Data Analytics Program, Video

every industry out there today is faced with challenges that can be solved with
analytics whether its marketing supply chain finance pharmaceuticals all of
those companies are trying to understand how to deal with data and so students
who have focused and concentrated their studies in one of those business areas
will learn the skills they need to be able to use data to drive decisions
those are the students who are going to be able to really bring a lot of value
to organizations that use to work without the graduation the data
analytics program in NC state brings together two disciplines IT and
statistics and teaches the student new techniques in order to get inside the
data were one of the first to start this type of program at the undergraduate
level specifically geared toward business due to like think it will give
our undergraduates an opportunity to immediately distinguished themselves
with their tech skills and to add value from day one in their employment right
now business is inundated with the massive data and they know they need to
be concerned about but not exactly sure what to do about so our students
from day one when they enter the workforce is going to comply with the
challenges I have this data that's impacting my position do with it
arming them to know what to do if they were really trying to get inside we're
looking for those anomalies that matter
anomalies that matter provide opportunities identify problems within the business
of them are trying to execute
so it's critical again all kinds of data down to a smaller but you have to have
that data if you don't have that data and what do you really making their
decisions on I think it's the difference within human resources at the difference
between a strategic human resource partner and somebody that just managing
policies and processes what's great about the data analytics program is
Prince have different majors and backgrounds so I'm working with the
Masters in accounting marketing people in IT, you really see how it affects
our areas of business and how it helps really all concentrations and getting
people from all these areas especially true projects is it seems to me a lot
I'm learning a lot from that, NC State is a pioneering realizing
analyzing big data is really important and provide us with the excellent
faculty members knowledge tools you apply it into real life situations and
it's an awesome program for students to be able to use those tools, what's great
about data
analytics applies to all industries
so it doesn't matter what industry you're going to be successful in your chosen
career.