



## Bachelor of Science in **ANALYTICS**

**It's Your Comeback. Make It Count With an Online Analytics Degree.**

Data science and analytics professionals drive decisions of organizations in virtually every corner of business. Meet the soaring demand for analytics experts with an online degree that's built for working adults and backed by the power of Purdue. Our bachelor's program helps you develop the skills you need to come back stronger and more prepared than ever in this dynamic field. You will gain real-world experience analyzing a variety of data using relevant technical and statistical tools and processes. As a graduate, you will be ready to seek valuable IT certifications.



# Why Study Analytics at Purdue Global?

## Built for Working Adults

Complete courses online, without compromising your work or family schedule.

## Backed by the Power of Purdue

Earn a degree you can be proud of — and employers will respect. Achieve more in the IT field with a name that opens doors in your career.

## Flexible Degree Options

Discover a more flexible, affordable way to earn your Purdue Global degree with ExcelTrack®. This program empowers you to move faster through topics you’ve already mastered and focus only on what you need to learn. Each ExcelTrack® course is a single credit, covering one competency.<sup>1</sup>

## Personal Support

Work directly with faculty through online discussion boards and seminars, and enjoy no-cost individual tutoring. In addition, academic and career advisors are dedicated to helping you balance school with your career and life responsibilities.

## Expert Faculty

Learn from IT and education experts who are practicing professionals in the field. All faculty possess advanced academic degrees and relevant industry credentials.

## Experience Counts as Credit

It’s time to get the credit you deserve. You can use prior academic, work, and military experience, and industry certifications for credit. Our average bachelor’s graduate with prior learning credit saves nearly 50% on tuition.<sup>2,3</sup>

## Introductory Trial Period

Make sure online learning at Purdue Global is right for you. Enroll in the University and try our undergraduate classes for 3 weeks — before you owe any tuition. That’s the Purdue Global Commitment.<sup>4</sup>

## Graduate Program Pathway

Earn your master’s degree in less time with a graduate program pathway. You’ll take graduate-level courses while completing your bachelor’s degree and get a head start on your master’s program. View the University Catalog for more information.<sup>5</sup>

### An Education That’s Proven and Respected

Purdue Global is backed by Purdue University. One of the most prestigious universities in the world, Purdue ranked #16 overall and #1 in education among *Fast Company* magazine’s prestigious World’s Most Innovative Companies.<sup>6</sup>

# Take the Next Step in Your Career and Education

BUILD THE CORE SKILLS AND COMPETENCIES THAT EMPLOYERS DEMAND	PREPARE FOR CERTIFICATION <sup>7</sup>
<p>Gain relevant, practical skills through hands-on learning and virtual IT labs. Apply classroom concepts to real-world data analytics challenges. Program outcomes include:</p> <ul style="list-style-type: none"><li>▪ <b>Data analysis skills:</b> Apply principles of analysis and other relevant disciplines to create requested reports.</li><li>▪ <b>Project management:</b> Design, implement, and evaluate analytics-based solutions.</li><li>▪ <b>Communication skills:</b> Speak or present effectively in a variety of professional contexts.</li><li>▪ <b>Professional development:</b> Recognize professional responsibilities and make informed judgments in analyzing data based on legal and ethical principles.</li><li>▪ <b>Collaboration skills:</b> Function effectively as a member or leader of a data analysis team.</li></ul>	<p>The program provides a foundation for critical industry certifications, including:</p> <ul style="list-style-type: none"><li>▪ Certified Analytics Professional (CAP®)</li><li>▪ Amazon Web Services (AWS) Certifications<ul style="list-style-type: none"><li>– AWS Certified Big Data – Specialty</li><li>– AWS Certified Developer – Associate</li><li>– AWS Certified Solutions Architect – Associate</li><li>– AWS Certified Cloud Practitioner – Associate</li><li>– AWS Certified SysOps Administrator – Associate</li><li>– Microsoft Certified Solution Expert (MCSE)</li></ul></li><li>▪ Cloudera Certified Associate (CCA) Data Analyst</li></ul>

# Curriculum

The bachelor's in analytics curriculum prepares you with relevant skills you can apply immediately in the workplace. All courses are reviewed and revised continually by our dedicated curriculum department and advisory board to ensure they reflect the most recent developments in the field.

## Course Topics Include:

Apache Hadoop, Hive, Pig, and Spark, as well as big data, data governance, data science, database architecture, database schemas, enterprise data management, machine learning, MapReduce, MongoDB, NoSQL, online analytical processing (OLAP), predictive analytics, and SAP Analytics.

Students have the opportunity to choose from nine optional concentrations:

- Cloud computing
- Game development
- Information security and assurance
- Network administration
- Software development using C#
- Software development using Java
- Software development using Python
- Software development using web languages
- Supply chain management and logistics

## Set Your Own Speed with the ExcelTrack® Bachelor's Degree in Analytics

ExcelTrack® is competency-based learning that helps analytics professionals take control of their education.<sup>1</sup> With ExcelTrack®, you can use your knowledge and experience to move faster through topics you already know and focus only on what you need to learn. Each ExcelTrack® course is a single credit and covers one competency. Same degree— you choose how to earn it.

## Program Detail

**Credit Hours:** 180

**Program Length:**

Standard online program: 2–4 years<sup>8</sup> (With transfer credit and other prior experience, the average completion time for Purdue Global bachelor's degree graduates in 2021–2022 was 2.1 years.)

