These days, big data is a big deal, and it is everywhere — from professional sports to healthcare, and from e-commerce to government sectors. As the use of analytics grows, so does the demand for people who know how to skillfully extract value from massive amounts of data. The University of New Hampshire’s Master of Science in Analytics degree prepares graduates to fill the current gap in the marketplace. Analytics experts are needed — and in just 11 months, you can become one of them.

Program Highlights

➤ Immerse yourself in the field of data science from data architecture to visualization and strategic integration.
➤ Work in analytics teams on projects sponsored by our industry partners.
➤ Gain expertise in advanced predictive modeling, market segmentation and text analysis.
➤ Master programming languages like Python, SQL, R and SAS, and become fluent in big data frameworks like Hadoop and MapReduce.
➤ Intensive, full-time, on-campus program provides a specialized set of skills in just 11 months of study.

unh.edu/analytics
Program of Study

Students in this program explore data science through hands-on project work, as well as traditional classroom time.

**CURRENT COURSES**
- Statistics Overview
- Foundations of Data Analytics
- Analytical Tools and Foundations
- Introduction to Analytics Applications
- Data Architecture
- Analytics Applications I
- Analytics Practicum I
- Analytics Methods
- Analytics Applications II
- ANA 911 — Analytics Practicum I
- ANA 912 — Analytics Practicum II

**TOPICS COVERED INCLUDE:**

**Data Management**
- Data cleaning and restructuring
- Big Data
- Exploratory data analysis
- Data and text mining
- Data storage
- Data security and privacy

**Programming and Data Architecture**
- SAS (Base, Stats, Enterprise Miner, Text Miner)
- R, Python, SQL, JMP
- Web analytics
- Simulation
- Sentiment analysis
- Machine learning

**Statistical Learning**
- Probability and statistical inference
- Predictive analytics
- Survey and surveillance methods
- Customer analytics and segmentation
- Financial analytics
- Optimization
- Risk analytics
- Data sleuths/abuse of statistical tools and techniques

**Visualization**
- SAS Visual analytics
- Tableau, Piktochart, JMP
- R Visualization

**Project Management**
- Legal issues in Big Data
- Teamwork and conflict resolution
- Leadership/follower-ship
- Technical writing
- Consulting, problem-solving and communication skills

Putting Your Degree to Work

Our students graduate with cutting-edge technical skills and the strong collaborative and communications know-how essential for data analytics careers. Professional possibilities include:

- Healthcare data analyst
- Data visualization analyst for aerospace industry
- Digital marketing data analyst
- Data modeler for financial industry
- Data miner for legal industry
- Cybersecurity analyst for online retail industry
- Forecast analyst for manufacturing industry
- SQL server developer for corporations

* according to the McKinsey Global Institute
** according to the Education Advisory Board

By 2018, the U.S. will face a shortage of between 140,000-190,000 people with the technical skills necessary to work effectively with data.

From 2010 to 2013, there was a 32% increase in demand for college graduates with data analytics skills.

For more information, visit unh.edu/analytics