“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 GPS?

- Brandeis standard 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 as little as 18 months

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

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2017-2018 Academic Year