

3 Courses

Business Analytics Executive Overview

Infonomics I: Business Information Economics and Data Monetization

Infonomics II: Business Information Management and Measurement

ILLINOIS

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ALI GENO BERUTU

has successfully completed the online Specialization

Introduction to Business Analytics and Information Economics

The learner has demonstrated their abilities in four key areas: 1) Conceive new ways to leverage analytics to business problems. Know what makes an analytics project successful. Be aware of key analytics trends. 2) Understand and apply methods for conceiving and generating broad-based and transformative business benefits from available information assets. 3) Lay out new and emerging organizational roles for treating information as an actual business asset. 4) Understand business models from a data perspective and apply a variety of techniques for identifying new data-driven value streams for a business.

Doug Laney
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