

CAIP at a Glance

CAIP Canada is the professional body for Canada's Certified Analytics and Insights Professionals.



CERTIFIED ANALYTICS AND INSIGHTS PROFESSIONALS OF CANADA

BUILDING TRUSTED LEADERS FOR A DATA-DRIVEN WORLD

WHAT IS CAIP?

A **modern, respected and globally endorsed certification** for Canadian research, analytics and insights professionals committed to following the highest quality standards, best practices and ethics in business and social research.

CAIP MISSION

To **power the success of businesses and organizations** by ensuring that CAIPs have the competencies needed to unlock the power of data while maintaining the highest ethical standards that protect the public trust.

CAIP ENDORSERS

CAIP Canada is **supported and endorsed** by the Canadian Research Insights Council (CRIC) and CAIP is globally endorsed by ESOMAR and the Market Research Institute International (MRII).

CORE BELIEF

WHY WE CERTIFY

We believe every research, analytics and insights professional needs a **proven foundation of technical and enabling competencies** to confidently unlock the power of data.

CAIP VALUES

Leadership

Integrity

Excellence

Achievement

Get Certified

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