WHY GPS?
Are you interested in influencing decisions through business intelligence and analytics?

Developed by big data advancers, this program will equip you to:

- Identify patterns and trends within big data.
- Interpret and communicate results to stakeholders of various levels.
- Leverage data to inform strategic decisions.

REQUIRED COURSES:
- Foundations of Data Science and Analytics
- Business Intelligence, Analytics and Strategic Decision Making
- Statistics and Data Analysis
- Strategic Analytics and Visualization for Big Data
- Marketing and Customer Analytics
- Data Quality and Governance
- Analytics Strategy and Management

SAMPLE ELECTIVES (SELECT 3):
- Professional Communications
- Project Management for Analytics
- Enterprise Content Management
- Advanced Healthcare Data Analytics
- Predictive Analytics
- Special Topics in Strategic Analytics

“At leading businesses, analytics is now core to driving strategy, and the demand for expertise in analytics is continuing to blossom. Brandeis is paving the way by establishing the degree program in Strategic Analytics.”

— Eric Siegel, PhD, founder of Predictive Analytics World, and author of “Predictive Analytics: The Power to Predict Who Will Click, Buy, Lie, or Die”