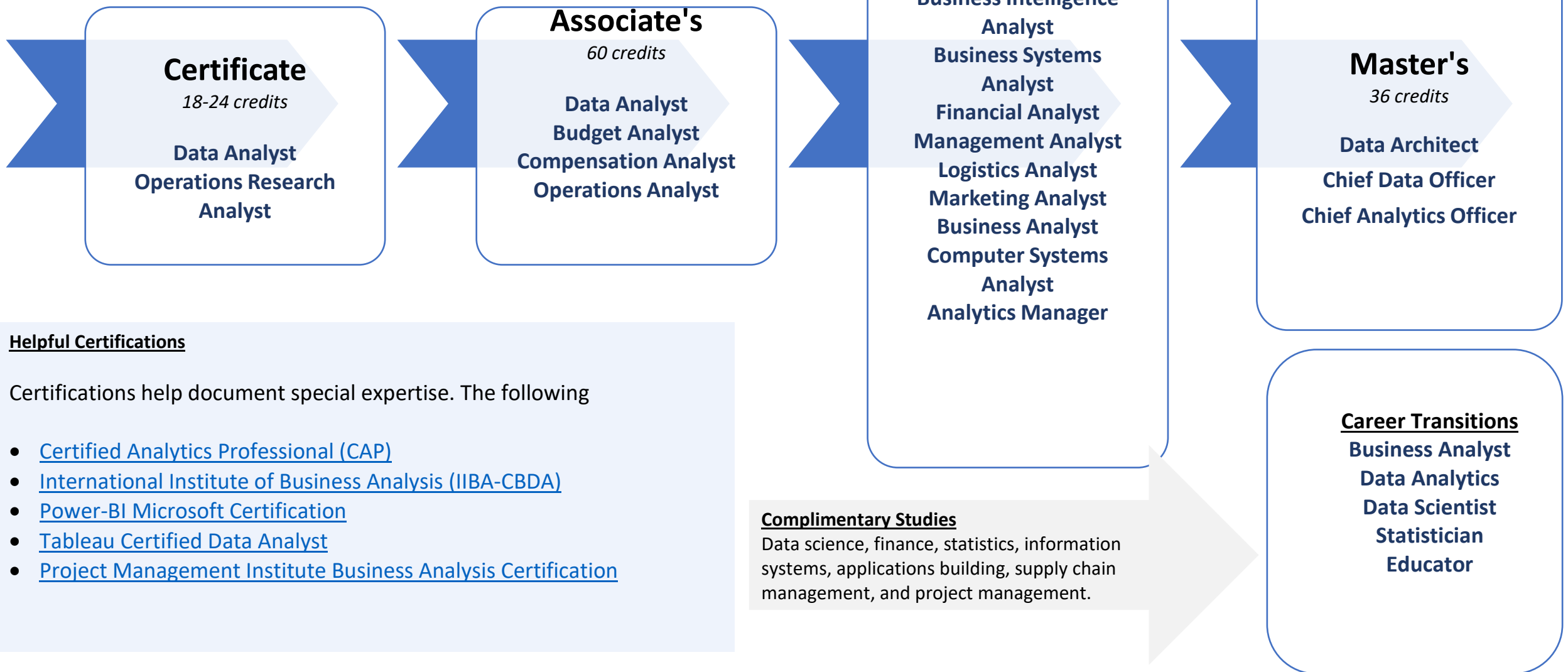


BUSINESS ANALYTICS PROFESSIONAL PATHWAY

Business analytics professionals use company data and statistical methods to explore and analyze business performance. They provide company leaders with insights that drive informed decisions aimed at improving business outcomes. Successful analytics professionals are curious, critical thinkers and problem solvers, who are detail-oriented, but also capable of seeing the bigger picture. They can effectively communicate and visualize the story that the data is telling.



Helpful Certifications

Certifications help document special expertise. The following

- [Certified Analytics Professional \(CAP\)](#)
- [International Institute of Business Analysis \(IIBA-CBDA\)](#)
- [Power-BI Microsoft Certification](#)
- [Tableau Certified Data Analyst](#)
- [Project Management Institute Business Analysis Certification](#)