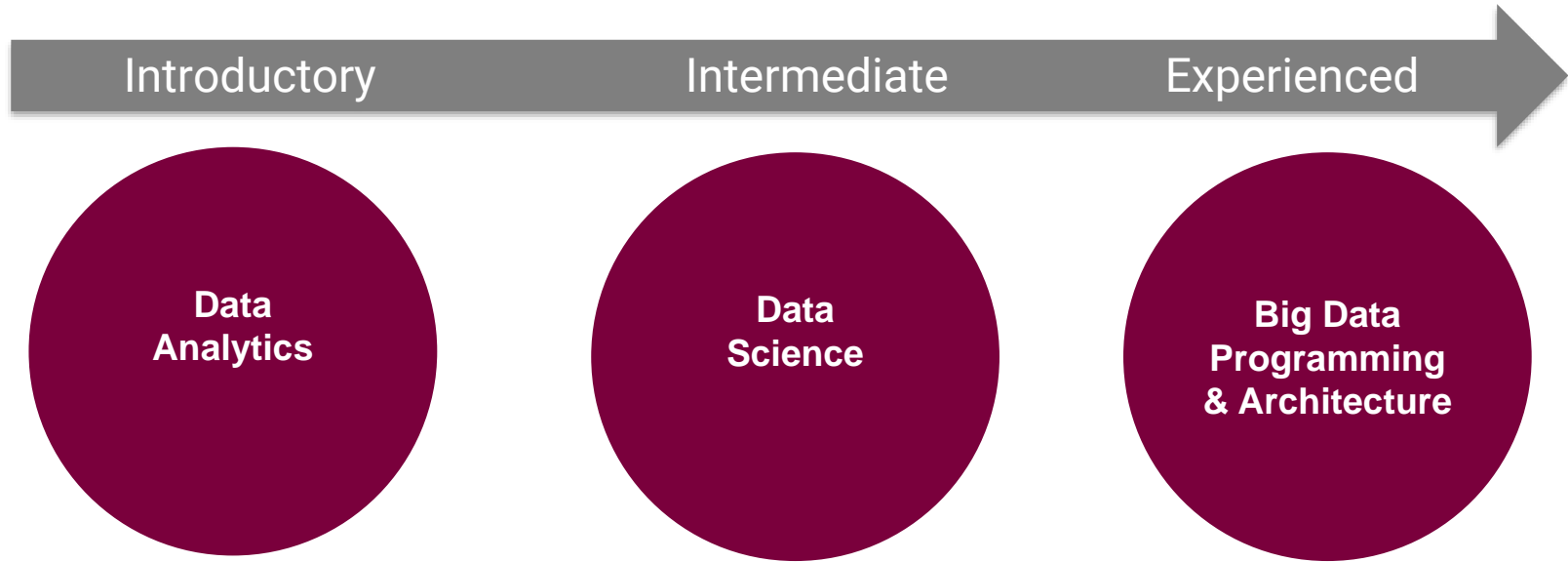
## DAT 104 Data Analysis and Visualization

- Describe the Data Analytics Lifecycle.
- Examine the value analytics brings to organizations to frame and solve business challenges
- Explore, cleanse and extract data to determine the feasibility of presenting viable solutions to address business problem(s)
- Design viable data analytics solution(s) to a set of specific business needs
- Examine and create data visualizations to effectively communicate with audiences at various organizational levels
- Discuss data management and project management principles

## OSI 101 Tradecraft and Operations

- Accurately assess the value and quality of online sources and data
- Recognize cyber threats and safeguard your safety and privacy online
- Design tools and processes to collect and manage data from online and traditional sources
- Use various tools and methods to monitor online and social media sources in real time
- Process information, produce reports, and apply appropriate and useful metadata
- Structure and prepare data for analysis and visualization

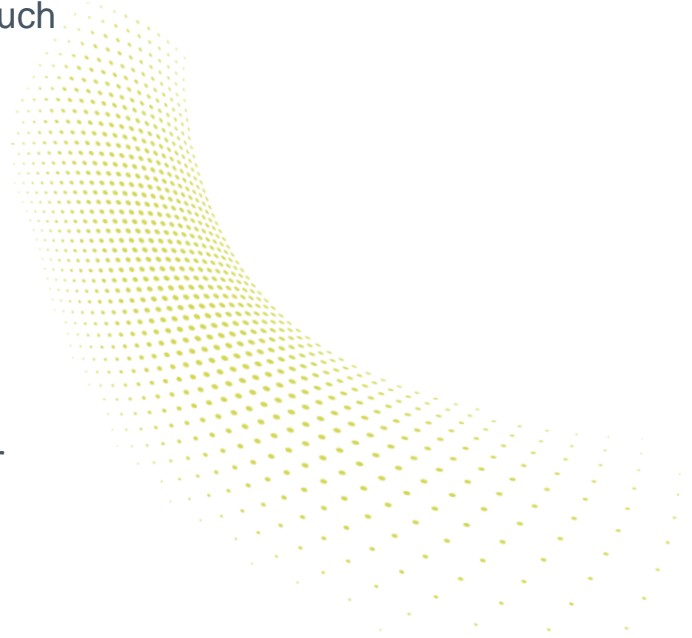
- McMaster Continuing Education offers three levels of education in analytics and technology - [data analytics](#), [data science](#) and [big data programming and architecture](#).
- Program courses are designed for learners to progress from the introductory to experienced level of analytics.
- [Contact](#) McMaster Continuing Education for information on how to extend your learning.



# Learning Online

It is recommended for learners to

- be proficient with computer program applications, such as Word, and Excel
- be able to work independently
- be able to allocate 3-6 hours per week to complete your work
- be comfortable using technology (i.e. ZOOM)
- be able to access WiFi/internet access, mobile device/laptop, microphone, and headphones and/or speakers



- Program begins September 2021
- Orientation for learning online are available before you begin your first course.
- For detailed information, contact the YW Kitchener-Waterloo

