

CertNexus Data Science for Business Professionals Course

Course Duration: 4 Hrs.

Course Code: DSBP-210

Course Overview

The **CertNexus Data Science for Business Professionals** course is designed to help non-technical and semi-technical professionals understand how data science can be applied to drive business value. This course focuses on interpreting data, communicating insights, and making data-driven decisions without requiring deep technical or programming expertise. Participants will learn how to work effectively with data science teams and leverage analytics to solve real-world business problems while preparing for the CertNexus certification exam.

What You'll Learn?

By completing this course, you will be able to:

- Understand key data science and analytics concepts
- Interpret data visualizations and analytical results
- Identify business problems suitable for data science solutions
- Communicate effectively with data scientists and analysts
- Evaluate data-driven insights for decision-making
- Understand ethical and governance considerations in data usage
- Prepare confidently for the CertNexus certification exam

Target Audience

This course is ideal for:

- Business Professionals and Managers

- Product Owners and Product Managers
- Business Analysts and Consultants
- Sales, Marketing, and Operations Professionals
- Executives seeking data literacy

Pre-Requisites

Participants should have:

- Basic understanding of business processes
- Familiarity with spreadsheets and reports
- Interest in data-driven decision-making
- No programming or technical background required

Course Content

Module 1: Introduction to Data Science for Business

- What is data science?
- Business value of data and analytics
- Common data science use cases

Module 2: Data and Analytics Fundamentals

- Types of data and data sources
- Data quality and data preparation concepts
- Understanding descriptive analytics

Module 3: Interpreting Data and Visualizations

- Charts, dashboards, and KPIs
- Identifying trends and patterns

- Storytelling with data

Module 4: Data Science in Business Decision-Making

- Predictive and prescriptive analytics overview
- Evaluating models and results
- Supporting strategic and operational decisions

Module 5: Working with Data Science Teams

- Roles in data science projects
- Translating business needs into data requirements
- Managing data science initiatives

Module 6: Ethics, Governance, and Exam Preparation

- Data ethics and privacy considerations
- Responsible use of data
- Certification exam overview and preparation tips