



# Business Analytics Certificate

Leverage data for strategic business decisions.

Business analytics with confidence

A graphic illustration of a laptop and a smartphone. The laptop screen shows a certificate from GrowthTribe for John Doe, who completed the Business Analytics course on 15.06.2023. The certificate includes a signature from Peter van Sabben, Co-founder. The smartphone displays a course card for the Business Analytics Certificate, featuring a play button icon and details such as 1574 students, 18-24 hours of content, and a beginner level.

**GrowthTribe**

CERTIFICATE

## Business Analytics

**John Doe**  
successfully completed the course in  
Business Analytics  
15.06.2023

We'll teach you how the world's leading data professionals use business analytics, and how you can become a data hero.

*Peter van Sabben*  
Peter van Sabben  
Co-founder

**Let's start learning!**


**Business Analytics Certificate**

- 1574 students
- 18-24 hours
- English
- English, Dutch
- Beginner

# Business Analytics Certificate

Leverage data for strategic business decisions. This certificate equips you with skills to align data solutions with real-world business challenges, empowering you to steer impactful strategies.

## Course format

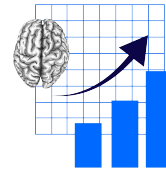
|   |  |
|---|--|
|  12 - 18 h total           |  No prerequisites |
|  Self-paced                |  Join as a team   |
|  € 995                     |  8 Modules        |
|  Certificate of Completion |  Blended          |

## Why Business Analytics?



### Missed Opportunities

85% of data projects fail to go into production and generate any value.



### Growing Demand

2-4M mediators between business problems and data solutions will be needed in the US only by 2025.

## Who is this course for?

- Aspiring data analysts
- Professionals aiming to enhance decision-making through data-backed strategies
- Managers looking to leverage analytics for improved business performance
- Entrepreneurs eager to transform data into growth

## What can you expect to learn?

- Learn what are the main approaches to turning data into value.
- Learn to align data projects with the overall business strategy.
- Learn how you can effectively collaborate with stakeholders and enable the development of analytical projects.
- Become data confident and empowered to make decisions.

## Curriculum overview

### Module 1 - Data-driven mindset

Dive into the importance of a data-informed mindset. Learn to classify decision-making and dissect a decision. Enable a data-informed environment in your organisation.

### Module 2 - Data pipeline

Recognise the elements of a data pipeline and learn how to use a data tasks map.

### Module 3 - Descriptive analytics

Evaluate descriptions. Read charts and correlation. Set up and assess a KPI tree using your data.

### Module 4 - Statistical inference

Understand how to apply statistical inference. Practise evaluating hypotheses and applying A/B tests for causality.

### Module 5 - Machine learning

Understand machine learning types and applications. Learn to use predictive modelling, specifically classification and regression.

### Module 6 - Data strategies

Delve into the purposes of data usage and the pillars of data maturity.

### Module 7 - Stakeholder engagement

Understand data roles and data teams. Apply a strategic process to drive stakeholder engagement.

### Module 8 - Data project management

Assign responsibilities using data roles. Prioritise data use cases and set up a healthy review process for your projects and processes.

## Industry expert



### Mauricio Bernardo da Silva Data Analytics Expert

Mauricio has worked in different industries, giving him a wide knowledge of processes and metrics, and how to most efficiently utilise data to reach business goals. At Growth Tribe, he helps individuals understand complex topics in intuitive ways, and enhance their thinking and execution on data initiatives.

## Core skills

Descriptive analytics

Data projects

Statistical inference

Machine learning

Data strategies

Data-driven mindset

## Testimonials



### Saumyajit Parida Business & Data Analyst



Loved the course and very happy with the knowledge gained. Specially the difference between Dataops and Devops which was unclear for me. Going to promote it in my youtube channel.



PHILIPS

### Jacopo Galli Regional Learning Specialist

Amazing Experience. Growth Tribe raises the bar in terms of Online Course Enrollment Experience, Platform Usability & Community contents and In-Demand Learning offer. Under the Data & Analytics Online offer, I completed the Business Analytics Certificate.

