



Aryng



Aryng



Aryng



Aryng



Aryng



Aryng



Aryng



Aryng



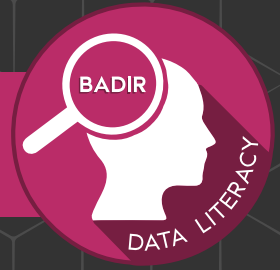
Aryng



Aryng



Aryng



BADIR | Green Belt: Digital Citizen Analyst Certification

All-inclusive business analytics and A/B testing skills for digital marketers, product managers, and analysts



I was considering a shift from all-around B2B Marketing to a more ROI, data-driven Marketing role. I was not only fascinated by the business insights generated by my Business Intelligence colleagues, but I also came to realize that I would love to use my quantitative and analytical skills to their fullest. So, when Data Analysis came out as the skill needed to fill in the gap, it took me a good couple of weeks of an internet search to eventually choose Aryng's Business Analytics and Testing online module. This online course is great. They dive into the dry statistical methods and apply them directly to real-life scenarios and cases, such as travel agencies, online gaming companies, e-commerce companies Umazon, and Shamzon. The hands-on Excel walk-throughs are a wonderful practical tool. The cases focus as much on the business briefing process and actionable recommendations rolling out from the analysis as they focus on the data handling and analysis itself. There is a brief reference to the tooling available when it comes to data warehouse management, reporting and visualization, and Marketing automation. Last, but not least, following these modules I got a context to place the data analysis as a very specific skill. Some of the online study hours I experienced as real consulting sessions with professionals in Big Data Analytics. They come with those do's and don'ts which are crucial to effectiveness in a role as a Data Analyst. I appreciate the fact that Piyanka is accessible and responsive in the communication during the course. I warmly recommend the Aryng online courses.

Simona G ,Marketeer, Tellus



INTENDED AUDIENCE: Product Managers and Analysts who want to be data-driven

Are you an analyst or a product manager looking for experimentation skills to make data-driven decisions across your organization and to exceed your KPIs using these skills? If so, the Digital Citizen Analyst Certification can provide the necessary applied analytics and experimentation skills as well as assistance you need to energize and drive growth in your organization.



Bolster your career

Learn essential applied analytics and experimentation skills to drive growth



Be the change

Drive data-driven decision making throughout your organization



Do less, drive more impact

Learn a data-driven prioritization process to exceed your KPIs



Become an influencer

Convert your critical stakeholders into powerful supporters

CERTIFICATION CONTENT

01



Analytics Aptitude Assessment

Aryng's Analytics Aptitude Assessment is a free and easy way to find out if you have what it takes to leverage data to make decisions. After this, you'll receive immediate results with personalized training suggestions to round out your knowledge. Plus, there's no obligation. Price: FREE

02



Complete Hands-on Business Analytics training

The foundational analytics course uses MS Excel and covers the hypothesis-driven BADIR™ approach to solving business problems. The course includes the four most common business analytics methods: aggregate analysis, correlation analysis, trend analysis, and sizing/estimation.

03



Complete Hands-on A/B Testing training

This course is based on the process of designing and implementing successful experiments to optimize the product, marketing, and customer experience using the BEDIR™ framework. The course covers full factorial design and optimizations using business constraints, plus an overview of Taguchi and Fractional factorial.

04



Individual Projects with live mentoring

Sessions are scheduled in the middle and end of the training. Aryng recommends you use these sessions to discuss a live project from your job where you need help practicing the skills

05



Certification Exam

This certification exam consists of 60 questions. It needs to be finished in one hour. You will be required to score 70% or above to earn the coveted BADIR | Green Belt: Digital Citizen Analyst

learned from the training. Additional mentoring sessions may be purchased as desired.

Certification badge. If, you score below 70% on your first attempt, you will be awarded one more attempt to achieve your goal.



