WHY GPS?

- Brandeis standards of excellence
- Convenient, flexible, fully online
- Seminar-style classes
- Average class size of 12
- Faculty from industry
- Professional connections
- One-on-one advising
- Finish in 18 months

WHY THIS PROGRAM?

The future is in the hands of those who can master the art and science of data.

Developed with industry experts, this STEM-designated 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
- Data Quality and Governance
- Analytics Strategy and Management
- Predictive Analytics

SAMPLE ELECTIVES (SELECT 3):

- Project Management for Analytics
- Marketing and Customer Analytics
- Data Security, Privacy and Ethics
- Data Warehousing and Data Mining
- Communication for Effective Leadership

“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”