Master of Data Analytics

Step into the future of data - enroll in our Master of Data Analytics program and unlock a world of possibilities.

The Master of Data Analytics (MDA) program has been meticulously crafted through extensive research and close collaboration with key industry partners.

Through industry-relevant course material and applied learning, graduates acquire the knowledge and skills necessary for success in a data-driven world. This program not only opens doors to a diverse range of exciting career prospects but also positions graduates for opportunities that may not even exist yet.

In today's workplace, digital technology continues to revolutionize the operational dynamics and decision-making processes of organizations. With an ever-expanding reservoir of data at their disposal, businesses have transitioned towards evidence-driven strategies, necessitating experts capable of gleaning insights from the analysis of extensive and diverse data sets. This expertise informs crucial decisions at all levels of industry.

The MDA curriculum delves into practical implementations, delivering essential education in the data science lifecycle. It further provides the opportunity to specialize through a selection of three distinct learning tracks: **Marketing Analytics, Operations Analytics, and General Analytics.**

Successful organizations now recognize that the proficiency to convert raw data into meaningful insights stands as the most effective route to increasing productivity and profitability. The opportunities are endless for graduates looking to make a meaningful impact across a range of organizations.

Program Highlights:

- Explore real-world projects and gain hands-on experience from day one.

- Benefit from the expertise of industry leaders and esteemed academics.

- Tailor your expertise with specialized courses like Machine Learning and Data Visualization.

- Access cutting-edge facilities and tools for an immersive learning experience.

Launch Your Career with a Master of Data Analytics!

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Quick Facts:

High-demand field: Designed to address the growing need for skilled data analysts in Canada, especially in Ontario.

Comprehensive curriculum: Provides core training in the Data Science Lifecycle and real-world applications.

Three learning tracks: Students can choose from Marketing Analytics, Operations Analytics or General Analytics specializations.

Practical experience: Includes internships and capstone projects to reinforce learning and develop problem-solving skills.

Diverse career opportunities: Graduates can pursue in-demand roles such as big data specialist, policy analyst or data visualization specialist.

Featured Courses :

Principles of Analytics: Lays the foundation for data-driven decision-making.

SQL Database: Master the art of managing and querying databases.

Marketing Analytics: Understand the intricacies of data-driven marketing.

Predictive Analytics: Predict future trends and outcomes with precision.

Data Warehousing and Visualization: Create impactful data visualizations.

Operations Analytics: Uncover insights to enhance operational efficiency.

Prescriptive Analytics: Go beyond prediction to offer strategic solutions.

Advanced Data Visualization: Craft compelling stories with data visualization.

Python for Data Analysis: Harness Python's power for data manipulation.

Agile Software Development: Embrace agility in software creation.

Program Opportunities:

- Forge connections through industry partnerships and networking events.
- Gain personalized mentorship and internships for hands-on learning.
- Lead with your Capstone Project, showcasing your skills to the world.

Employers seek professionals with specific tool competencies and skills in SQL, Excel, Python and Tableau. Opportunities are also available in consulting services, where analysts with strong communication skills and a high level of competency in the data science lifecycle are highly sought after. The MDA program prepares graduates to meet this demand and excel in their careers.

University of Niagara Falls Canada has been granted a consent by the Minister of Colleges and Universities to offer this program for a five-year term starting October 14, 2022. Prospective students are responsible for satisfying themselves that the program and the degree will be appropriate to their needs (e.g., acceptable to potential employers, professional licensing bodies or other educational institutions).

Contact
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unfc.com/programs/master-of-data-analytics

Career Pathways:

The MDA program provides the knowledge and skillset that can applied in a diverse range of industries, including manufacturing, logistics, finance, healthcare and e-commerce.

30,000 active data science-related job listings in North America

Become a **Data Analyst**, translating data into actionable insights.

Excel as a **Business Intelligence Analyst**, driving strategic decisions.
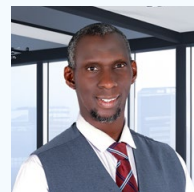
Elevate your profile as a **Data Science Specialist**, revolutionizing industries.

Thrive as a **Marketing Analyst**, shaping consumer behaviour and strategies.

Optimize operations as an **Operations Analyst**, streamlining efficiency.

"In the realm of data analytics, our program is applied, relevant and contemporary with industry needs. It comprises of practical skills and industry synergy, composed to harmonize with the contemporary tempo of the data-driven world."

— Dr. Lawal Yesufu, Associate Dean, Master of Data Analytics

Admissions Requirements

Completion of a recognized undergraduate degree equivalent to the four-year honours degree standard identified in the PEQAB Degree Level Standard and the Ontario Qualifications Framework, in an appropriate specialization, or relevant bridging studies, with CGPA of 3.0 (on 4.33 scale) or better.

Applicants who have been awarded a master's degree or higher-level credential from a recognized Canadian university (or equivalent) with a CGPA of 3.00 (on 4.33 scale) or better may be admitted to a graduate program. The principal areas of study or academic emphasis of the second degree must be distinct from that of the first degree.

Applicants must demonstrate a background in business management, math, and computer information systems, and have completed at least two undergraduate course in statistics or quantitative methods and one course in computer programming or management information systems.

For more detailed admissions information, please visit unfc.com/admissions/graduate

Tuition and Fees

For updated tuition and fees, please visit unfc.com/admissions/tuition-fees

How to Apply
To apply for the Master of Data Analytics program, please visit: unfc.com/admissions/graduate