# Your Investment

Choose what's right for you

## Key Features

### Professional Certificate

### Premium Membership

€995

One-time purchase.

€1495

Paid yearly.

Certificates (18-24 hours)

1

15+

Bonus Modules (2 hours)

✗

75+

Bi-weekly Microlearning

✗

✓

Downloadable Resources

✗

100+

35.000+ Community Access

✓

✓

'Ask An Expert'

✓

Priority

Personal Career Coaching

✗

3

Job Board

✓

✓

6x/Month Community Events

✓

✓

Masterclasses

✗

4

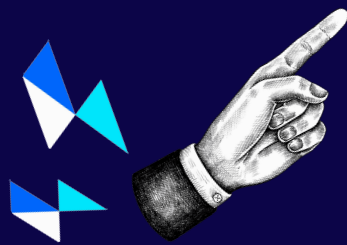
Exclusive Senior Leaders Community

✗

✓

# Looking for more than just a Certificate?

Discover our **Membership**

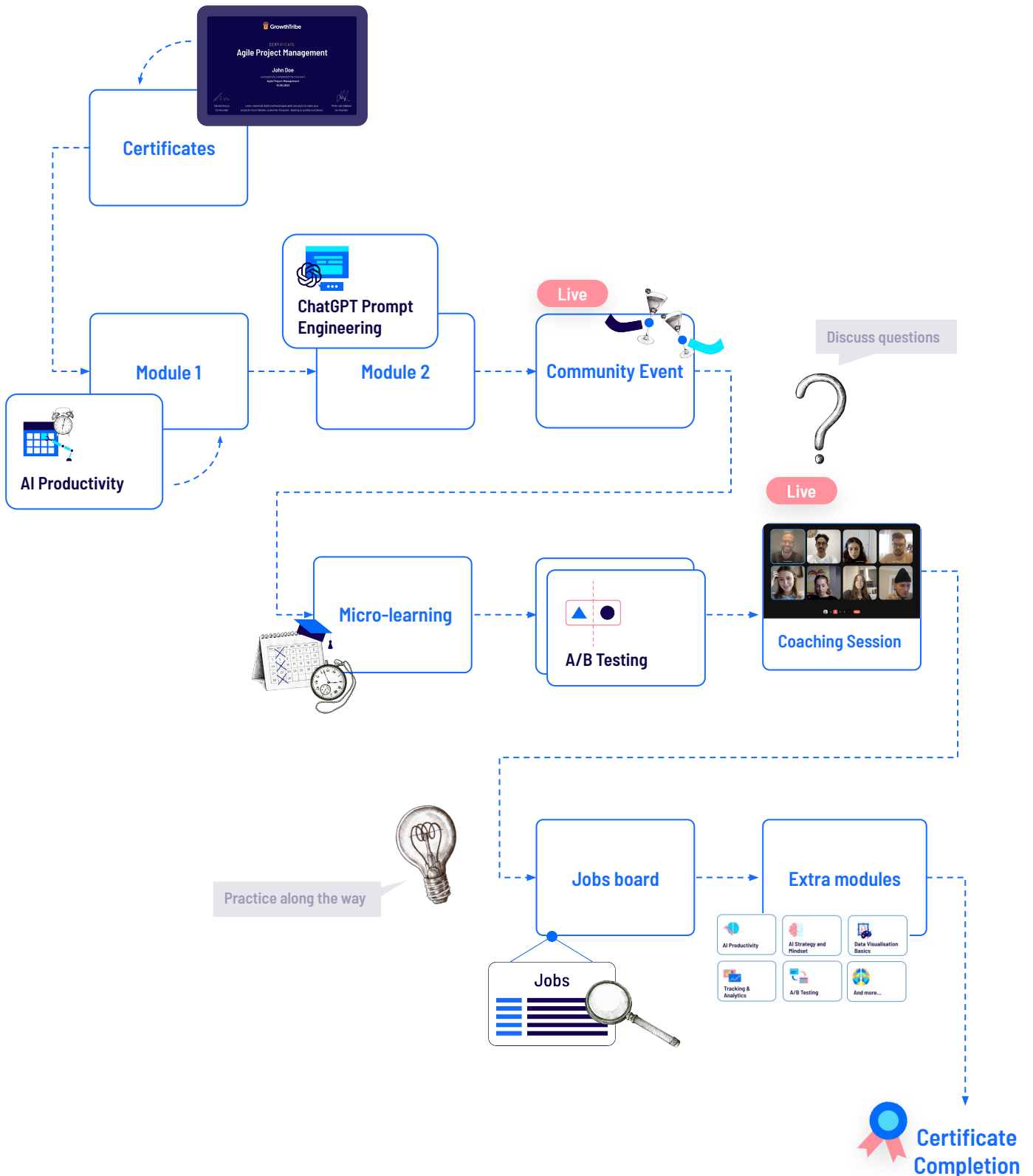


Keep reading to learn how it works and  
the features you'll enjoy.

# Access a world of opportunities!

## Flexible formats for impactful learning.

Embrace flexible learning in engaging formats that make it **fun and easy**. Explore content at your own pace and join live sessions for an enriched experience – all designed to boost your growth journey.



# Unlock all 15 internationally recognised certificates.

As a member, you gain access to our complete library of certificates in high-demand **digital skills**. Choose the ones that resonate with your goals, and even bundle them for a deeper skill set that sets you apart.

## Data & A.I.



**A.I. for Business**



**Business Analytics**

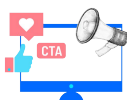


**Data Visualisation  
& Storytelling**

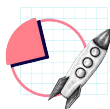


**Data Fundamentals**

## Growth & Marketing



**Digital Marketing**



**Growth Marketing**



**Conversion Rate  
Optimisation**



**Digital  
Communication**



**Sales & Business  
Development**

## Business & Innovation



**Digital Leadership**



**Project Management**



**Agile Project  
Management**



**Design Thinking**



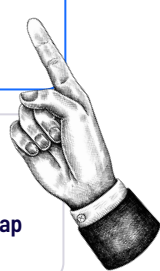
**Product  
Management**
































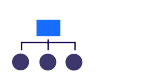
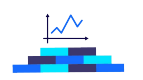





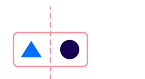
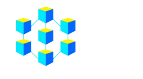


**Web3 Foundations**

# Boost your skills with speed and depth.

Elevate your certificate's value with our flexible **2-hour modules**. As a member, you have the option to take a swift route to skill development with any of our **75+ modules**. Dive into your areas of interest at your own pace with our modular library.

