Master of Science in

APPLIED DATA ANALYTICS

Open Doors in Your Career as a Data Expert

PURDUE GLOBAL™

GET AHEAD IN THE FAST-GROWING FIELD OF DATA ANALYTICS

The need for data-driven experts continues to rise across all industries. This is your moment. Don't just go back to school — come back stronger and prepared to lead with the advanced level skills that companies are looking for. Purdue Global's online program is built for working adults like you who are ready for their next big career move. Get started with a degree that opens doors.

DATA SCIENTIST

▽

#4 Best Job*

WHY PURDUE GLOBAL FOR YOUR MASTER'S IN APPLIED DATA ANALYTICS?

1	**Online Flexibility**	Continue advancing at work while you earn your next valuable credential from Purdue Global.†
2	**Expert Data Analytics Faculty**	Learn from seasoned industry professionals who bring you the latest skills and knowledge.
3	**Curriculum Updated Regularly**	Stay ahead of the industry curve. As fast as technology and data move, our curriculum does too.
4	**High Growth Concentrations**	Specialize your degree in a market-aligned area that lets you focus on your specific career goals.
5	**Partnerships With Industry Leaders**	Enjoy hands-on learning experiences, prepare for certifications, and practice what you learn in dynamic, real-world environments.
6	**Two Flexible Degree Paths**	Personalize your plan of study based on your professional and academic experience.

CUSTOMIZE YOUR DEGREE

We'll provide you with an individualized degree plan based on your education and experience.

Newer to Data Analytics/STEM?

Complete 1 to 6 foundational courses as part of your electives to build that critical knowledge as you go.

Are You a Data Analytics/STEM Pro?

Fill your open electives with courses that target your interests and goals, honing in on what you still need to learn.

FOUNDATIONAL COURSES

- Statistics for Analytics
- Foundations in Data Analytics
- Survey of Modern Data Analytics
- Fundamentals of Computer Programming
- Python and R and Statistics Tools
- Advanced Applications of Python

PROGRAM INFORMATION

Whether you want to apply analytics skills to your current role; take on a new, specialized analytics position; or become an analytics-driven leader and decision-maker; this program can help you achieve your goals.

TITLE	CREDITS
Core Requirements	**32**
Fundamentals of Computer Programming	4
Introduction to Machine Learning	4
Advanced Applications of Python	4
Data Visualization and Knowledge Representation	4
Data Curation	4
Foundations in Data Analytics	4
Applied Statistics	4
Master's Capstone in Data Analytics	4
Master's Capstone in Data Analytics	**20**
Elective, foundational, or concentration courses	
TOTAL CREDITS	**52**

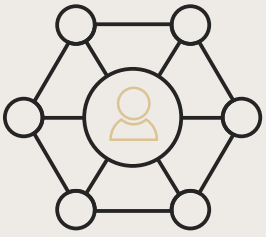
DETAILS	
Total Courses	13 courses
Term Length	10 weeks
Course Load	1-2 courses per term
Program Length	< 2 years depending on pace‡

CONCENTRATIONS PREPARE YOU FOR THE NATION'S "BEST" JOBS*

A recent study ranked the best technology jobs in the U.S. across all industries using the following three data points.

Earning Potential

Future Prospects



Work-Life Balance

We've aligned our curriculum to prepare you for these exciting and rewarding opportunities. You can choose from the following optional concentrations or take any of the courses as electives.

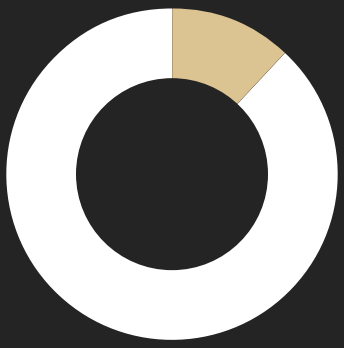
Justin / MBA '24

CONCENTRATION	RELATED JOB TITLE
Cybersecurity Master ethical hacking, network defense, cryptography, computer forensics, and IT security auditing and assessments.	Information Security Engineer
Secure Software Development and Quality Assurance Build expertise in secure software design, algorithms, secure coding, security and system testing, and software testing and QA.	Software Engineer QA Engineer
AWS Cloud Technologies Gain advanced knowledge of AWS Academy Cloud foundations, architecting, operations, and data analytics.	Cloud Engineer
Project Management Become a project management expert in strategic project selection, initiation, planning, execution, monitoring, closing, and more.	Project Manager
Critical Infrastructure Security Study the implementation of protective procedures such as firewalls, network detection and response (NDR), and endpoint detection and response (EDR), and learn how to defend critical infrastructure including systems, networks, and assets.	Information Security Engineer
Enterprise Architecture Systems Study key IT systems relevant to corporate enterprise networks, and develop a deep understanding of the structure and operation of organizations to determine how to effectively achieve current and future objectives.	Enterprise Architect
Blockchain Technologies and Apps Study essential blockchain and smart contract technologies that serve as the foundation for Web 3.0, the next generation of the internet, and gain the specialized skills you need to develop decentralized applications (dApps).	Software Engineer

JOB SECURITY FOR YOUR FUTURE[§]

A master's in applied data analytics can lead to careers with much faster than average projected growth through 2033, with hundreds of thousands of job openings for those with specialized expertise.

