Strategic Analytics

Graduates of our MS Strategic Analytics program should feel equipped to 1) provide organizations with the knowledge they require for success, and 2) offer organizations a bridge between data management and strategic decision making by studying the organizational value of data analysis.

Program outcomes:

- Identify and assess the opportunities, needs and constraints for data collection, measurement, tracking, analysis, reporting and overall management within a strategic organizational context.
- Communicate the value of strategic analytics as it relates to an organization’s bottom line through both revenue increase and expense reduction.
- Identify ways in which data can be analyzed, interpreted, reported and applied to solve or prevent existing or new business problems.
- Bridge the gap between data and business by effectively communicating analysis results to drive strategic decision and direction.
- Lead analytics teams and projects.
- Integrate leadership and communication skills with information technology, information management, and data science to maximize business intelligence and decision making.
- Leverage technology to evaluate and apply analytic tools and techniques to manage large sets of data, distributed data, and cloud-based data.
- Design innovative, cross-functional data analytics solutions for applied business strategies.