

INTERESTED IN A CAREER AS A DATA OR BUSINESS ANALYST?

Discover the difference between these two roles and the certificate path to follow in order to get there

Business Intelligence Analysis Certificate

Business Analysis Tools and Strategies Certificate

Data Analyst



Improve algorithm models to boost bottom-line

Strengths rely on statistics and research techniques that reveal patterns in data

Research focuses on data optimization, value extraction from data techniques, pattern recognition and prediction of future behaviors

Rooted in statistics, data modeling, analytics and algorithms

Business Analyst



Enterprise-wide analysis

Strengths rely on financial and business acumen and the ability to develop strategic processes by recommending solutions to meet the needs of stakeholders

Processes include problem solving, decision making, elicitation, and process modeling to define solutions and deliver business value

Facilitate across all organizational roles to define business strategy and drive critical business decisions