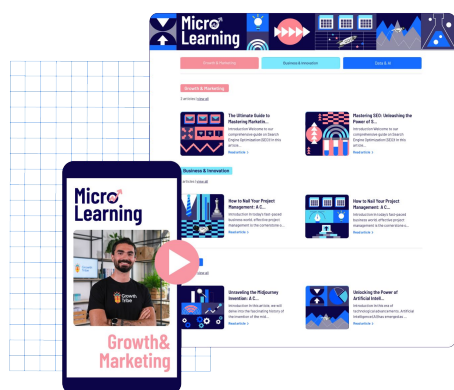


|  |   |   |   |   |
|--|---|---|---|---|
| <br><b>AI Productivity</b>                    | <br><b>Product Management Concepts</b>         | <br><b>Data Visualisation Basics</b>                 | <br><b>Growth Mindset and Experimentation</b>   | <br><b>AI Business Strategy</b>              |
| <br><b>Data Visualisation Methods</b>         | <br><b>Data-Informed Decision-Making</b>       | <br><b>Ideation Techniques</b>                       | <br><b>Antifragile Leadership</b>               | <br><b>Product Roadmap Development</b>       |
| <br><b>Rapid Experimentation</b>              | <br><b>Creating a Sales Strategy</b>           | <br><b>Digital Marketing Fundamentals</b>            | <br><b>GenAI for Design</b>                     | <br><b>Leading Project Execution</b>         |
| <br><b>Paid Media for Targeted Audience</b> | <br><b>Blockchain Case Studies</b>           | <br><b>Data Presentation</b>                       | <br><b>Building a Brand Identity</b>          | <br><b>Fundamentals of CRO</b>             |
| <br><b>Product Mission &amp; Vision</b>     | <br><b>Building a Data Culture</b>           | <br><b>Agile Frameworks &amp; Scrum Essentials</b> | <br><b>Data-Driven Growth Marketing</b>       | <br><b>Landing Page Optimisation</b>       |
| <br><b>Content Marketing Strategy</b>       | <br><b>Product-Market Fit</b>                | <br><b>ChatGPT Prompt Engineering</b>              | <br><b>Project Planning and Documentation</b> | <br><b>Lead Change Management</b>          |
| <br><b>Funnel Marketing</b>                 | <br><b>Predictive Analytics for Business</b> | <br><b>Descriptive Analytics</b>                   | <br><b>Iterative Design</b>                   | <br><b>Managing Data Projects</b>          |
| <br><b>Scaling Complex Projects</b>         | <br><b>Data-Informed Communications</b>      | <br><b>Design Thinking Fundamentals</b>            | <br><b>A/B Testing</b>                        | <br><b>Web3, DeFi, The Metaverse, NFTs</b> |



# Stay up-to-date with latest developments in your field and **apply learnings straight away.**

Unlock knowledge on the Go! Dive into **bite-sized** microlearning, **practical** frameworks, and valuable resources. Explore endless job opportunities as you elevate your learning journey anywhere, anytime, and fast-track your path to continuous growth.

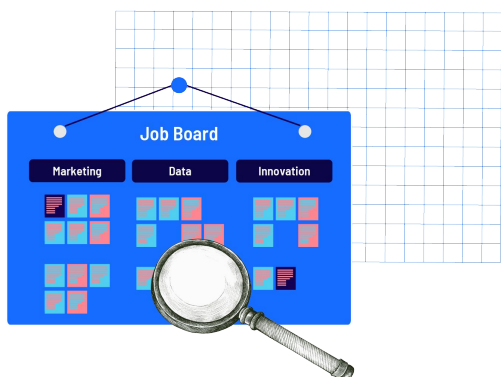
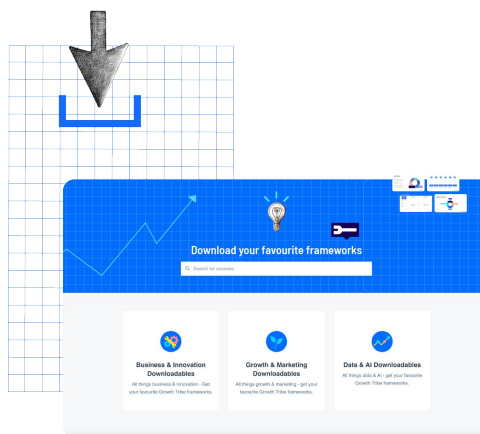


## 24 micro learnings for busy professionals.

Embrace **10-15 minutes** of effortless learning bi-weekly! Stay sharp and up-to-date in your field, no matter how busy you are.

## 100+ Downloadable resources for immediate impact.

**Hands-on** learning for instant application. Swift solutions for personal growth. Access a treasure trove of resources that enable you to effectively apply and integrate learnings from your certificate into real-world scenarios.



