eLearningCurve

Data Analysis Certified

eLearningCurve's Data Analysis Certified (DAC) is a professional designation that affirms your data analysis knowledge and skills.

DAC certification is offered in the following tracks:
- **Business Analysis**
- **Data Analytics**
- **Advanced Analytics**

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ABOUT DATA ANALYSIS

Data analysis is an integral part of nearly every job role is business today. Data is ever-present and strongly influences individual and organizational performance. The ability to confidently navigate the path from data to information, understanding, decision, and action is a key characteristic of top performers. Whatever your role may be—business or technical, management or functional staff—data analysis is a valuable and important skill set. You can be sure that the demand for data analysis skills will increase at a rapid pace through the coming years.

Data Analysis Certified (DAC) is a professional designation that affirms your data analysis knowledge and skills. The DAC designation makes a clear statement that you have learned from leaders in the field and that you have demonstrated depth of understanding and ability to apply the concepts and techniques in one or more of three data analysis subject areas: business analysis, data analytics, and advanced analytics. The "data analysis certified" designation makes a strong statement when coupled with your specific job title. Imagine the power of the message when you present yourself as Data Analysis Certified Operations Manager, Data Analysis Certified Financial Controller, Data Analysis Certified Marketing Specialist, Data Analysis Certified Business Analyst, Data Analysis Certified Data Scientist, etc. As Data Analysis Certified, you will be met with new respect, engage in thought-provoking conversations, and find new opportunities for career growth.

WHY DATA ANALYSIS CERTIFICATION?

Data Analysis certification is a strong complement to Data Literacy certification. Everyone in business needs data literacy skills to understand and act upon the information and insights that are derived from data. Those who turn data into information and insights must have a combination of data literacy skills and data analysis skills. DAC builds and recognizes the skills that are needed to:

- Frame data analysis projects and find the right data to analyze
- Explore, understand, and prepare data for analysis
- Apply a variety of analysis techniques to find patterns and meaning in data
- Visualize data and communicate data analysis results

DAC is a meaningful certification that attests to your data analysis knowledge and skills. But it is much more than a certificate of knowledge. The process of earning DAC is one of learning, growth, and acquiring new knowledge. Choosing among the many courses, you'll find opportunities to learn about the entire analysis process: framing analysis problems and projects, finding and evaluating data, exploring and preparing data, finding patterns and meaning in data, data visualization and storytelling, and turning analysis into action.

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For the enterprise: Data analysts are found in virtually every part of business organizations today. With ease of access to data, the number of analysts has expanded rapidly, including many where data analysis is but one aspect of their job roles. The data analysis team concept of the past has been replaced with a "data analysis matrix" – many analysts working cross-functionally, sometimes independently and sometimes collaboratively. Data analysis organizations of this type are substantially more effective and more valuable when they work with a common set of concepts, techniques, and terminology. DAC provides the common base of knowledge for communication, coordination, and cooperation among pockets of data analysis throughout the organization.

For CDOs: CDO is a critical leadership role to create and sustain a data-driven organization. Shaping data culture is among the most important responsibilities of that role. Data culture is the collective beliefs and behaviors that shape an organization's capabilities to turn data into information, knowledge, and insights that drive decisions and actions. Collective beliefs and behaviors begin with collective knowledge and understanding. For data analysis, common knowledge of the data analysis lifecycle, processes, techniques, and terminology are fundamental to creating a culture of data analysis and data-informed decision making. DAC helps to establish the collective knowledge and understanding that are fundamental to data analysis culture.

For individuals: DAC is designed for everyone who needs to analyze data to fulfill their job responsibilities. Analyzing data—once the domain of technical professionals—is now a core business capability. Data is abundant in business today, and it is available and accessible to everyone. Data analysis is an essential skillset for everyone from business managers to data scientists.

Business Managers: Every business manager today is (or needs to be) a de facto data analyst. Marketing managers analyze responses to pay-per-click advertising and other marketing campaigns; they analyze budget utilization, consumer behaviors, and more. Human resources managers analyze compensation plans, workforce trends, recruiting and retention effectiveness, training and development needs, and performance and productivity. And the list goes on. Operations managers, financial managers, sales managers, customer service managers, research and development managers, supply chain managers, production managers, etc.—they all must analyze data to know what is happening, to answer questions, and to identify and solve problems.

Knowledge Workers: Knowledge workers include business managers and functional staff who report to them. A knowledge worker is anyone whose job includes acquiring and applying knowledge to understand circumstances, make decisions, and solve problems. Data analysis is fundamental to acquiring knowledge, thus a core skill for every knowledge worker.