Statisticians



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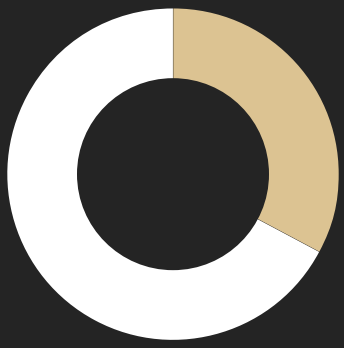
Information Security Analysts



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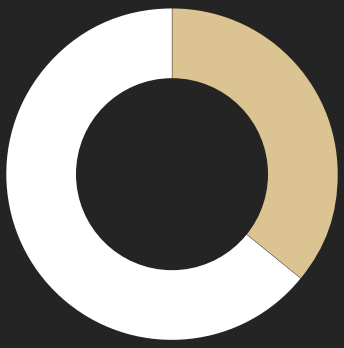
Data Scientists



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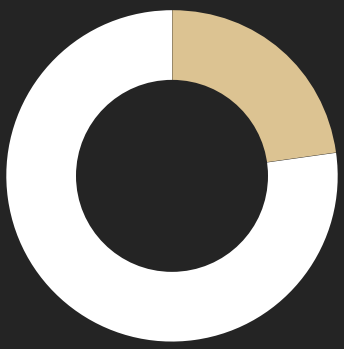
Operations Research Analysts



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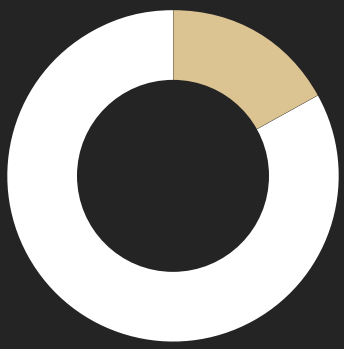
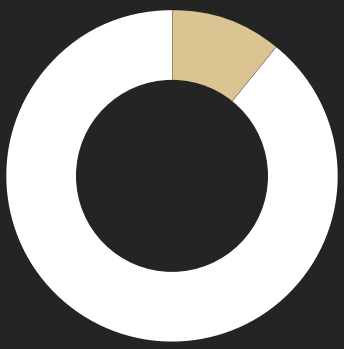
Software Developers, Quality Assurance Analysts



17%

Management Analysts



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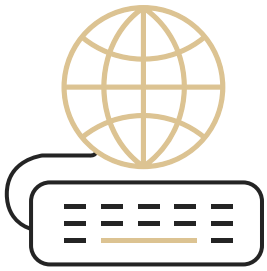
DEEP DIVE INTO WHAT YOU'LL LEARN

Program Outcomes

The program provides advanced-level knowledge in data analytics skills. You will:

- Apply current statistical theories, tools, and processes to curate, manipulate, and present various forms of data.
- Master the ability to effectively process data that supports data-informed decisions.
- Gain skills across the analytics life cycle, which include data discovery, data aggregation, planning of the data models, data model execution, communication of the results, and operationalization.



THE 4 PILLARS OF THE PROGRAM

1	**Methods and Tools**	Evaluate appropriate methods and tools to be applied to analytics-based challenges and opportunities in a given setting.
2	**Data Transformation Skills**	Transform data sets to provide actionable insights using AI, machine learning, statistical and analytics software, e.g., Python, R, SQL, and Tableau.
3	**Data Analytics Life Cycle**	Master the steps in the analytics life cycle from data curation and manipulation through presentation of findings and operationalization.
4	**Data Infrastructure Skills**	Devise infrastructure systems to ensure the quality, security, and privacy of data.

