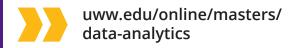# Online Data Analytics

Online Master of Science in Data Analytics

The discipline of data analytics approaches data from a business perspective. Integrating data science, managerial acumen, and effective communication, data analytics can inform decision-making across all areas of the organization. It allows organizations to improve efficiency, control costs, and gain competitive advantages. Because both data and software for analysis are more accessible and affordable for organizations, qualified data analysts are in high demand.

The 30-credit master of science program can be completed 100 percent online in about 24 months on a part-time basis. The curriculum layers foundational theories, advanced tools and techniques, and practical applications of analytics in business, with specific topics covered on data mining and artificial intelligence. In addition, the program is aligned with the Certified Analytics Professional (CAP®) Handbook. CAP is a global professional certification for analytics professionals.

University of Wisconsin Whitewater

College *of* Business and Economics

uww.edu/online/masters/ data-analytics

100%
placement rate

30,000
active alumni

$82,000
average salary

University of Wisconsin
Whitewater

College *of* Business and Economics

What would you do with this degree?

It is now easier and faster for organizations to acquire data, and software advances have made data analysis more affordable and accessible. As a result, qualified data analysts are in high demand.

According to the Bureau of Labor Statistics Occupational Outlook Handbook, careers related to analytics—including operations research analysts, market research analysts, and management analysts—are expected to grow faster than average. As organizations become ever more reliant on effective uses of data, the increased demand for qualified professionals is expected to accelerate.

Common Employers   Wisconsin Department of Administration, Bank of America, Members Cooperative Credit Union, UnitedHealthcare

Common Job Titles   Marketing Data Analyst, Director of Operations, Data Scientist, Sr. Financial Analyst, SEO Analyst

» Wisconsin's Largest Business School

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