Business and Data Analysts: Business and data analysts fill roles that are specifically responsible to turn data into information, and to provide that information to others. Research analysts, financial analysts, data scientists, data engineers, and business intelligence developers are among the common roles of business and data analysts.

Business Analytics Professionals: Business analytics practitioners and managers are responsible to develop, operate, and support Business Intelligence (BI) and Performance Management (PM) systems. They provide the dashboards, scorecards, OLAP, and other business and data analysis capabilities that are essential to informed decision making in data-driven organizations.

Advanced Analytics Professionals: Advanced analytics practitioners and managers are responsible to develop, operate, and support discovery, diagnostic, predictive, and prescriptive analytics applications. They provide the data mining, analytic modeling, and data science capabilities for artificial intelligence, machine learning, automation, and data-driven innovation.

DAC TRACKS

DAC is organized as three tracks, each designed to meet the learning and certification needs of particular roles and responsibilities.

- The **Business Analysis** track is designed for business professionals who need to analyze data—managers, knowledge workers, and business and data analysts.
- The **Data Analytics** track is suited to information management professionals with responsibility for BI and performance management systems.
- The **Advanced Analytics** track is designed for those with data mining and data science roles and responsibilities.

To meet DAC academic requirements in a track you must complete two required courses (R), plus two elective courses, and pass the corresponding exams.

Courses (in alphabetical order)	DAC Track		
	Business Analysis	Data Analytics	Advanced Analytics
AI Fundamentals		●	●
Analytical Modeling, Evaluation, & Deployment			R
Analytics Fundamentals		R	
Analytics-Based Enterprise Performance Management		●	
Analyzing Data with Excel	●	●	
Big Data Fundamentals	●	●	
Data Analysis Fundamentals	R	●	
Data Analytics for Data Stewards	●	●	
Data Mining Concepts & Techniques	●		●
Data Mining in R			●
Data Science Fundamentals			●
Data Understanding & Preparation for Analytics & Data Science			R
Data Visualization and Storytelling	R	R	
Diagnostic Analytics Using Statistical Process Control			●
Framing & Planning Analytics & Data Science Projects			●
Fundamentals of Business Intelligence		●	
Fundamentals of Machine Learning			●
Fundamentals of Predictive Analytics	●	●	
Introduction to NoSQL	●	●	
Prescriptive Analytics Using Simulation Models			●
Putting the Science in Data Science			●
Root Cause Analysis	●		
Streaming Data Concepts, Applications & Technologies	●	●	
Web Analytics	●	●	
Data Ethics & Responsible AI Fundamentals			●

DAC RULEBOOK

How do I become DAC certified?

To earn Data Analysis Certified (DAC) designation you must complete 4 courses in accordance with the requirements of one of the DAC tracks, including 2 required courses and your choice of 2 elective courses in the track.

How do I successfully complete a course?

To successfully complete a course, you must achieve a 70% or better score on the corresponding online exam. You even do not have to view the course itself if you are confident in your knowledge. However, most students will find it advisable to take the courses to prepare for the exams. Click here to learn more about exams.

Can I take an exam multiple times?

You can take each exam up to six times. However, each exam license that you purchase entitles you to three attempts. If you fail on all 3 attempts, you can purchase an additional exam license, and thus make up to three more attempts, by contacting support@elearningcurve.com. We believe that attempting an exam more than 6 times is not productive.

How do I achieve the DAC Ex level?

DAC Ex goes beyond DAC to indicate that you are a true standard bearer in in data analysis. To earn the DAC Ex designation, you must demonstrate:
- **Expertise** You must complete 7 courses in a selected DAC track including 2 core courses for the track and your choice of 4 elective courses from the track, and any 7th course from the entire DAC curriculum
- **Experience** Have at least five years of work experience in job roles where data analysis is an essential skill. This could be any job in business or IT that involves acquiring, preparing, analyzing, and visualizing data to inform business decisions or enhance business processes. Each day in a role that is specifically data analysis (business analyst, data analyst, data scientist, actuary, etc.) counts as two days of experience. You may count a job towards DAC Ex experience requirements as long as at least 50% of your duties are eligible. If you are not sure that your experience qualifies, please, contact support@elearningcurve.com.
- **Excellence** Achieve the average score on the exams of 75% or better. If you have taken an exam more than once, only your best score will count. However, an incremental 3% "penalty" will apply to the score for each attempt beyond the second. Thus, if your actual score is 56% on the first attempt, 65% on the second attempt, and 76% on the third attempt, 73% (76%-3%) will be used for the purpose of calculating the average. Note, that there is no "penalty" for failing on the first attempt.

