QUEEN'S
UNIVERSITY
BELFAST
ESTᴰ1845

MSc
DATA ANALYTICS

ENGAGING WITH INDUSTRY

Developed and refined in close partnership with industry.

APPLY YOUR SKILLS

Take part in industry based projects with leading companies working on live data analytics projects.

FUTUREPROOF YOUR KNOWLEDGE

Take advantage of cutting edge analytics research in academia and industry.

**SHAPING A
BETTER WORLD**
SINCE 1845

QUEEN'S
UNIVERSITY
BELFAST
ESTᴰ1845

FACULTY OF
ENGINEERING
AND PHYSICAL
SCIENCES

MSc **DATA ANALYTICS**

Course Content

The programme provides a balanced route to learning through a blend of academic study and lab sessions, with a heavy focus on practical engagement with industry.

In the first and second semesters, you will study 6 modules full-time which will give you the skills and knowledge to become an expert in data analytics. In the third semester you will undertake a significant industry based project that will give you hands on practical experience of working in analytics in an industry environment.

The Environment

The programme is supported by excellent access to digital networks and learning resources and extensive use of well-equipped laboratories. You will be assigned a personal tutor to provide pastoral and academic care throughout the entire programme. You will be taught in classes of around 30 alongside fellow students from around the globe.

What will excite you

This is an exciting field of rapid development. Data is everywhere and continuing to grow massively, creating huge growth in demand for qualified experts to be able to extract meaning from the data that can inform important business decisions.

A diverse range of areas in which to work including software companies, healthcare, policing,fraud, smart cities, intelligent buildings, industry 4.0, marketing, all of which gives businesses the edge over their competitors.

CAREER OUTCOME

HARD SKILLS

SOFT SKILLS

Data Analytics Fundamentals, and Frontiers of Analytics

Data Mining and Machine Learning

Database and Programming Fundamentals

Problem solving – Analytics in Action module

Communication skills developed through analytathons

Excellent Analytic Ability developed in taught modules, labs, online training apps, and practical examples.

Who will be teaching you?

Course Director
Professor Adele Marshall

Adele Marshall has 20 years' experience in developing new approaches in advanced data analytics. Adele works with a number of analytics companies and has technology transfer projects with See Sense, Ampliphae and Terex.

Neil Robertson is an international specialist in machine learning and deep learning with his own start up company in the area.

Aleks Novakovic is an expert in artificial intelligence (AI). He started his career in engineering and seeing the value in AI and analytics, moved into this field.

Gary McKeown is a psychologist, working on the emerging area of behavioural analytics. He is currently collaborating with companies such as Red Bull, Sensum, and Ulster Rugby.

About you

You will be a logical thinker with an enquiring mind, mathematical ability and a passion for extracting value out of data.

You could be:

A recent graduate - in mathematics, statistics or computer science.

Already working in industry - experienced in data science or business intelligence looking to upskill or enhance your professional career.

An international student interested in studying a UK Master's degree with individual industry based projects.

Where could you be in five years?

The list is endless!

You could be working or leading your own analytics team in Google, Facebook, Citigroup, Allstate, Santander, Seagate, Red Bull, Kainos, Skyscanner, British Airways, Boots, Debenhams plus many more companies all looking for this package of skills.

You could be at the forefront of developing new algorithms that make predictions on human behaviour in any number of applications from shopping patterns, lifestyle choices, banking or mortgage decisions, to how people perceive new products.

You could be an advisor to government or looking at how to improve the provision of healthcare to the population, or in infrastructure evaluating whether a new airport, road, or shopping centre should be built.

You could be a programme leader or a product champion at companies such as GSK Pharmaceuticals, Almac, British Aerospace [(BAe)], Texas Instruments, Apple, Microsoft, SAS, Bombardier or National Grid.

To discuss the course in more detail or if you have any questions contact:

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FIND OUT MORE ABOUT THE COURSE:
http://go.qub.ac.uk/data-analytics