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?

**Influence organizational decisions through business intelligence and analytics.**

Developed with industry experts, this program will equip you to:

- Identify patterns and trends within big data.
- Interpret and communicate analysis to stakeholders of all 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):

- Project Management for Analytics
- Predictive Analytics
- Data Security, Privacy and Ethics
- Data Warehousing and Data Mining
- Professional Communications

www.brandeis.edu/gps | gps@brandeis.edu | 781-736-8787

2017-2018 Academic Year