How do I get enrolled in the program?

The most convenient and cost-efficient method to enroll in the DAC program is with one of our DAC Packages. Each package includes all courses and exams necessary to earn DAC or DAC Ex in one of the tracks. Alternatively, you can enroll in courses one at a time. You can enroll in the exams without taking the courses.

Is there a time constraint to complete certification?

You must complete the required exams within 24-months from the time you pass the first one. Please note, in the event the required exams take longer than 24-months to complete, but your qualifications satisfy re-certification rules, you are still eligible for certification (based on eLC's verification of certain requirements.) For example, you can bypass the requirement to complete the required exams within 24 months if you can demonstrate at least 18 months of verifiable work experience related to the area of certification within the past 3 years. You can find complete re-certification rules at the end of this page.

What do I get upon completion?

- A digital certificate that formally declares your achievement and the credential that you have earned. Digital certificates allow you to easily display and share your achievement online.
- Letter of credential that describes DAC and your accomplishment in earning the credential.
- Use of DAC designation and logo on business cards, correspondence, web sites, and social networking profiles.
- Use of DAC designation as a preface to your job role or job title (for example Data Analysis Certified Financial Analyst) on business cards, correspondence, websites, and social networking profiles.
- Entry in the DAC online registry that can be accessed by employers and others to verify your credentials.

Is recertification required?

Re-certification is essential to maintain a credible and meaningful certification. This is especially true for a continuously evolving role such as data analysis. Each DAC certificate expires three years from the date on which it is issued. Re-certification requires only that you demonstrate a meaningful level of continued activity - work, study, and learning - in the field. You can satisfy this requirement in a variety of ways including:

- 18 months of verifiable work experience related to data analysis. You may count a job as long as at least 50% of your duties are eligible. In business management and knowledge worker roles, the requirement is not 50% of duties analyzing data, but 50% of duties where data analysis is an integral part of getting the job done.
- 30 months of verifiable work experience in job roles where data analysis is an essential skill. This could be any job in business or IT that involves acquiring, preparing, analyzing, and visualizing data to inform business decisions or enhance business processes.
- 90 hours of continuing professional education in the form of classroom training, conferences, and events related to the framing analysis problems, acquiring and preparing data, or analyzing and visualizing data to support business activities.
- 60 hours of continuing education in the form of additional eLearningCurve courses related to data analysis, where hours are determined by the duration of the recorded portion of the course.
- 90 hours of speaking, teaching, or professional presentation on topics related to data analysis, including conference presentations and local chapter presentations to DAMA, CIPS, and other professional organizations.
- 6 non-commercial articles, columns, or papers in recognized publications on the topics related to data analysis.
- Publication of one text or guidebook on topics related to data analysis by a recognized commercial (non-vanity) publisher.

Any combination of the above that collectively meets 100% of the requirement is accepted. For example, you can satisfy the DAC re-certification requirements with 12 months of work experience related to data analysis (67%) combined with 30 hours of continuing professional education (33%).

ENTERPRISE SOLUTIONS

**Today, more than ever companies
are watching expenses
and looking for ways
to streamline processes,
make training convenient,
and create a consistent,
scalable learning environment.**

eLearningCurve Enterprise is a flexible, convenient, and cost-effective way to train your employees and ensure that all team members have access to information management training they need when they need it. Whether your team or department work in the same office, or are on the other side of the world from each other, you can train them on time and on budget with eLearningCurve Enterprise.

Why eLearningCurve Enterprise?

➢ Comprehensive educational solution from a single provider
➢ Employees can take the courses they need when they need them
➢ Ensure all team members are trained to the same high standard
➢ Train employees no matter what their geographic location
➢ Employ a fully scalable education solution
➢ Minimize disruption to the business
➢ Maximize your employee training ROI
➢ Achieve 100% information comprehension
➢ Get "live" time with our instructors
➢ Stretch your training budget
➢ Get solutions for your specific needs

When you become an eLearningCurve Enterprise Customer

We'll work with you to develop educational programs for different roles, positions, teams, departments, and manage and track enrollment of all students in online classes and exams. We'll rack and report educational progress for each student and work with you to meet any specific educational needs.

Contact:

For pricing and further details, please contact Director of Enterprise Solutions, Arkady Maydanchik at 1 (630) 242-1659.

