

PREPARING STUDENTS FOR THE FUTURE OF ANALYTICS

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Institute for Advanced Analytics



What is Analytics?

- Example 1: Customer Rewards
- Example 2: Online Purchasing
- Example 3: Fraud Detection



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What is Analytics?

- Analytics covers a broad spectrum of topics:
 - Data collection
 - Data Integration
 - Statistical Methods and Models
 - Optimizing Processes
 - Strategic Decision-Making



Why is Analytics Important?



The Data “Problem”

1.2 zettabytes (ZB)

The amount of digital data that will be produced worldwide in 2010*

*IDC *Digital Universe Study*, April 2010



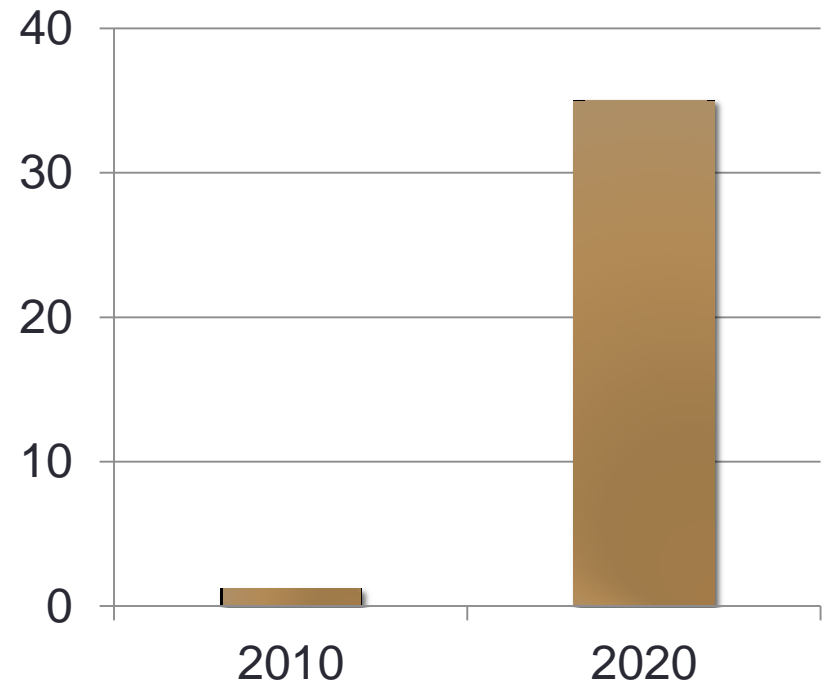
The Data “Problem”

35 zettabytes (ZB)

The amount of digital data projected to be produced worldwide in 2020*

*IDC *Digital Universe Study*, April 2010

NC STATE UNIVERSITY



The Data “Problem”

Although we have an tremendous amount of data being collected everyday...

...there is a scarcity of talent with the skills to make sense of it.



Institute for Advanced Analytics

- The Master of Science in Analytics (MSA) degree offered by the IAA at North Carolina State University was designed for this purpose.
- This degree was designed on the most basic business principle...

LISTEN TO YOUR CUSTOMERS!



Institute for Advanced Analytics

Students

- Challenging
- Relevant
- Rapid
- Affordable

Employers

- Analytical Skills
- Analytical Tools
- Teamwork
- Communication
- Business Savvy



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Institute for Advanced Analytics

The MSA is *not*...

- a prelude to a doctorate degree
- theoretical in focus
- a research or teaching assistantship program



Institute for Advanced Analytics

The MSA is...

- quick to complete (less than one year)
- demanding (M – F, 9 – 5)
- cohort-based
- practical
- challenging
- learning by doing (**Practicum Project**)



Institute for Advanced Analytics

Analytics Methods and Applications

- Time Series
- Geospatial Analytics
- Linear Algebra
- Data Mining
- Survival Data Analysis
- Logistic Regression
- Text Mining
- Marketing&Customer Analytics
- And MORE...

Analytics Practicum

- Data Privacy
- Data Security
- Teamwork
- Leadership
- Followership
- Problem Solving
- Consulting Skills
- Data Visualization
- And MORE...



