WHY BUSINESS ANALYTICS?

90% of the data in the world today has been created in the last two years.

90% of companies believe they have the skills necessary to gather and use insights effectively.

Only 18% of companies believe they have the skills necessary to gather and use insights effectively.

Using big data effectively could create more than $300 billion in value every year.

The development of better analytic tools has given business leaders significant, new decision-making firepower.

The Master of Business Analytics is an interdisciplinary graduate program that addresses the challenges of dealing with the increasing amount of available data.

This unique blended program offers both face-to-face and online education.

Focused training in:

- Statistical & Predictive Modeling
- Data Analytics
- Project Management
- Analytical Reporting
- Consumer Sentiment Analysis
- Knowledge Discovery
- Segmentation Analysis
- Data Visualization

McKinsey Global Institute, “Using Marketing Analytics to Drive Superior Growth,” 2014


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