ELEARNINGCURVE ENTERPRISE BENEFITS

PARTNERSHIP: *Comprehensive educational solution from a single provider.* We'll be your educational "partner-for-life" providing employees with continuous information management education they need over the course of their careers.

FLEXIBILITY: *Employees can take the courses they need when they need them.* Our flexible program allows employees to take the courses they need when they need them to best suit their role, projects, backgrounds or interests.

CONSISTENCY: *Ensure all team members are trained to the same high standard.* Train your existing team, and set up courses for new hires and transfers. Consider CIMP exams to verify that your employees utilize the same methodology, techniques, and terminology.

SCALABLITY: Select an Education Partner who truly understands scalability. Roll out to a few employees, or your entire organization. Our solution can quickly and effortlessly accommodate groups of all sizes, even if they are geographically dispersed.

BREADTH: Acquire comprehensive education and certification. We offer a full information management education. We have you covered with a comprehensive set of courses, exams, and certifications designed to impart knowledge, test understanding, and validate learning.

LOCATION: *Train employees no matter what their geographic location.* Overcome geographical barriers to training. You can train your entire team whether they are in the same office, or on the opposite sides of the world. Everyone can access our online courses from any place at any time.

LOGISTICS: *Minimize disruption to the business.* Our online format allows employees to study from their office or home, allocate full training days, or study an hour a day during lunch breaks.

ROI: *Maximize your employee training ROI.* No need to worry about paying for flights, hotels and other travel expenses. 100% of what you spend goes towards learning, thus achieving top quality education at a fraction of the cost of in-person training.

RESULTS: *Achieve 100% information comprehension.* Learn from top industry experts in information management topics. Study at your own pace, listen to the material many times, and test your knowledge through CIMP certification exams.

SAVINGS: *Stretch your training budget.* We offer various pricing options including volume discounts, pay-as-you-go model with increasing discounts, and other alternatives.

"LIVE" INTERACTION: *Spend time with our instructors.* Organize question and answer meetings (via Webinar) with course instructors for groups of students who complete online courses.

INFORMATION MANAGEMENT 101 *Mini-classes.* As a benefit to our enterprise customers we offer a certain number of complimentary licenses for our 101 mini-classes.

CUSTOM COURSEWARE: *Get solutions for your specific needs.* Tell us which courses your organization needs the most. We'll work with top instructors in the industry to meet your needs in the most expedient manner.

Data Analysis Certification Packages

We've made it easier than ever to get comprehensive education in data analysis and become Data Analysis certified (DAC). Each package below includes all courses and exams necessary to earn DAC or DAC Ex designation in one or several tracks, all at a savings of 25% or more.

Data Analysis Certification Packages

DAC packages offer in-depth education in data analysis & analytics capped off with DAC designation. Each package includes four courses and corresponding exams at a 25% discount.

- DAC Business Analysis Package
- DAC Data Analytics Package
- DAC Advanced Analytics Package

Each package includes four online training courses from our analysis and analytics curriculum, providing 20 hours of in-depth education from world-class instructors.

The DAC Package offers education for business professionals who need to analyze data, capped off with the Data Analysis Certified (DAC) designation. The DAC credential makes a clear statement that you have learned from the industry leaders and have demonstrated understanding of the fundamentals of data analytics by passing several challenging exams.

Data Analysis Certification Expert Packages

DAC Ex packages offer the most comprehensive education in data analysis & analytics capped off with the highest level of DAC certification - DAC Ex. Each package includes seven courses and corresponding CIMP exams at a 30% discount.

- DAC Ex Business Analysis Package
- DAC Ex Data Analytics Package
- DAC Ex Advanced Analytics Package

The DAC Ex Package includes seven online training courses from our analysis and analytics curriculum, providing 35+ hours of in-depth education from world-class instructors.

The DAC Ex Package offers education for business professionals who need to analyze data, capped off with the DAC Ex designation. The DAC Ex credential makes a clear statement that you have learned from the industry leaders and have demonstrated understanding of the fundamentals of data analysis by passing several challenging exams.

Cross-Discipline Packages

Many information management disciplines are strongly interconnected. A true expert in one area would desire an in-depth knowledge in the adjacent disciplines. If you want to attain such expertise, we offer several cross-discipline packages at 35-50% discount. The first two packages in the list below combine comprehensive knowledge in some interconnected disciplines, while the last package offers an individual license for access to all of our courses during the period of 24 months.

