

BADIR | Master Black Belt: Data Scientist Certification



All-inclusive business analytics, A/B testing skills, predictive analytics, machine learning, and AI skills for data scientists



Thank you for putting on this course. Being brand-new to coding and R it was difficult for me personally, but your obvious mastery of the subject area and step-by-step BADIR methodology has given me hope that someday I can master it too.

-Paul Spiering, Retail Marketing and Merchandising Analyst



INTENDED AUDIENCE: : Data Scientist who want to be data and insights-driven

Are you a practising or aspiring Data Scientist looking to deepen your data science and decision science skills and become future ready? Are you ready to learn Machine Learning and applied AI? If so, the Data Scientist Certification can provide the necessary applied analytics, experimentation skills, predictive analytics, machine learning, and AI skills as well as the assistance you need to energize and drive growth in your organization.



Become analytics wizard



Be the change



Do less, drive more impact



Become an influencer

Learn complete data science, machine learning, AI, and experimentation skills

Become an organizational catalyst for data-driven decision-making

Learn how to deliver actionable models and insights that drive \$

Become a thought partner to your stakeholders

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



Complete Hands-on Predictive Analytics training

Learn advanced statistical algorithms including linear regression, logistic regression, and decision tree. Get hands-on experience with the BADIR™ framework using open source tools like the statistical tool, R.

04



Complete Hands-on Machine Learning/AI training

Learn machine learning algorithms including lasso, ridge, elastic net regression, random forest, gradient

05



Individual Projects with live mentoring

Sessions are scheduled in the middle and end of the training. Aryng recommends you use these sessions to discuss

06



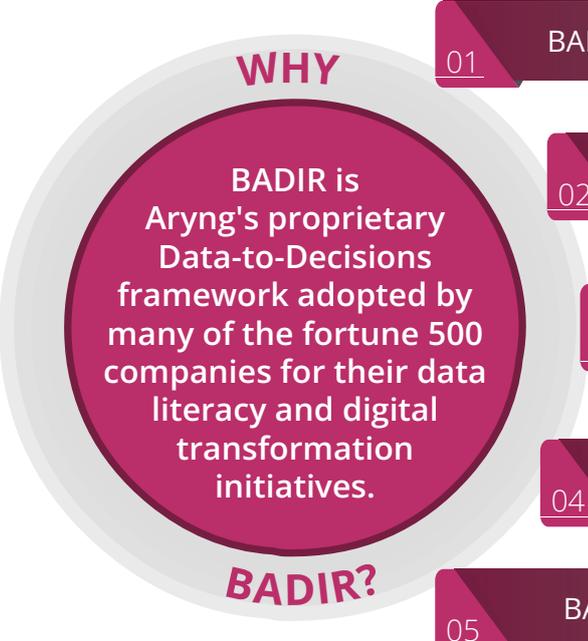
Certification Exam

This certification exam consists of MCQs and programming questions. You will be required to score 70%

boosting tree, neural networks, RNN, CNN, text analytics, and k-means clustering. Get hands-on experience with the BADIR™ framework using the coding language, Python. Also get a flavor of more advanced topics of AI, Deep learning, and multi-layer neural networks.

