**Mission.** The mission of the MS in Data Analytics and Visualization program is to prepare our graduates for advanced analytics jobs through a curriculum that balances math and statistics with skills in data analytics tools, and strong data visualization, evaluation, and presentation competencies.

**Goals.** Graduates will leave the M.S in Data Analytics and Visualization program with demonstrated ability to:

1. Build demonstrable experience in each of the three functional areas of data analytics:

a. Data Analysis, Visualization, and Tools

b. Scientific Method

c. Organizational Value

2. Create a compelling portfolio of increasingly complex data-centric projects that demonstrate data analyst job-readiness using reproducible research reporting tools.

3. Identify methods for using data analysis and visualization to drive measurable positive organizational change.

## Objectives

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| **Department/Program Goal** | **Objectives** |
| 1. Build demonstrable experience in each of the three functional areas of data analytics | a. Identify, acquire, prepare, and model data for analysis using industry standard tools. |
| b. Create reproducible processes and reports using graphical visualization and reporting tools, and scientific notebooks. |
| 2. Create a compelling portfolio of increasingly complex data-centric projects that demonstrate data analyst job-readiness using reproducible research reporting tools. | a. Create web-accessible repositories of projects. |
| b. Explain business value, findings, recommendations, and limitations of results. |
| 3. Identify methods for using data analysis and visualization to drive measurable positive organizational change. | a. Make effective exploratory and explanatory presentations to business and technical audiences. |
| b. Identify design patterns and use cases that promote reusability and best practices. |

1. **Please attach or paste below your program’s most current curriculum map.**

