Professional Master’s Program in
DATA ANALYTICS

Faculty of Engineering and Natural Sciences
Overview
Big data is paving the way to empower businesses to make better decisions.
With the amount of digital data increasing at an enormous rate, a more rigorous research is carried out in an effort to extract value from the massive data sets to turn them into smarter decisions for improving business results.
Companies are increasingly turning to data analytics for a more competitive edge in terms of productivity, profitability, safety and sustainable manufacturing processes for better products and better services. This emerging field of Data Analytics holds the key to unleashing that potential.

Objective
Data Analytics is considered to be a relatively new field which integrates state-of-the-art computational and statistical techniques to extract business value from a rapidly expanding volume of data. Many consulting firms claim that Data Analytics will be one of the key skills of the 21st century. Most critical issue, however, is the shortage of analytical talent that could turn the high-volume data into useful information that will be used for better decision making.
Companies need trained workforce skilled in Data Analytics, who are equipped to collect and clean, mine, interpret and present data for business use. Professionals holding a degree in Data Analytics will be well positioned to help their organizations gain a competitive advantage. This program is designed to help our participants develop the skill set needed for creating and maintaining the added competitive edge that innovative companies are trying to establish.

Scope of the Program
The curriculum will help you develop skills required for big data technologies.
This degree study incorporates courses in a wide variety of areas: Introduction to Data Analytics, Applied Statistics, Data Modeling and Data Processing, Modeling and Optimization, Big Data Processing using Hadoop, Machine Learning, Data Mining, Social Network Analysis, Exploratory Data Analysis and Visualization, Data Privacy and Security, Information Law and Data Ethics, Project Management and Business Communication, Capstone Project.
The interdisciplinary education at Sabancı University is a valuable asset for the candidates. Some of the courses and seminars will be given by senior executives, managers and leaders from related business areas to improve the knowledge-base and practical skills the participants need. Faculty and graduate students conduct research in areas including, data management, data processing, data mining, machine learning, NLP, social network analysis, operations research, decision modeling and data visualization.
Program Structure
Professional Master’s Degree in Data Analytics is a 30-credit program that can be completed in one academic year. The courses are distributed across three consecutive semesters (Fall, Spring and Summer).

Skills Acquired
Diagnose, understand, measure and evaluate data to enable better decision making within the organization. Define and apply appropriate methodologies for complex business problems. Interpret findings, present and communicate the results.

Who Should Apply?
• Recent graduates from all disciplines with a solid quantitative background (e.g. engineering, mathematics, physics, statistics and other fields with a quantitative focus).
• Professionals from all disciplines with a related work experience.

Career Opportunities
Graduates can find work as data analysts, data managers, data modelers and data scientists in the financial institutions, healthcare industry, insurance industry, telecommunications industry, marketing and media firms, retail industry and government agencies.

Training Location
Classes will be conducted in one of the training facilities of the university located in Karaköy. The training location is within easy reach from all around Istanbul via underground by tramway, by boat or by other means of public transportation.

Weekday classes: Every Monday and Wednesday between 19:00 and 22:00
Weekend classes: Every Saturday between 09:00 and 16:00
Big data, smart decisions...

Data Analytics: The gateway to business intelligence

“Big data is the new frontier for innovation, competition and productivity.”
- McKinsey and Company

“Business analyst or Data scientist: The sexiest job of the 21st century!”
- The Harvard Business Review

“Data are becoming the new raw material of business.”
- Craig Mundie

“90% of the world's data has been created in the past 2 years”
- Autonomy, an HP company

“No one has an important story to tell. They rely on you to give them a voice.”
- Stephen Few

“Data everywhere...but a scarcity of talent with the skills to make sense of it and create value.”
- U of Texas, MS in Analytics

“2.2 million Terabytes of new data is created every day.”
- Autonomy, an HP company

For more information:
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