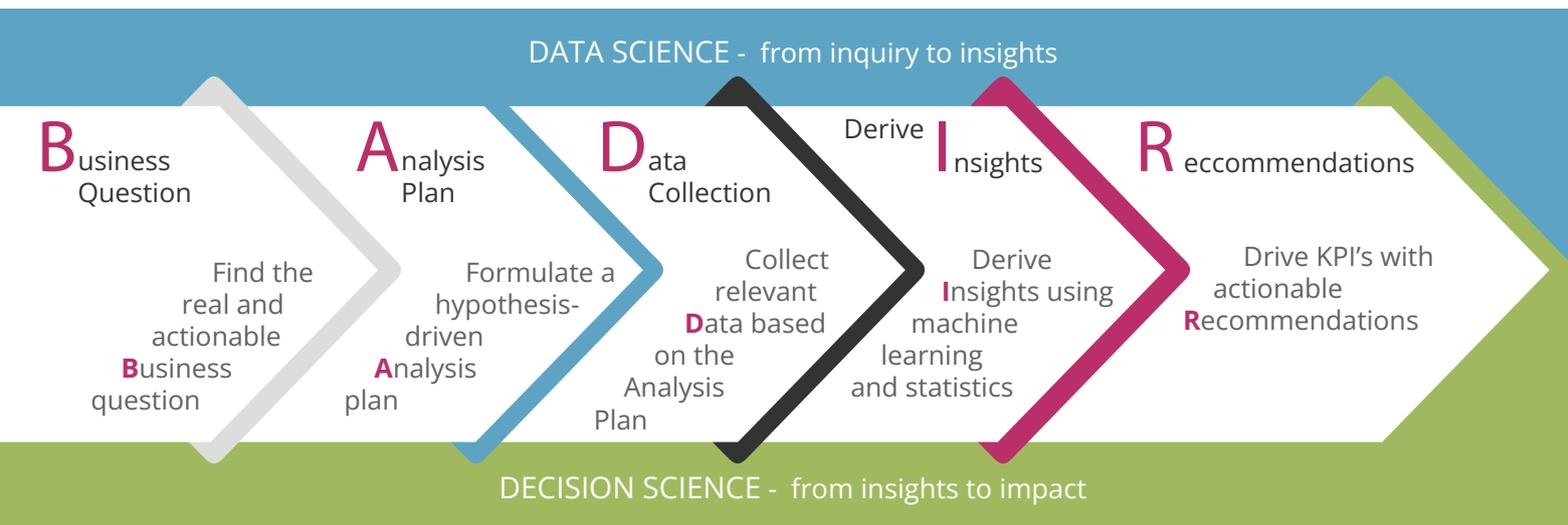
a live project from your job where you need help practicing the skills learned from the training. Additional mentoring sessions may be purchased as desired.

or above to earn the coveted BADIR | Master Black Belt: Data Scientist Certification badge. In case, you score below 70% on your first attempt, you will be awarded one more attempt to achieve your goal.



- 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



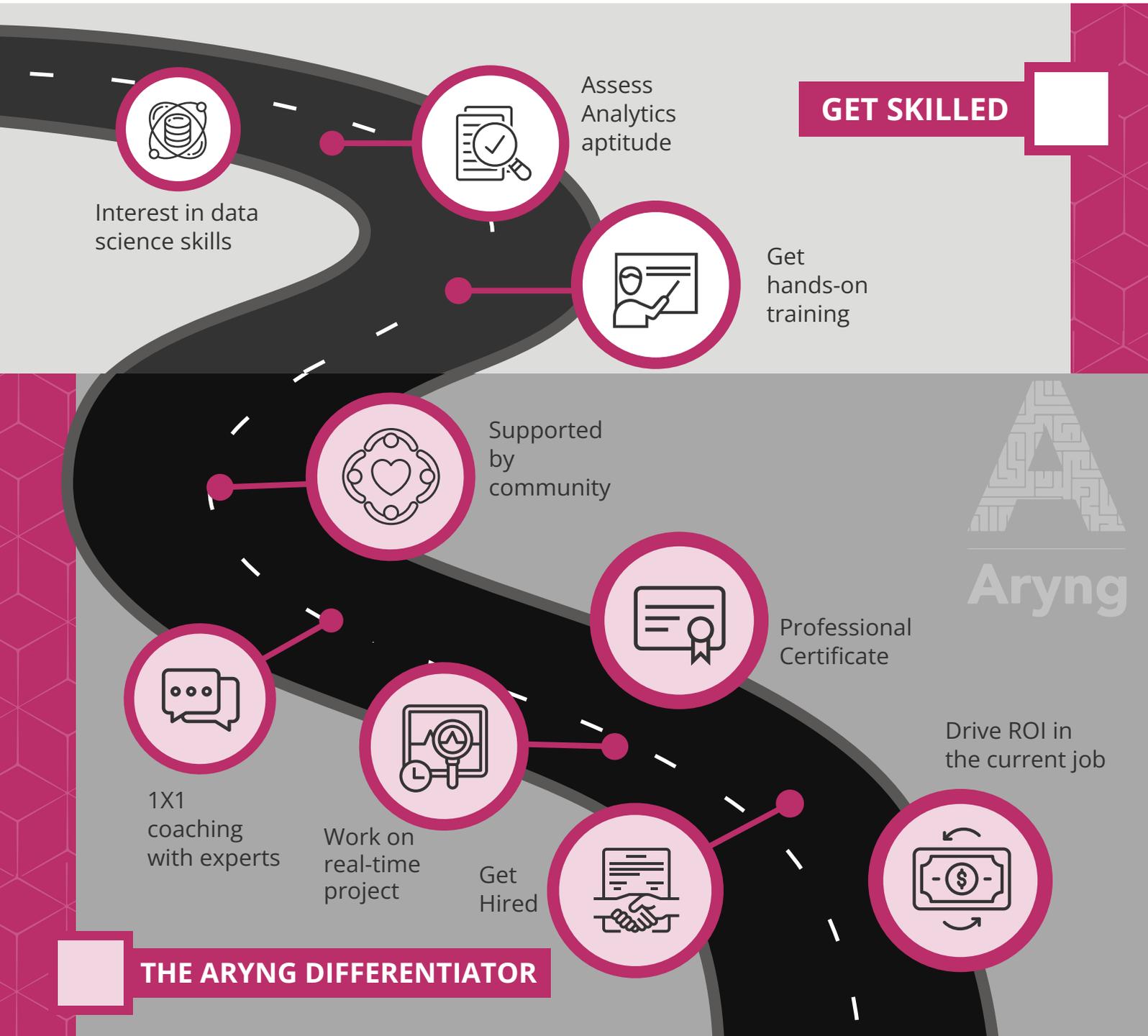
Increased **NPS** by **10 %** point using text and sentiment analytics



