Data analytics is the application of fundamental scientific principles towards the analysis of large, complex data sets. Practitioners in this rapidly growing field have expertise that cuts across core disciplines of computer science, mathematics and statistics, as well as critical thinking, problem-solving and communication skills. Students in the data analytics major will complete courses in core fundamentals and one of three area specializations: Biomedical Informatics, Business Analytics, and Computational Analytics.¹

**Career Areas/Job Titles:**

**Management and Industry**
- Marketing Analyst
- Statistician
- Consultant

**Communication and Media**
- Media Data Analyst
- Web Analyst
- Digital Analyst

**Science and Technology**
- Technical Research Analyst
- Data Architect
- Data Scientist
- Computer Systems Analyst

*Some careers may require licensure, certification, or further education. Talk to an advisor about specific requirements.*

**Transferable Skills:**

- Business Fundamentals
- Computer Programming
- Economics and Accounting
- Software Engineering
- Fundamentals
- Language Fluency
- Mathematic Skills
- Provide/Respond to Feedback
- Public Speaking
- Use Technology Effectively
- Written & Verbal
- Communication
- Teamwork
- Creativity/Imagination
- Gathering Information
- Forecasting/Predicting
- Identifying Problems
- Research Skills
- Attention to Detail
- Judgment & Decision Making
- Implementing Decisions
- Strategic Planning/Visioning
- Creating Innovative Solutions
- Quantitative Reasoning
- Data Analysis
- Analytical/Critical Thinking
- Problem Solving

*This is not an extensive list of transferable skills. See larger list of skills you might develop here: [http://ccss.osu.edu](http://ccss.osu.edu)*

**Professional Links:**

- Association for Computational Machinery (ACM) special interest group on knowledge discovery and data mining: [http://www.sigkdd.org](http://www.sigkdd.org)
- The Institute for Operations Research and the Management Sciences: [https://www.informs.org](https://www.informs.org)

¹University Exploration: [https://data-analytics.osu.edu/major](https://data-analytics.osu.edu/major)