- DAC + CDS Package
- DLC Ex + DAC Business Analysis Package
- DLC Ex + DAC Data Analytics
- DLC Ex + DAC Advanced Analytics
- All Course Access License
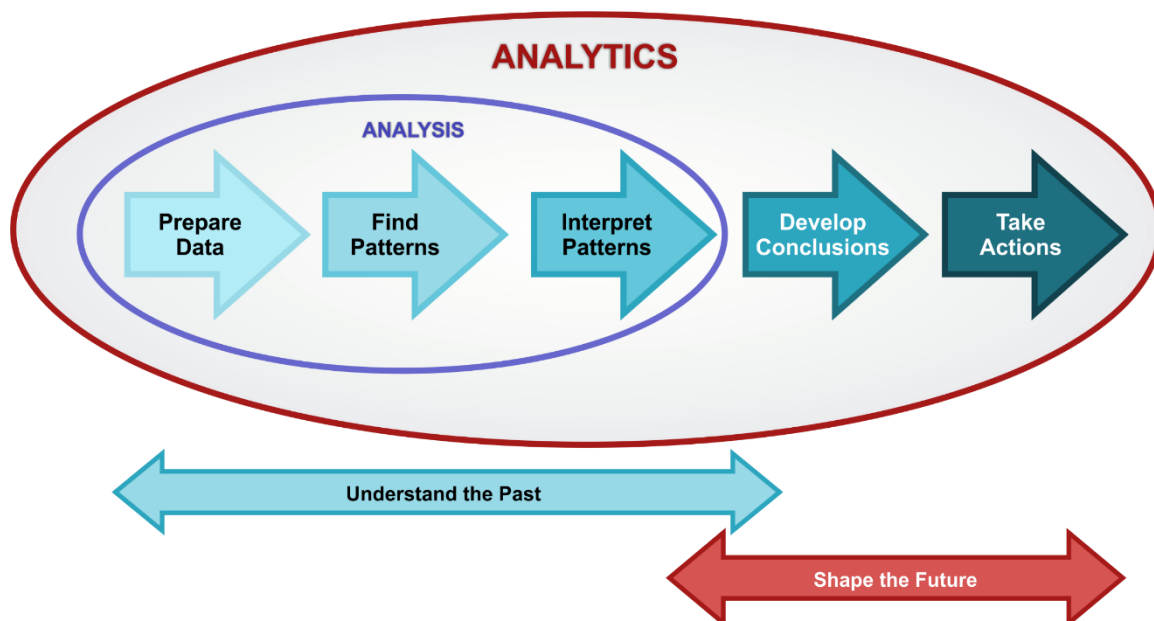
OUR INSTRUCTORS

Diana L. Ascher

Diana Ascher, PhD, MBA, works at the intersection of information practice and policy. She is the director of the IS Lab at UCLA and founder of the Information Ethics & Equity Institute, which bridges information studies research and praxis through accredited programming for data and information workers.

Natasha Balac

Natasha Balac received her master's and Ph.D. in computer science from Vanderbilt University with an emphasis on machine learning from large data sets. She has been with the University of San Diego since 2003, leading multiple collaborations across a wide range of organizations in the industry sector, government, and academia. She is currently directing the Interdisciplinary Center for Data Science at Calit2/Qualcomm Institute, as well as performing lectures in the area of big data and data science.

Gary Cokins

Gary Cokins is an internationally recognized expert, speaker, and author in advanced cost management and performance improvement systems. He is the founder of Analytics-Based Performance Management. Gary received a BS degree with honors in Industrial Engineering/Operations Research from Cornell University and his MBA from Northwestern University's Kellogg School of Management.

Jake Dolezal

Jake Dolezal has over 16-years of experience in the information management field with expertise in business intelligence, analytics, data warehousing, statistics, data modeling and integration, data visualization, master data management, and data quality. Jake has experience across a broad array of industries, including: healthcare, education, government, manufacturing, engineering, hospitality, and gaming.

Deanne Larson

Dr. Larson is an active practitioner and academic focusing on business intelligence and data warehousing with over 20 years of experience. She completed her doctorate in management in information technology leadership. She holds project management professional (PMP) and certified business intelligence professional (CBIP) certifications.

Jennifer Leo

Dr. Jennifer Leo is the Director of the Steadward Centre for Personal & Physical Achievement, a teaching and research center within the Faculty of Kinesiology, Sport, and Recreation at the University of Alberta, in Edmonton, Alberta, Canada. With over 15 years of experience conducting research and evaluation in community-based settings, Jennifer brings insight into what it means to conduct research beyond academia. Jennifer has been involved in adult education for 15 years, during which time she has developed and delivered a curriculum for in-person and online learning experiences.

