



1. Title of the certificate – Yrkeshögskoleexamen ¹

Digital Analytics Specialist

2. Translated title of the certificate – Higher Vocational Education Diploma ²

Digital Analytics Specialist

3. Knowledge, skills and competence profile

The holder of the certificate has:

- Specialist knowledge of theoretical and practical measurement, analysis and reporting of data and testing and optimisation of digital behaviour.
- Knowledge and overview of associated professional and competence areas such as digital marketing, business intelligence and statistics/data science.
- Knowledge of work processes and quality criteria in theoretical and practical measurement, analysis and reporting of data and testing and optimisation of the digital behaviour.
- Skills in planning, performing and identifying resources to perform specialist tasks in the measurement, analysis and reporting of data and testing and optimisation of the digital behaviour.
- Skills in solving complex problems in the measurement, analysis and reporting of data and testing and optimisation of the digital behaviour.
- Skills in communicating commitments and solutions regarding the measurement, analysis and reporting of data and testing and optimisation of the digital behaviour in both Swedish and one additional language.
- Competence to independently handle theoretical and practical measurement, analysis and reporting work, as well as testing and optimisation work in such a way as to lead to learning and professional development.
- Competence to monitor theoretical and practical measurement, analysis and reporting work as well as testing and optimisation work as well as complete projects.

4. Range of occupations accessible to the holder of the certificate ³

Web Analyst, Marketing Technologist, Market Intelligence Manager, Digital Traffic Optimiser and Conversion Specialist

¹ In the original language. | ² If applicable. This translation has no legal status. | ³ If applicable.

The Certificate supplement provides additional information about the certificate and does not have any legal status in itself. Its format is based on the Decision (EU) 2018/646 of the European Parliament and of the Council of 18 April 2018 on a common framework for the provision of better services for skills and qualifications (Europass) and repealing Decision No 2241/2004/EC.

1. Official basis of the certificate

| | |
|---|---|
| Name and address of the awarding institution | Authority providing accreditation / recognition of the certificate |
| | The Swedish National Agency for Higher Vocational Education Box 145 721 05 Västerås, Sweden www.myh.se |
| Level of the certificate (national or European) ¹ | Grading scale / Pass requirements |
| Level 5 in the National Qualifications Framework (SeQF) Level 5 in the European Qualifications Framework (EQF) | Fail (icke godkänt – IG) Pass (Godkänt – G) Pass with distinction (Väl godkänt – VG) |
| Access to next level of education / training ¹ | International agreements on recognition of qualifications ¹ |
| | The Higher Vocational Education Diploma requires a minimum of a Pass (Godkänt) in all courses. |

Legal basis

A Higher Vocational Education Diploma is awarded if the study programme comprises a minimum of 200 Higher Vocational Education credits (HVE credits). Five HVE credits correspond to one week of full-time studies.

2. Officially recognised ways of acquiring the certificate

| Description of vocational education and training | Percentage of total programme (%) | Duration (/weeks) |
|---|-----------------------------------|-------------------|
| College/education centre | % | weeks |
| Placement – learning in a work environment | % | weeks |
| Total duration of the education / training leading to the certificate | | weeks |

3. Additional information

Entry requirements ¹

Entry requirement is successful completion of upper secondary education.

More information (including a description of the national qualifications system)

For more information on higher vocational education, please visit the website of the Swedish National Agency for Higher Vocational Education: www.myh.se

National Europass Centre

www.myh.se

¹ If applicable.