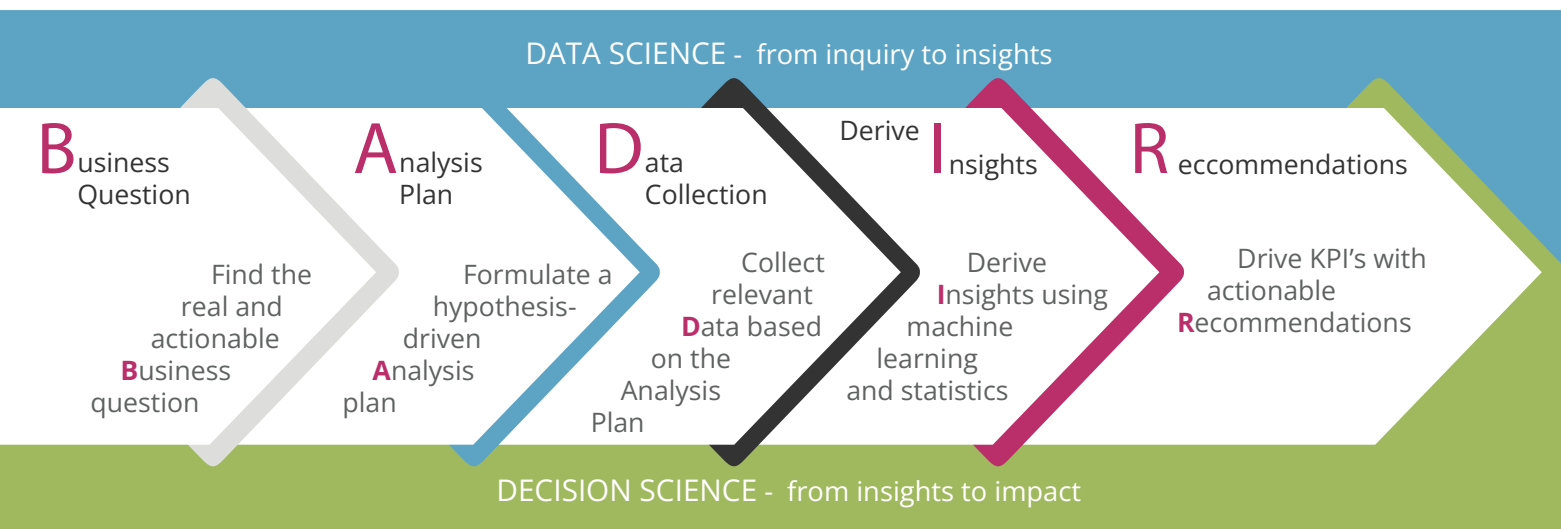
WHY

BADIR is Aryng's proprietary Data-to-Decisions framework adopted by many of the fortune 500 companies for their data literacy and digital transformation initiatives.

BADIR?

- 01 BADIR provides guaranteed actionable results
- 02 BADIR marries data science with decision science
- 03 BADIR enables 10X + faster generation of insights
- 04 BADIR delivers 20X + impact by focusing on top drivers
- 05 BADIR is easy to learn and apply to solve problems

What is BADIR?



SAMPLE STUDENT PROJECTS mentored by Aryng



Improved talent application rate by 30% while reducing spend by 18%



Identify detractors of cart conversion produced \$4M in impact



Understand drivers of growth and identify opportunities delivered \$5M+ in impact



