CompTIA
Data+

CompTIA Data+ is an early-career data analytics certification for professionals tasked with developing and promoting data-driven business decision-making.

Tell the Full Story with Data+

- **Better Analyze and Interpret Data -** Mine data more effectively. Analyze with rigor. Avoid confounding results.
- **Communicate Insights -** Highlight what's important. Produce reports that persuade, not confuse. Make better data-driven decisions.
- **Recruit and Train -** Know what data skills to recruit for. Train your team with confidence.

Train with Data+

CompTIA Data+ gives your team members the confidence to bring data analysis to life.

As the importance for data analytics grows, more job roles are required to set context and better communicate vital business intelligence. Collecting, analyzing, and reporting on data can drive your organization's priorities and lead business decision-making. CompTIA Data+ validates your team members have the skills required to facilitate data-driven business decisions, including:

- Mining data
- Manipulating data
- Visualizing and reporting data
- Applying basic statistical methods
- Analyzing complex datasets while adhering to governance and quality standards throughout the entire data life cycle

Exam #

DA0-001

Release Date

February 28, 2022

Languages

English

CE Required?

Yes

How does Data+ Compare to Alternatives?

	Data+	SAS	tableau	Microsoft Certified Data Analyst Associate
Certification	**Data+**	SAS® Certified Specialist: Visual Business Analytics	Tableau Certified Data Analyst	Microsoft Certified: Data Analyst Associate
Vendor-neutral	Yes	No	No	No
Performance-based Questions	Yes	Yes	Yes	No
Exam Length	1 exam, 90 minutes	1 exam, 100 minutes	1 exam, 2 hours	1 exam, 180 minutes
Experience Level	Early-career	Beginner	Beginner	Beginner
Exam Focus	Transform business requirements in support of data-driven decisions	Data analysts using SAS® Visual Analytics to analyze data and design reports	Comprehensive functionality and Tableau expertise	Designing and building data models and enabling analytic capabilities with Microsoft Power BI
Prerequisites	18-24 months of experience in a report/ business analyst role	Experience or training using either version, including VA on SAS Viya 8.3 or later	None, but suggest 6+ months product experience	Passed the Analyzing Data with Microsoft Power BI exam

Jobs that use CompTIA Data+

- Data Analyst
- Business Intelligence Analyst
- Reporting Analyst

- Marketing Analyst
- Clinical Analyst
- Business Data Analyst

- Operations Analyst

Data+ is an ideal certification for not only data-specific careers, but other career paths can benefit from analytics processes and data analytics knowledge. Jobs like marketing specialists, financial analysts, human resource analysts or clinical health care analysts can optimize performance and make well-informed decisions when they use and evaluate data correctly.

> "Visualization is not just charts and graphs or eye-balling raw data. Your team needs to be able to tell the story and be confident. And I believe you can do that with Data+."

Robin E. Hunt
Co-Founder, ThinkData Solutions, Inc.

Technical Skills Covered in the Certification and Training

Data Concepts and Environments
15%

- Identify basic concepts of data schemas and dimensions
- Compare and contrast different data types
- Understand the difference between common data structures and file formats

Data Mining
25%

- Explain data acquisition concepts
- Identify common reasons for cleansing and profiling datasets
- Ability to execute data manipulation techniques
- Explain common techniques for data manipulation and query optimization

Data Analysis
23%

- Ability to apply the appropriate descriptive statistical methods
- Explain the purpose of inferential statistical methods
- Summarize types of analysis and key analysis techniques
- Identify common data analytics tools

Visualization
23%

- Ability to translate business requirements to form a report
- Use appropriate design components for reports and dashboards
- Use appropriate methods for dashboard development
- Ability to apply the appropriate type of visualization
- Compare and contrast types of reports

Data Governance, Quality, & Controls
14%

- Summarize important data governance concepts
- Apply data quality control concepts
- Explain master data management (MDM) concepts

"Data+ is the validation your team has knowledge in a broader spectrum of domains."

Dr. Meredith Dodd
Data Scientist, Strata Decision Technology

Organizations that contributed to the development of Data+

- University of Maryland Global Campus
- Discover Financial Services
- Rogers Communications

- PayPal
- Woz U
- CDW
- Sears Home Services

- Cars.com
- SunSource
- Molina Healthcare

Research and Statistics

Fastest-Growing Job Category Burning Glass predicts that over the next ten years, positions aligned to Data+ will experience a **15 percent growth rate.**

Growing Priority The ability to rapidly and effectively analyze data can improve time to market, enhance customer satisfaction and drive growth for the future. Treating data as a discrete function and building data specialists will accelerate this process. As organizations place a priority on speeding up data analysis, they should also place a priority on speeding up skill discovery and development.[1]

✳ **Unsure about your analytical horsepower?**

Train and scale teams to better organize, mine and analyze your data efficiently. Set context and communicate crucial business intelligence to drive priorities and business decision making.

✳ **No more hiring for the wrong skills.**

Know what skills are essential. Recruit the right talent. Competency and data literacy.

✳ **Get trained and certified by CompTIA.**

CompTIA provides training and has awarded more than 3 million certifications in areas such as cybersecurity, networking, cloud computing and technical support. Join the millions of other companies who use CompTIA to upskill their teams.

CompTIA is the world's leading technology association. CompTIA advances IT and data/analytics professionals with successful industry-leading certifications and business credentials in the core IT functions.

1. CompTIA, Closing the Data Skills Gap, 2021

CompTIA.