## 100+ job listings to take your career to new heights.

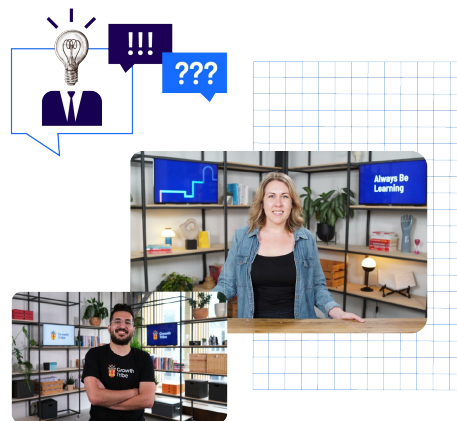
Ready to level up your career? Dive into a world of endless possibilities with our exclusive job board! Discover new job opportunities to take your career to new heights.

# Connect, collaborate, elevate.

## Get support from peers and experts in a dynamic community of 35.000+.

### Feeling stuck? Connect with industry experts anytime to get guidance.

Unlock priority access to ask an expert. Gain the advantage of receiving swift and insightful answers, ensuring your learning journey stays on the fast track to success.

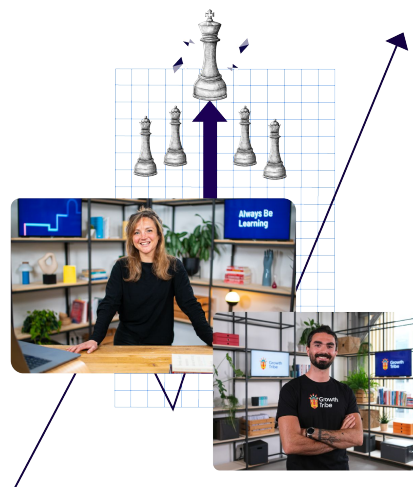


### Attend community events and build your network.

Join vibrant events for networking, learning, and growth. Unlock 4 masterclasses led by experts, delivering focused insights for accelerated progress.

### Navigate success with career coaching.

Access three 30-minute sessions with our dedicated coaches. Receive expert guidance tailored to your unique goals, empowering you to discover your own solutions, make informed choices, and conquer challenges.



