Aryng

BADIR | Yellow Belt : Citizen Analyst Certification

All-inclusive analytics and data science skills for Business professionals

> As an inventory control buyer with a strong interest in further pursuing the analytical side of the business, I found the Aryng's Hands-On Business Analytics program very beneficial. The principles and framework taught, gave me the confidence to trust in my decisions and the hands on exercises provided me with the skillset to apply my learnings to real world situations and further solidified that analytics was the right career path for me. The online training afforded me the scheduling flexibility I needed at a cost I could afford. I would highly recommend this program for anyone looking to change career paths and looking for a timely, flexible and cost effective means of doing so.
>
> **Jody M., Inventory Control Buyer, Cuddledown**

INTENDED AUDIENCE: Business Professional who want to be data driven

Are you a marketer looking to get better ROI from your marketing spend? Or a product manager hoping to delight customers with better features and user experiences? Have you been asked by your leadership to make a case for funding your feature set or marketing campaign? Are you a business owner seeking to grow your business using the power of data? If so, the Citizen Analyst Certification can provide the skills and assistance you need to energize your organization with data-driven decisions.

Bolster your career

Learn essential applied analytics skills from renowned Silicon Valley experts

Be the change

Become an organizational catalyst for data-driven decision-making

Do less, drive more impact

Turn your day-to-day data into actionable insights and decisions

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 using MS Excel and covering the hypothesis driven BADIR™ approach to the four most common business analytics methods: aggregate analysis, correlation analysis, trend analysis and sizing/estimation.

03 Individual projects with live mentoring

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

04 Certification Exam

Once you have completed the course and the related project, you will take this certification exam which consists of 60 questions for a duration of 120 minutes and you will be required to score 70% or above to earn the coveted BADIR | Yellow Belt: Citizen Analyst 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™?

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.

01 BADIR provides guaranteed actionable results

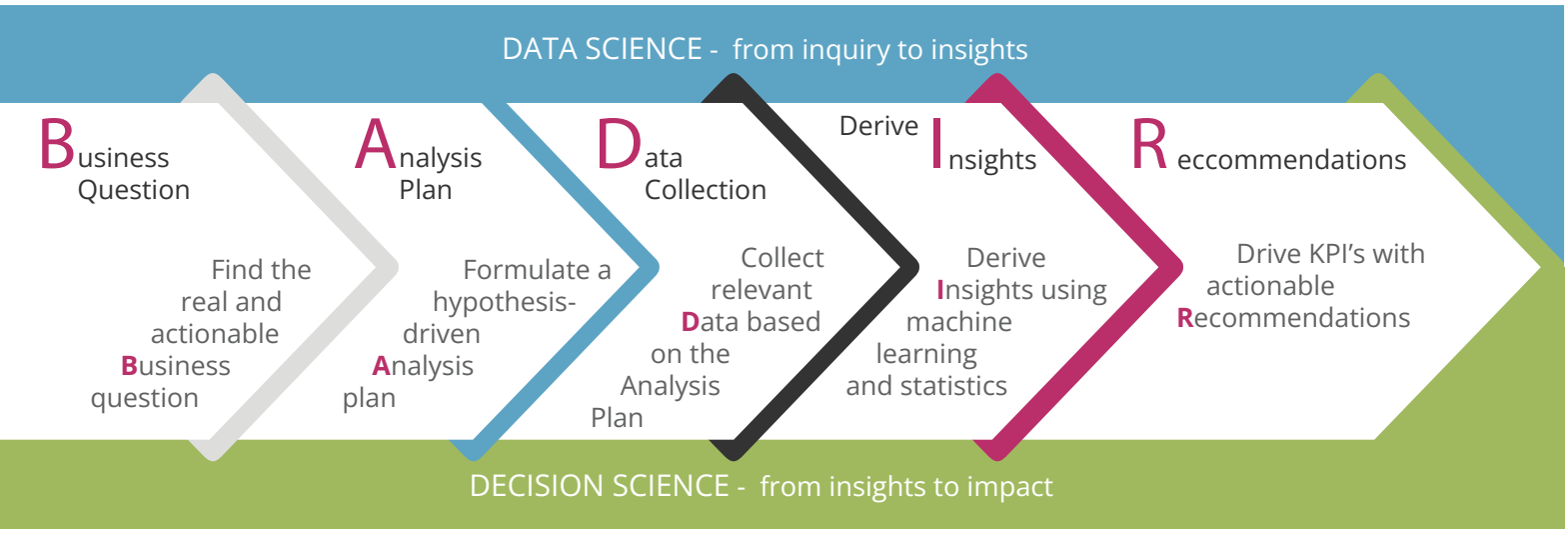
02 BADIR marries data science with decision science