Important Soft Skills Embedded in the Program

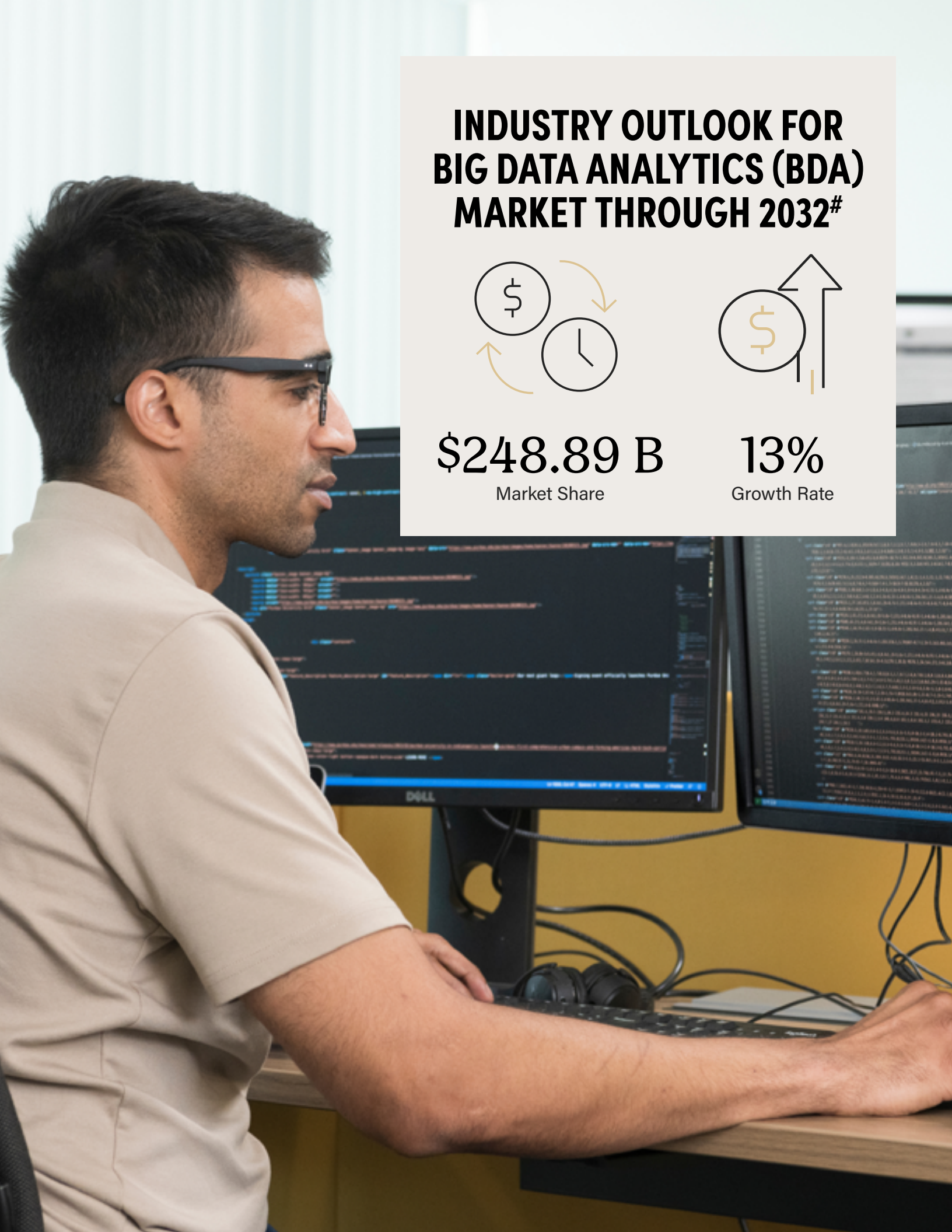
At Purdue Global, we believe that professionalism is critical to career success. Support your data and STEM expertise with additional skills that employers value such as:

- Communication
- Teamwork
- Leadership
- Problem solving
- Critical thinking
- Personal presentation
- Multiculturalism and diversity

What Are the Possibilities?†

This degree prepares you for jobs such as:

- Data analyst
- Data engineer
- Quantitative analyst
- Business intelligence analyst
- IT systems analyst
- Big data software developer
- Survey researcher



INDUSTRY OUTLOOK FOR BIG DATA ANALYTICS (BDA) MARKET THROUGH 2032#

$248.89 B
Market Share

13%
Growth Rate

BE READY TO TAKE ON NEW OPPORTUNITIES IN DATA ANALYTICS

Save 20% With Your Alumni Tuition Reduction.**

Learn More or Enroll Today:

Call 844-PURDUE-G

Email DataAnalytics@PurdueGlobal.edu

PURDUE GLOBAL™

* Nation's Best Jobs: Source: money.usnews.com/careers/best-jobs/rankings/best-technology-jobs.

† Purdue Global's programs are designed to prepare graduates to pursue the stated positions, which have varying responsibilities. However, the University does not guarantee employment or career advancement. Additional training or certification may be required. In addition, job titles and responsibilities may vary by organization.

‡ Completion time based on a full-time schedule. Programs will take longer for part-time students to complete.

§ Career Growth Rates: Source: U.S. Department of Labor, Bureau of Labor Statistics, *Occupational Outlook Handbook*, Mathematicians and Statisticians; Information Security Analysts, Data Scientists, Operations Research Analysts, Software Developers and Quality Assurance Analysts, Management Analysts. National long-term projections may not reflect local and/or short-term economic or job conditions, and do not guarantee actual job growth.

BDA Market: Source: www.fortunebusinessinsights.com/big-data-analytics-market-106179.

** May not be combined with other Purdue Global tuition reductions or ExcelTrack® pricing. Tuition rates are subject to change at Purdue Global's discretion at any time and, as a result, the tuition price may change.

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