

BADIR | White Belt : Data-driven Manager Certification

All-inclusive critical thinking, data literacy, and leading with data skills for future-ready managers



Analytics On The Go for Business Managers!
Kailash Kothari, Sr. Manager, Product Management- Cisco IoT Cloud



INTENDED AUDIENCE: Managers who want to be data-driven

Are you a manager looking for skills to make data-driven decisions across your organization and to exceed your KPIs using these skills? Are you a business owner seeking to grow your business using the power of data? If so, the Data-Driven Manager Certification can provide the skills and assistance you need to energize your organization with data-driven decisions.

Bolster your career

Become future-ready with new data skills

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



Think with Data, Act with Data and Lead with Insights

These three courses in the data literacy series turn data skeptics into data enthusiasts by preparing employees to understand and engage in the organization's digital or data strategy.

03



Certification Exam

This certification exam consists of 30 odd questions. It needs to be finished in an hour. You will be required to score 70% or above to earn the coveted BADIR | White Belt: Data-driven Manager Certification badge. In case, 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?

DATA SCIENCE - from inquiry to insights

Business Question

Find the real and actionable **B**usiness question

Analysis Plan

Formulate a hypothesis-driven **A**nalysis plan

Data Collection

Collect relevant **D**ata based on the Analysis Plan

Derive **I**nights

Derive **I**nights using machine learning and statistics

Recommendations

Drive KPI's with actionable **R**ecommendations

DECISION SCIENCE - from insights to impact

GET SKILLED



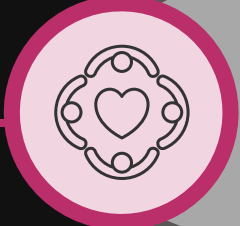
Interest in data science skills



Assess Analytics aptitude



Get hands-on training



Supported by community



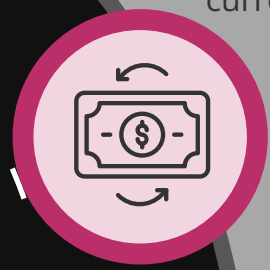
Professional Certificate



1X1 coaching with experts



Get Hired



Drive ROI in current job



THE ARYNG DIFFERENTIATOR

CERTIFICATION OPTIONS

- 12 Months access (Access all throughout the year) \$359
- One-day Free trial (Enroll now and get a glimpse of this course) \$0

ATTENDEES RECEIVE



A Certificate of Completion



BADIR | White Belt Data-driven Manager 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/>

FAQs



- 1. How long does it take to complete the courses?**
This course consists 6 hours of self-paced online lectures and an exam
- 2. What background knowledge is necessary to take specific courses?**
You need a working knowledge of Excel, a passion for learning data, and a knack for storytelling to take this course. You must also score 12 or higher on Aryng's Aptitude Assessment.
- 3. What software will I need to complete the exercises and case?**
You will need MS Excel
- 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