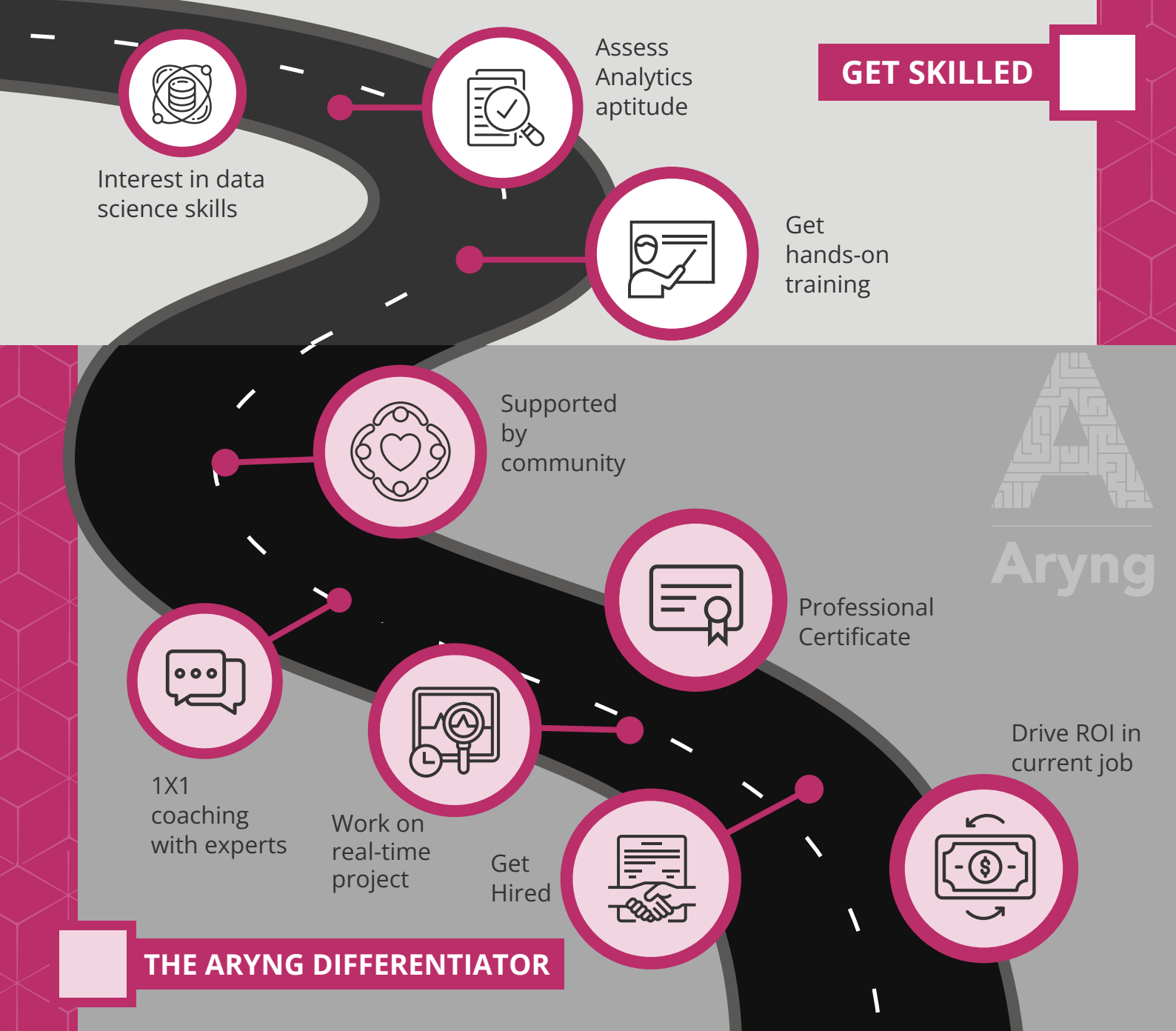
Increased NPS by 10 % point using text and sentiment analytics



Identified \$1.2 M in incremental revenue opportunities using market-mix modelling



Mapping robotic talent and skills in Greater Boston Area for GE HR strategy \$5M+ potential impact

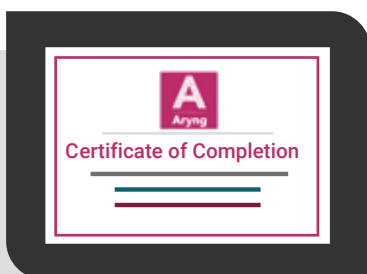


CERTIFICATION OPTIONS

Once you enroll, Aryng will contact you to schedule the training and mentoring sessions. Training is done online at your pace. Mentoring sessions are scheduled over the web.