Cost Benefit Analysis



Institute for Advanced Analytics

- Cost
 - In-state tuition: \$14,000
 - Out-of-state tuition: \$29,000
- Benefit (Class of 2011)
 - Percentage of students with job at graduation: 97
 - Number of employers hosted by Institute: 35
 - Average number of interviews per student: 14
 - Average salary of students (with experience): \$88,500
 - Average salary of students (without experience): \$73,400
 - Salary range: \$60,000 - \$140,000

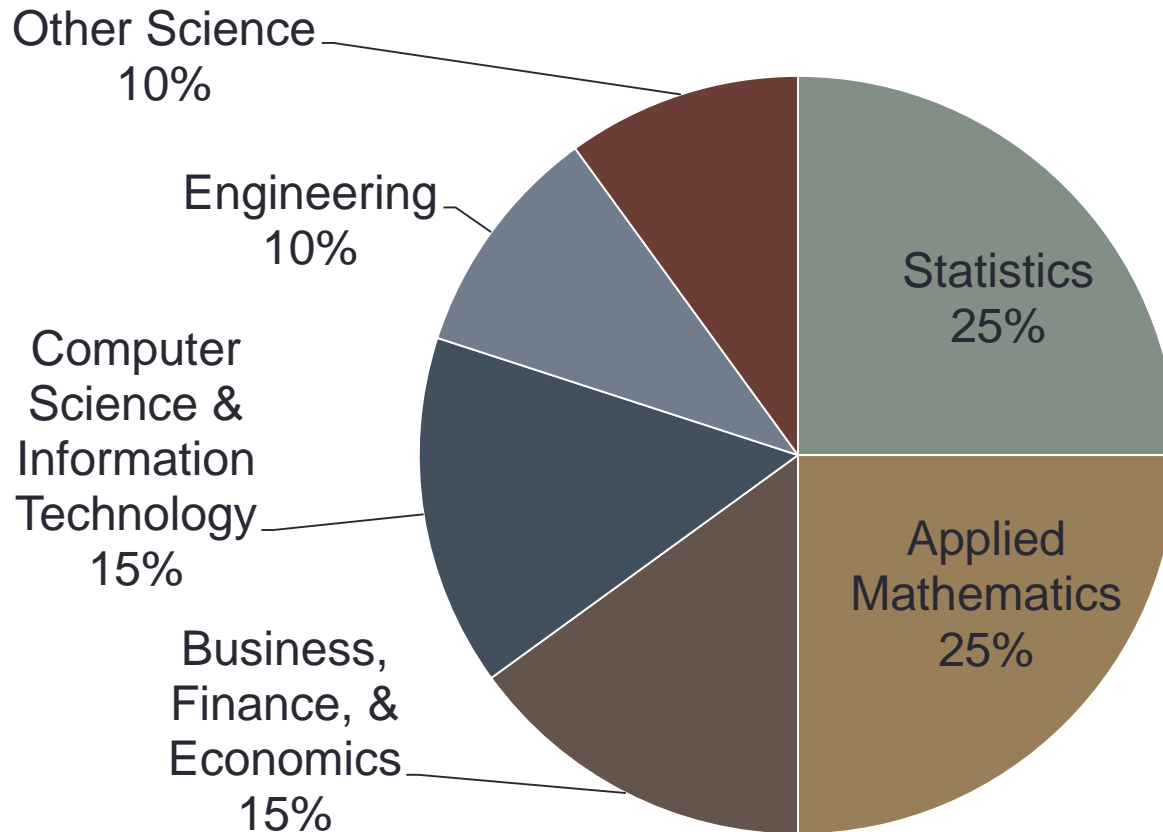


What do MSA Students Look Like?



What do MSA Students Look Like?

Distribution of Academic Majors



What do MSA Students Look Like?

| | |
|---------------------------------------|-----------|
| Number of Students | 40 |
| Percent Enrolled who are US Citizens | 80 – 90 |
| Number of Countries of Origin | 5 – 10 |
| Percent who are Female | 45 – 55 |
| Percent with a Prior Graduate Degree | 25 – 35 |
| Median Years Since Last Degree | 2 – 5 |
| Average GPA | 3.5 / 4.0 |
| Percent Previously Employed Full-time | 55 – 65 |
| Average Age | 28 – 30 |
| Age Range | 22 – 55 |



Interested in Being a Student?

- Prospective students interested in applying for admission should visit our website to learn more.
- <http://analytics.ncsu.edu>
- Also contact our Assistant Director and Admissions Coordinator Kathy Green (kathy_green@ncsu.edu).



Interested in Being a Practicum Project Sponsor?

- Prospective employers and partners interested in sponsoring a practicum project for the students to work on can visit our website for more information.
- <http://analytics.ncsu.edu>
- Also contact our Outreach Coordinator Tony Mostek (tony_mostek@ncsu.edu).



Questions?