03 BADIR enables 10X + faster generation of insights

04 BADIR delivers 20X + impact by focusing on top drivers

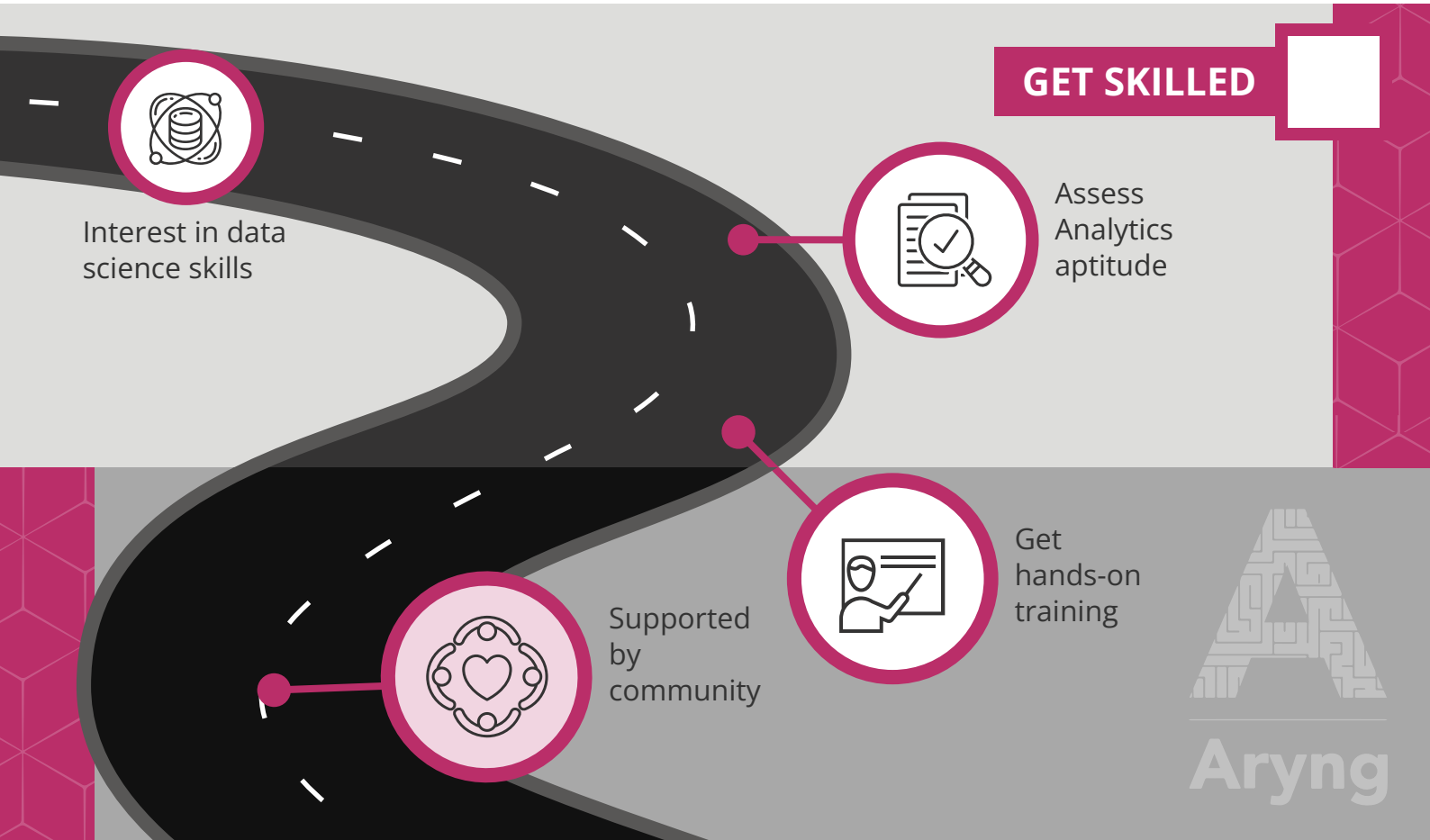
05 BADIR is easy to learn and apply to solve problems

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



1X1 coaching with experts

Work on real-time project

Professional Certificate

Get Hired

Drive ROI in current job

THE ARYNG DIFFERENTIATOR

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) ---------- $1,599
- One-day Free trial (Enroll now and get a glimpse of this course) ---------- $0

ATTENDEES RECEIVE

A Certificate of Completion

BADIR | Yellow Belt Citizen Analyst 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 corses	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 of 8 sections each with 2 hours of self-paced online lectures. In addition, you will spend 2-4 hours/section on class assignments and your capstone case.

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 with data-Pak loaded and MS PowerPoint to complete Hands-on Business Analytics Training.

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. **What is the Capstone Case Project?**
   At the end of the Hands-on Business Analytics course, you get to solve a business case from a real business scenario using the framework learned in the class. By the time you get to this case, you'll have already experienced each framework at least twice and will do this final practice on your own to assimilate your learning. The instructor will review the answer with you, so you can assess your performance on the case.

6. **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.

7. **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.

8. **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

Adobe · Apple · Google · ebay · EPSON · GE · IBM · PayPal · WESTJET