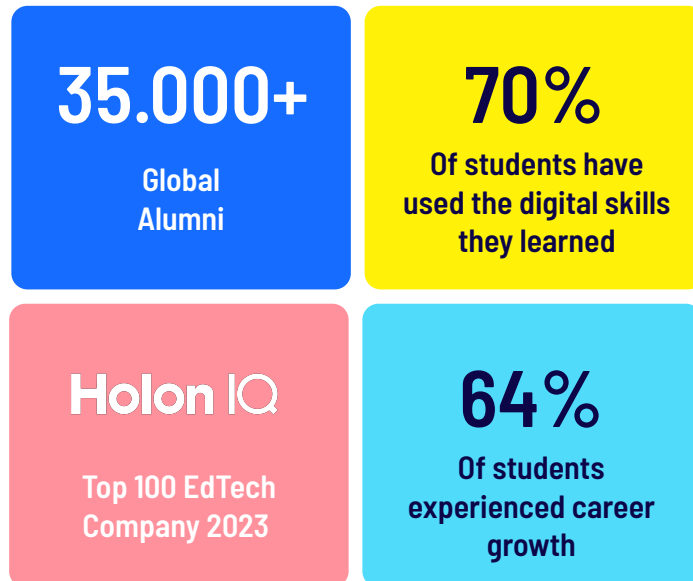


## About us

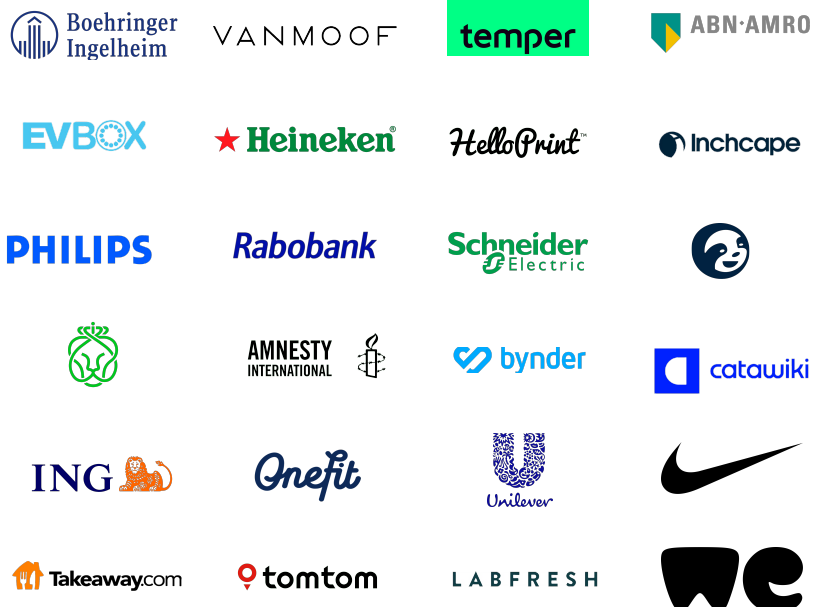
Discover a new path to success with Growth Tribe, your partner to upskilling in in-demand digital skills. We specialise in empowering individuals in the fields of Growth & Marketing, Data & AI, and Business & Innovation.

Our courses are designed to be practical, engaging, and fun, ensuring that learning is both rewarding and enjoyable. With a diverse range of learning formats, you have the flexibility to choose what suits you best.

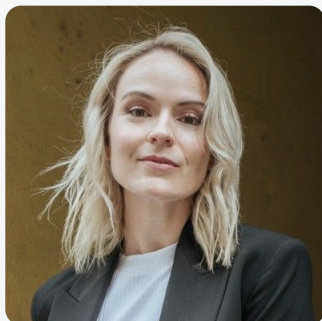
## Growth Tribe in numbers



## Companies that trust us



## What do our customers say?



### Katie Hudson

Senior Product Operations Manager



If you want a course where you sit in front of a screen and listen to a PowerPoint, this is not the course for you. If you want a course that is actually engaging, practical and will let you use real examples, it's really helpful. The skills that I gained from the course definitely helped me in my interview process to the next step.

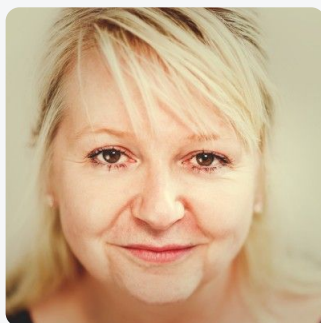


### Ashley Mclean

Product Designer

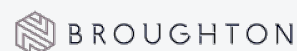


I liked how we were collaborating. That's what sets Growth Tribe apart from the course that I did with Coursera, which wasn't interactive. I'm a person who likes collaboration.

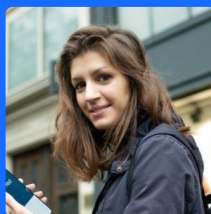


### Merran Wrigley

Group Marketing Director

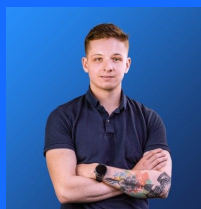


As a brand and marketing professional, I found the course entry to approaching my work in a more data-driven and analytical way. I know I will start benefiting from this new knowledge from the first day back in the office. So the investment in terms of time and money will be immediate to both me and my company.



**Zsafia Lele**  
Co-founder &  
Growth Manager  
Pippadu

*"It exceeded all my expectations. I started it just after I got a new job as Product & Digital Marketer in a startup and the course gave me a huge boost. It was really practical, exactly what I needed and I could implement what I learned right away."*



**Theodor Andrei**  
Growth Marketer  
Marveltest

*"Growth Tribe challenges the status quo of universities / MBA programs / etc which have fallen behind in terms of teaching people skills for the data age. You learn far more in one of their 12-week classes than an entire top-tier 3-year degree."*

# Want to train more than 5 people?

Wanna know more?

Click [here](#) to learn more.