

# What Can I Do With My Major?

## Analytics



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# Why Study Analytics at UPEI?

Analytics is situated at the confluence of statistics, computer science and mathematics, all centered on finding, interpreting and presenting meaningful patterns in data for various industries. This degree offers specializations in either Data Analytics or Business Analytics. Graduates in Analytics are in high demand across a broad spectrum of fields, including government, business and technology.

Adapted from <https://www.upei.ca/programs/analytics>



# Career Possibilities

Some careers may require further education

- Business Advisor
- Business Intelligence Analyst
- Business Systems Analyst
- Data Analyst
- Logistics Analyst
- Machine Learning Engineer
- Marketing Research Analyst
- Quantitative Analyst
- Statistician
- Transportation Logistics Specialist



# Top Transferable Skills

**Analysis** requires comparing information and data to help categorize, perceive patterns and relationships and evaluate ideas – a critical part of examining evidence.

**Problem Solving** skills require the ability to define, clarify and recognize problems. Effective problem-solving is integral to processes such as applying theory to test hypotheses and find solutions.



# Top Transferable Skills

**Math and Numeracy:** The ability to accurately formulate problems, model complex systems and apply quantitative analysis. Becoming more proficient in some areas may be necessary.

**Interpersonal Skills:** Professional interactions with colleagues, peers and clients will require adaptive strategies to create stronger relationships. Self-reflection and awareness is part of building this skill.



# Analytics Related Resources

[Canadian Research Insights Council](#)

[Certified Analytics and Insights Professionals of Canada](#)

[Digital Analytics Association](#)

[ESOMAR](#)

[Going Global with Big Data](#)

[Information Resource Management Association of Canada](#)

[Society for Canadian Women in Science and Technology](#)

# Thanks For Reading!

**Website:** [upei.ca/exed](http://upei.ca/exed)

**Contact information:** [experientialed@upei.ca](mailto:experientialed@upei.ca)



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