

✓ WHY DSBIZ™

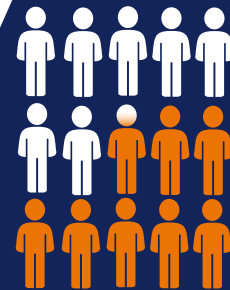
Data is plentiful resource. In fact IDC estimates that by 2025 there will be **463 exabytes of data created daily**. Organizations who are able to select, manipulate, analyze, predict and derive value from the data will gain a significant edge. Understanding what Data Science is, how it can impact your business and how to best implement a data science initiative can make your organization more competitive in this rapidly changing marketplace. Yet, over two-thirds of data science projects do not reach their full potential. How can you hope to apply science to your data? We are here to help as business leaders have an enormous impact on the success of any data science initiative.

95%
of businesses
need to
manage
unstructured
data
Forbes 2019

CERTNEXUS®

✓ COURSE OVERVIEW

DSBIZ offers business leaders, sales and marketing managers, project managers, and other stakeholders a streamlined course to help make decisions and drive organizational Data Science strategies. DSBIZ candidates will learn Data Science concepts, methods of use, challenges and benefits utilizing relevant case studies.



53%
of CEOs consider
themselves the
primary leader
of their company's
analytics agenda
McKinsey Analytics, 2018

80%
of analytics insights will not deliver
business outcomes through 2022
Gartner, 2019

READINESS ASSESSMENT

Measure your organization's level of preparedness to leverage data science techniques with our complimentary DSBIZ Readiness Assessment. This tool was designed to measure knowledge of non-technical professionals to make decisions and support Data Science concepts. You'll receive a free report including staff members' readiness results.

Learn how to redeem your free access code
(**CMKZWCOD8H**) at certnexus.com/dsbiz-readiness

THINK

Empower decision makers,
executives, and project
managers to lead, design,
and put emerging
technology into practice