ExcelTrack®: Self-paced so you can graduate sooner

**Tuition Structure:**

Standard online program: Standard per credit

ExcelTrack®: One flat rate per term (excluding fees)

**Terms:** 10 weeks long

**Start Dates:** Throughout the year

## Additional Programs

- Bachelor of Science in Cloud Computing and Solutions
- Bachelor of Science in Cybersecurity
- Bachelor of Science in Information Technology
- Master of Science in Cybersecurity Management
- Master of Science in Information Technology
- Master of Science in Applied Data Analytics





# Career Opportunities

## Industry Outlook

- According to the Bureau of Labor Statistics, data scientist is ranked fourth on the list of fastest-growing occupations from 2024 to 2034.<sup>9</sup>
- Opportunities will increase for IT professionals with the skills to translate raw data into sound recommendations.

## Career Pathways and Outcomes<sup>10</sup>

### Roles

- |                              |                                       |
|------------------------------|---------------------------------------|
| ▪ Data-driven decision maker | ▪ Data analyst                        |
| ▪ Functional analyst         | ▪ Data scientist and advanced analyst |
| ▪ Data systems developer     | ▪ Analytics manager                   |

### Employment Fields

- |                     |                  |
|---------------------|------------------|
| ▪ Computer services | ▪ Science        |
| ▪ Finance           | ▪ Law            |
| ▪ Education         | ▪ Communications |
| ▪ Health care       | ▪ Government     |

## Center for Career Advancement

Our Career Specialists offer the following services:

- Job search and networking support
- Career assessment/exploration
- Resume and cover letter review
- Interview preparation/mock interviews
- Portfolio development to showcase your skills
- Assistance in building an online presence
- Virtual career fairs
- 24/7 online access to job openings and career development tools

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## Purdue Global Is Accredited by the Higher Learning Commission

The HLC (HLCCommission.org) is a regional accreditation agency recognized by the U.S. Department of Education.

# Contact an Admissions Advisor at 844-PURDUE-G or visit [PurdueGlobal.edu](https://PurdueGlobal.edu).

IMPORTANT INFORMATION: PLEASE READ

For comprehensive consumer information, visit [Info.PurdueGlobal.edu](https://Info.PurdueGlobal.edu).

1 ExcelTrack<sup>®</sup> is designed to advance your progress based on existing knowledge; however, degree pace and time and cost savings will vary by individual. Program includes a traditional 6-credit capstone course; however, tuition is charged at the ExcelTrack<sup>®</sup> rate.

2 Purdue Global does not guarantee transferability of credit from any of these sources. See the University Catalog for the Prior Learning Assessment policy.

3 Purdue Global online bachelor's degree students who graduated in 2024–2025 and applied eligible prior learning (transfer, experiential, or credit by exam) credits received an average of 85 credits toward their degree. Purdue Global does not guarantee transferability of credit. See University Catalog for the Prior Learning policy. Source: Office of Reporting and Analysis, 2024–2025 academic year.

4 Students who inform Purdue Global they do not wish to pursue the program during the 3-week trial will not be charged. Students who choose to continue at Purdue Global will be billed for the full first term's tuition, including the 3-week trial, and will need to meet other specific requirements. Classes will be applied toward a degree if satisfactorily completed and students select to continue their studies at Purdue Global. No credits are earned if the student withdraws during the introductory period (3 weeks for new qualifying undergraduate students), which begins day one of the first term. Graduate programs and BS in Professional Flight not included. Additional terms may apply to international and non-U.S. citizen students. For further information, see the University Catalog.

5 Estimated graduation date is based on the assumption that you will enroll in time to begin classes on the next upcoming start date, will remain enrolled for each consecutive term, and will maintain satisfactory academic standing in each term to progress toward completion of your program. Completion time is based on a full-time schedule. Programs will take longer for part-time students to complete.

To start a Graduate Program Pathway, students should consult with their Student Advisor to confirm eligibility. Not all Graduate Program Pathways are available on all tracks, and some may require students to meet academic standards to continue taking graduate courses in their bachelor's degree program. Visit the University Catalog for more information.

6 Most Innovative Companies Rankings: Sources: [www.fastcompany.com/most-innovative-companies/2023](https://www.fastcompany.com/most-innovative-companies/2023) and [www.fastcompany.com/90846988/most-innovative-companies-education-2023](https://www.fastcompany.com/90846988/most-innovative-companies-education-2023). Rankings apply to Purdue University West Lafayette and not Purdue Global.

7 Students are responsible for understanding the requirements of optional certification exams. The University cannot guarantee students will be eligible to sit for or pass exams. In some cases, work experience, additional coursework beyond the Purdue Global program, fieldwork, and/or background checks may be necessary to be eligible to take or to successfully pass the exams.

8 The average completion time for Purdue Global online bachelor's degree students who graduated in the 2021–2022 academic year was 2.1 years. Source: Purdue Global Office of Reporting and Analysis, July 2022.

9 Source: U.S. Department of Labor, Bureau of Labor Statistics, *Occupational Outlook Handbook, Fastest Growing Occupations*. National long-term projections may not reflect local and/or short-term economic or job conditions, and do not guarantee actual job growth.

10 Purdue Global does not guarantee employment or career advancement. Additional training or certification may be required. In addition, job titles and responsibilities may vary by organization. Prior experience may be necessary for leadership positions.