# BUSINESS ANALYTICS - MICRO-CREDENTIAL

The business analytics micro-credential program trains students in business analytics and provides an overall certificate with several badges. The goal is to evaluate and acknowledge industry-relevant skills that while important but may not be fully acknowledged by the fact that a student has taken a class, especially not on a resume.

## Eligibility

CU Boulder students (degree-seeking only)

## Delivery Mode

In-person

## Credit Status

Includes credit and noncredit components

## Academic Level

Undergraduate

## Time to Completion

Months

## Fee

No

## Requirements

**Digital Badge 1: Extract, Transform, Load (ETL)**

This badge covers accessing and extracting data, removing irrelevant data, converting data types, data cleansing, code organization, sorting, removing duplicate records, filtering logic, sampling, text extraction and data replacement.

Requirements:

- Perform in the upper half of the business analytics class on content related to sorting, removing duplicate records, filtering logic, sampling, text extraction and data replacement.
- Perform in the upper half of the business analytics class on project 1, the business intelligence project.
- Pass the Alteryx core certification exam.

**Digital Badge 2: Formulas of Business Analytics**

This badge covers processes for using functions to build formulas including basics of expression, conditional statements, string functions, numeric functions, multi-field and multi-row functions.

Requirements:

- Perform in the upper half of the business analytics class on content related to functions to build formulas including basics of expression, conditional statements, string functions, numeric functions, multi-field and multi-row functions.

- Perform in the upper half of the business analytics class on project 1, the business intelligence project.
- Pass the Alteryx core certification exam.

**Digital Badge 3: Data transformation**

This badge covers all skills relevant to transforming data for reporting, including joins, unions, summarization, cross-tabulation, appends and transposes.

Requirements:

- Perform in the upper half of the business analytics class on content related to transforming data for reporting, including joins, unions, summarization, cross-tabulation, appends and transposes.
- Perform in the upper half of the business analytics class on project 1, the business intelligence project.
- Pass the Alteryx core certification exam.

**Digital Badge 4: Automated Machine Learning (AutoML)**

This badge covers core knowledge related to applying and understanding machine learning, especially machine learning, for business purposes. This includes the creation, evaluation, setting thresholds, metrics and explaining models to a top management team.

Requirements:

- Perform in the upper half of the business analytics class on content related to machine learning.
- Perform in the upper half of the business analytics class on project 2, the machine learning project.

## Criteria

See previous text.