

>> Program Fact Sheet



Format:

5-Day Program,
Meets One Day Per Month
for Five Months in Atlanta

Program Developer:

Center for Statistics and
Analytical Research at
Kennesaw State University

Program Partner:

Coles College of Business
at Kennesaw State
University

Academic Credential:

Certified Analytics
Translator



THE CERTIFIED ANALYTICS TRANSLATOR PROGRAM

A NEW CREDENTIAL THAT CAN HELP YOU GET PROMOTED OR LAUNCH A NEW CAREER



Jennifer Priestley, Ph.D.
Professor of Statistics
and Data Science

>> An **Analytics Translator** plays many important roles but is primarily a conduit between data scientists and executive decision-makers. They are specifically skilled at understanding the business needs of an organization and are data savvy enough to be able to talk to the technical experts.

The **Certified Analytics Translator** program is designed for both executive decision-makers who need to “speak the language of data and analytics” and for data scientists who need to learn how to effectively communicate to an executive audience.

You will learn how to:

- > Turn business problems into analytics questions
- > Define and implement business metrics
- > Run and interpret strategic experiments
- > Create dashboards and draw inferences
- > Deliver compelling analytics insights and stories

>> Key faculty members are pictured at the right and left. Read the rest of this brochure for program details.



Bill Franks
Chief Analytics Officer
International Analytics Institute



Sherrill Hayes, Ph.D.
Director, PhD Program,
Analytics & Data Science



Gene Ray, Ph.D.
Professor of Statistics
and Center Director

WHO SHOULD ATTEND? THE CERTIFIED ANALYTICS TRANSLATOR PROGRAM

The Certified Analytics Translator program will benefit any professional who wants to integrate data analytics with business strategy. The program might be of special interest to:

- >> Executive decision-makers who want to master the knowledge and skills needed to “speak the language of data and analytics.”
- >> Data scientists and analysts who want to learn how to effectively communicate to a non-scientific, executive audience.
- >> Senior leaders from functional areas who want to broaden and improve their data analytics expertise.
- >> Professionals who are looking for new skills, and a new credential, that leads to a promotion or a new career.

“Analytics translators perform some of the most essential functions for integrating analytics capabilities in a company. They define business problems that analytics can help solve, guide technical teams in the creation of analytics-driven solutions to these problems, and embed solutions into business operations.”

— McKinsey & Company

WHAT IS THE VALUE? THE PROGRAM'S TOPICS

The Evolution of Data Science

How as data science evolved over time? What are the best practices?

Different Types of Data Scientists

Roles of data scientists, modeling scientists, and business analysts.

Building Analytics Awareness

Building a corporate culture that understands and embraces analytics.

Translating Business Problems into Analytics Questions

Identifying opportunities where analytics can make a big difference.

Data Ethics and Privacy

Understanding the ethical issues of working with sensitive data.

Creating Dashboards, Drawing Inferences, and Making Strategic Recommendations

Taking complex data results and translating them into consumable information and insights.

Data Storytelling and Visualization

Mastering the skills needed to write and deliver an inspiring data story.

Review of Your Analytical Project

Your instructors and classmates help you develop a powerful presentation.



YOUR NEW CREDENTIAL THE CERTIFIED ANALYTICS TRANSLATOR DESIGNATION

The Certified Analytics Translator program is a non-degree, non-credit executive education program. Upon program completion, you will earn the **Certified Analytics Translator** designation (pictured at left).

>> Certified Analytics Translator



PROGRAM DETAILS: DATES, LOCATION, COST, ETC.

PROGRAM DATES

>> This five-day program meets from 8:30 AM to 4:30 PM once a month, on a Friday, for five months in a row. Sessions held at the new **KSU Galleria Center** located in Atlanta just west of I-75 and south of I-285.

Session 1: Friday, Sept. 25th

- > The evolution of data science
- > The changing landscape for storing, processing & analyzing data

Session 2: Friday, Oct. 23rd

- > Data ethics & data privacy
- > Translating business problems into analytics questions

Session 3: Friday, Nov. 20th

- > Analyzing complex data
- > Creating dashboards, identifying strategic insights/recommendations

Session 4: Friday, Dec. 18th

- > Advanced visualization methods
- > Data storytelling techniques

Session 5: Friday, Jan. 22nd

- > Analytics translator presentations
- > Expert panel provides feedback

PROGRAM REGISTRATION

There are three ways to register:

>> Call the Coles College Executive Education Center at 470-578-6050.

>> Send an email message to bluther@kennesaw.edu.

>> Register online at our website: ColesCollege.com/ExecEd



Program Location: The five face-to-face sessions are held at the new **KSU Galleria Center** located on the ground floor of the 100 Galleria building in the Atlanta Galleria Office Park.



Classroom Setting: The new KSU Galleria Center offers state-of-the-art teaching and learning space. You will learn alongside data analysts and business professionals from different industries and companies.



Research Labs: The Center for Statistics and Analytical Research employs Ph.D. students who can work on your research projects. Current Research Lab clients include Equifax, GE Digital, Fortiva Financial, Novelis, WellStar Health System, and BlueCross BlueShield of Tennessee.

PROGRAM COST

>> \$3,900 per person

PROGRAM DISCOUNTS

>> We offer a **10% discount** to organizations who send 2 or 3 employees and a **15% discount** when you send 4 or 5 employees. We also offer a **20% discount** to non-profits, military veterans, and KSU alumni. **KSU faculty and staff** should contact the Executive Education Office for details on their special discounts.

PROGRAM CREDENTIAL

>> Upon completing the program you will earn the **Certified Analytics Translator** designation.

>> A leader in innovative teaching and learning, Kennesaw State University offers more than 150 undergraduate, graduate and doctoral degrees to its nearly 36,000 students. With 13 colleges on two metro Atlanta campuses, Kennesaw State is a member of the University System of Georgia and the third-largest university in the state. A Carnegie-designated doctoral institution, Kennesaw State University is one of the 50 largest public institutions in the country.

>> **Note:** The Coles College of Business at Kennesaw State University reserves the right to cancel or reschedule a program because of low enrollments or other unforeseen circumstances.