- 12 Months access (Access all throughout the year) \$2199
- One-day Free trial (Enroll now and get a glimpse of this course) \$0

ATTENDEES RECEIVE



A Certificate of Completion



Cheat sheets, downloads and templates

BADIR | Green Belt Digital Citizen Analyst certification after passing the exam



Group Mentoring every month with Aryng experts

Access to a personalized learning path



Lifetime access to the LinkedIn class group for continued learning and support

ARYNG vs other programs

	Masters or diploma courses	Learning platform courses	Aryng
Job-ready, hands-on training	✗	✗	✓
Focused on solving real Business problem for industry	Rare	Marginal	✓
Learning of end-to-end process of Data Science project	Modular	Modular	✓
Taught by analytics experts with Fortune 100 experience	✗	Rare	✓
Technical as well as non-technical (business / soft skills)	Rare	✗	✓
Lifetime access to live community of fellow learners	✓	Rare	✓
1-on-1 access to Data Science expert instructions	✓	Rare	✓
Flexible, self-placed, online courses	✗	✓	✓
Industry-recognized certification	Accredited	Inconsistent	Professional Certification
Cost	\$\$\$\$\$	\$/free	\$

INSTRUCTORS

Piyanka Jain, Bestselling author and President & CEO of Aryng

Piyanka is the author of the Amazon bestseller book Behind Every Good Decision and is a well-regarded industry thought leader in analytics, keynoting at business and analytics conferences including Predictive Analytics World, Data Science Summit, TDWI Big Data Conference, Google Analytics User Conference, Business Performance conference on data driven decision making in an organization.

With her 15+ years of experience in analytics, she has had 180M+ demonstrated impact on business. Her prior roles include the head of NA Business Analytics at PayPal and senior marketing analytics position with Adobe.

Detailed profile: <http://www.linkedin.com/in/piyanka>
Forbes blog post: <http://blogs.forbes.com/piyankajain/>



Ramkumar Ravichandran

As the head of analytics and testing, Ram is responsible for enabling a data-driven decision-making culture. His team's value propositions span strategy enablement, execution optimization, and impact augmentation with the analytics value chain framework for stakeholders across product, marketing, and relationship management. His critical focus areas are conversion rate optimization, customer lifecycle management, and strategy analytics. A fervent believer in the power of data, Ram understands the importance of iterative learning and a growth mindset.

FAQs



- 1. How long does it take to complete the courses?**
This course consists of four courses. One is the Hand-on Business Analytics course consisting of 8 sections. And, the second one is the Hands-on A/B Testing course consisting of 6 sections. Each section of every course takes about 2 hours to complete. In addition, you will spend 2 to 4 hours/section on class assignments and your capstone case for each of these courses.
- 2. What background knowledge is necessary to take specific courses?**
You will need to have a working knowledge of Excel, high school level statistics, a passion for learning data, and a knack for storytelling. You must also score 12 or higher in the Aryng's Aptitude Assessment.
- 3. What software will I need to complete the exercises and case?**
You will need MS Excel with data pak loaded and MS PowerPoint to complete the course successfully.
- 4. What if I am unhappy with the course?**
We would never want you to be unhappy! If you are unsatisfied with your purchase, contact us within the first 2 days of joining or before completing 20% of the course, whichever is earlier, and we will give you a full refund.
- 5. Will I get a certificate for completing the course?**
Yes, you will get a certificate of completion after finishing all the modules in the course.
- 6. Is there a reading list for the courses?**
Yes, we recommend "Behind Every Good decision" as a reference guide. Additionally, you may receive an individual course reading list at the beginning of class.

We also recommend joining the Facebook class page to get the current reading list and check out blogs and videos to keep abreast with the latest in analytics.

7. What do I do if I have questions while going through the training?

If you have logistical issues while taking the course, please email support@aryng.com or call 408.412.7279 right away. If you have analytics-related questions, we recommend you use a mentoring package to spend 1-on-1 time with a senior Aryng expert. You can jot down your questions and get them all answered in a session or two at the end of your course.

About ARYNG

Aryng is a Data Science consulting, training and advising company. Aryng's SWAT Data science team helps solve complex business problems, develop the company's Data DNA through Data Literacy programs and deliver rapid ROI using machine learning, deep learning, and AI.

Our clients