William McKnight

William McKnight is president of McKnight Consulting Group, which includes the service lines of master data management, IT assessment, data warehousing, and business intelligence. He functions as strategist, lead enterprise information architect, and program manager for sites worldwide. William is a former Information Technology Vice President for a Fortune 50 company, a former engineer of DB2 at IBM, and holds an MBA from Santa Clara University.

Mark Peco

Mark is an experienced consultant, educator, practitioner and manager in the fields of BI and process improvement. He provides vision and leadership to projects operating and creating solutions at the intersection of business and technology. Mark is involved with clients working in the areas of strategy development, process improvement, data management and business intelligence. He holds graduate and undergraduate degrees in engineering from the University of Waterloo and has led numerous consulting projects helping clients adapt to fundamental shifts in business models and requirements.

Kevin Petrie

Kevin is the VP of Research at BARC US, where he writes and speaks about the intersection of AI, analytics, and data management. For nearly three decades Kevin has deciphered what technology means to practitioners, as an industry analyst, services leader, instructor, marketer, and tech journalist.
As frequent public speaker and co-author of two books about data management, Kevin is passionate about helping practitioners, founders, and software executives capitalize on emerging technologies. Outside the tech world, Kevin most loves biking, kayaking, and coaching his three boys' sports teams.

Asha Saxena

Asha Saxena is a strategic, innovative leader with a proven track record of building successful tech businesses for the last 25 years. With a strong academic background, creative problem-solving skills, and an effective management style, she has been instrumental in building business models for success. As a Board Advisor and an Adjunct Professor at Columbia University, she teaches graduate classes on management consulting, entrepreneurship, and big data analytics.

Eric Siegel

Eric Siegel, Ph.D., is a seasoned consultant in data mining and analytics, an acclaimed industry instructor, and an award-winning teacher of graduate-level courses in these areas. An expert in data mining and predictive analytics, Dr. Siegel served as a computer science professor at Columbia University, where he won the engineering school's award for teaching undergraduate and graduate courses. He has published over 20 papers and articles about data mining research and computer science education and has served on 10 conference program committees.

Tom Themeles

Tom Themeles is a distinguished business strategist, educator, and advocate for digital transformation, specializing in generative AI, cybersecurity, and data science. His interdisciplinary expertise includes certifications in Data Science and Defensive Cybersecurity, where he developed and applied skills such as predictive analytics, digital forensics, and threat intelligence. Tom held public and private sector roles and experience across various industries, including insurance, education, and environmental science.

Dave Wells

Dave Wells is a consultant, teacher, and practitioner in the field of information management. He brings to every endeavor a unique and balanced perspective about the relationships of business and technology. This perspective —refined through a career of more than thirty-five years that encompassed both business and technical roles— helps to align business and information technology in the most effective ways. Dave is a frequent contributor to trade publications and is a co-author of the book BI Strategy: How to Create and Document. He also speaks at a variety of industry events.

eLearningCurve has students in almost every country in the world, including many enterprise customers.

- Variety of customers from small project teams to large enterprises
- Enterprise customers typically Fortune 500 and Global 1000 companies
- All major industries are represented

WHAT OUR CUSTOMERS ARE SAYING...

The courses are well laid out, build on each other, and are rich in practical content and advice.

-- Steve Lutter, CIMP Data Quality, DM and Metadata, IM Foundations, Business Intelligence, Data Governance, MDM, United States

It is evident that a thorough and considerable effort has gone into the preparation of this program.

-- Alfredo Parga O'Sullivan, CIMP Ex Data Quality, Ireland

The ability to take the courses at my own pace and at a time suitable for me was of great help.

-- Geeta Jegamathi, CIMP Data Quality, India

About eLearningCurve

eLearningCurve offers comprehensive online education programs in various disciplines of information management. With eLearningCurve, you can take the courses you need when you need them from any place at any time. Study at your own pace, listen to the material many times, and test your knowledge through online exams to ensure maximum information comprehension and retention.

eLearningCurve also offers two robust certification programs: CIMP & CDS. Certified Information Management Professional (CIMP) builds upon education to certify knowledge and understanding of information management. Certified Data Steward (CDS) is a role-based certification designed for the fast growing data stewardship profession.

Finally, eLearningCurve's Enterprise Program is a flexible, scalable, cost-effective solution for teams and enterprises.

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