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, via Skype, or by phone.

- 12 Months access (Access all throughout the year) ----- \$3999
- One-day Free trial (Enroll now and get a glimpse of this course) ----- \$0

ATTENDEES RECEIVE



A Certificate of Completion



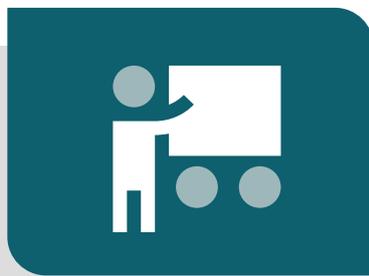
BADIR | Master Black Belt Data Scientist certification after passing the exam,



Access to a personalized learning path



Cheat sheets, downloads and templates



Group Mentoring every month with Aryng experts



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.



Anantha Rao

He is a passionate data scientist and trainer with deep expertise in machine learning and statistics. He has 20+ years of experience, driving impact through data holding key positions at Yahoo, Deloitte Consulting, and ACNielsen. He has an MBA from the Poddar Institute of Management.



Swarnabha Ghosh

Swarnabha Ghosh is a Data Scientist at Aryng. A firm believer in data-driven decision-making and explainable AI, he has experience in working with advanced machine learning and deep learning algorithms. He has a postgraduate degree in Physics and research experience in computational physics. He likes to keep up with the latest advancements in the world of AI and incorporate deep learning and machine learning models to create customer-centric solutions for business problems.

"In God we trust, all others must bring data." - W. Edwards Deming



Yash Shah

Yash has a Master of Science from Columbia University with a specialization in Business Analytics centered on employing statistical machine learning to drive decisions. Yash is passionate about using AI and Deep Learning to transform and disrupt organizational operating models and creating impact through data-driven strategy. He is currently a data scientist with the global predictive modeling team at Visa, Inc. Yash is instrumental in enabling credit access to small businesses and enterprises by leveraging Visa Cards data to build credit risk models.

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. The second one is the Hands-on A/B Testing course consisting of 6 sections. The third one is the Hands-on Predictive Analytics course consisting of 7 sections. And, the fourth one is the Hands-on Machine learning/AI course consisting of 13 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, Python IDE (Jupyter) downloaded, 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. 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

