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"