MASTER OF SCIENCE IN BUSINESS ANALYTICS

Skills

**Programming:** Data cleaning (R: dplyr, stringr, lubridate), web scraping (R: rvest, xml), Big Data (R: sparklyr)

**Visualization:** Capture trends and unusual behavior (R: ggplot2, ggviz, tableu, plotly), spatial visualization (R: ggmap, leaflet)

**Dashboard:** Tableau, R: Shiny

**Modeling:** Supervised learning methods (linear regression, logistic regression, lasso, ridge regression, decision trees, LDA, QDA, KNN, PCR, neural networks, random forests, svm), unsupervised learning methods (kmeans, hierarchical clustering), deep learning (CNN, RNN, LSTM, GAN)

**Optimization:** Linear, non-linear, discrete and dynamic optimization

**Language:** R, Python, SQL, NoSQL

**Specialization:** Marketing analytics, fraud analytics, operations analytics, game analytics, time-series analysis, healthcare, entertainment, consumer behavior, sales, text analytics

**Soft Skills:** Business communication, dashboarding, consultation, collaboration, strategy, problem solving, problem framing

General

<table>
<thead>
<tr>
<th></th>
<th>2016</th>
<th>2017</th>
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<tbody>
<tr>
<td>Class Size</td>
<td>75</td>
<td>92</td>
</tr>
<tr>
<td>Average Age</td>
<td>25</td>
<td>25</td>
</tr>
<tr>
<td>Average Years of FT Work Experience</td>
<td>1.25</td>
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Diversity

<table>
<thead>
<tr>
<th></th>
<th>2016</th>
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<tbody>
<tr>
<td>Women</td>
<td>46</td>
<td>49</td>
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<tr>
<td>Asian American</td>
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<td>African Am./Hispanic/Latino/Native Am.</td>
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<tr>
<td>International</td>
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<td>83</td>
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Academic Profile

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<tr>
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<tbody>
<tr>
<td>Average GPA</td>
<td>3.63</td>
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<tr>
<td>Average GMAT</td>
<td>722</td>
<td>730</td>
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<td>GRE Quant</td>
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<td>Average TOEFL</td>
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<td>IELTS</td>
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Program Employment Outcomes

- Internet/Tech
- Other
- Financial Services
- Healthcare
- Media/Entertainment
- Logistics & Supply Chain
- Management Consulting

Incoming Majors

- Finance
- Engineering
- Economics
- Computer Science/IT
- Accounting
- Others
- Mathematics & Statistics
- Marketing

Recruiting and Program Partners

Amazon
Amgen
AT&T
Blizzard Entertainment
Cisco
City National Bank
City of Los Angeles
DataScience.com
Deloitte
Farmers Insurance
Goldman Sachs
Google
Houlihan Lokey
IBM
Information Builders
Intel
Jam City
Kaiser Permanente
LinkedIn
Lionsgate
Live Nation
Microsoft
NBCUniversal
Nordstrom
NovoNordisk
PennyMac Loan Services, LLC
PwC
Sony
Uber
Universal Music Group
Walmart
Yahoo

APPLICATION DEADLINES

- **April 15** for International Students
- **May 15** for US Citizens/Permanent Residents
“The dedication of the program faculty makes the program and career resources so competitive that I am proud to be part of it.”
Wendy Hsu,
Business Intelligence Developer at Lionsgate

This program has not only sharpened my analytical skills but also has provided me the opportunity to learn how to use tools for big data analysis helping me to make strategic recommendations for improved business performance and exciting career opportunities.”
Rini Mukherjee,
Senior Strategy Analyst at Technicolor

“I developed my capacity to think critically about numbers to bridge the gap between data scientists, executive management, and clients. I have been complemented on my ability to not only understand the analysis, but how that information can be leveraged in solving complex business problems.”

“The courses are actually very practical, especially Machine Learning topics for interviews and in my current role”
Jing Yu,
Data Analyst at VMWare

“I in a company that values data driven decisions, I use the skills and knowledge I acquired through the program on a daily basis. They have made it possible for me to be an effective decision maker and tackle complex business challenges.”
Amaury Gallais
Senior Program Manager at Amazon Web Services

Distinguishing program features:
- Broad and in-depth training in statistical modeling, data management, data visualization, model optimization, and decision-making under uncertainty
- Real business projects with corporate partners across a variety of industries
- Programming tools necessary to analyze large and unstructured datasets
- Access to scholars with expertise in statistics, information systems, operations, and engineering

SALARY

ENTRY LEVEL
$80K–$140K
5 YRS EXPERIENCE
$105K–$160K

Megan Arp,
Sr. Technology Consultant specializing in Data Strategy for IBM’s Global Business Services

#1 RANKED
-The Financial Engineer

Contact Us

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