WHY GPS?

“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”

WHY THIS PROGRAM?

Our analytics master's degree stands apart because it equips students 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:

• Organizational Leadership and Decision-Making
• Foundations of Data Science and Analytics
• Business Intelligence, Analytics and Decision-Making
• Statistics and Data Analysis
• Strategic Analytics and Visualization for Big Data
• Social, Web and Marketing Analytics
• Data Governance, Security, Quality and Ethics

SAMPLE ELECTIVES (SELECT 3):

• Predictive Analytics
• Foundations of Project Management
• Enterprise Content Management
• Advanced Healthcare Data Analytics
• Decision and Knowledge Management
• Special Topics in Strategic Analytics
• Database Management