

THINK NEW DIRECTION. HEAD WEST!

MASTER OF SCIENCE APPLIED BUSINESS ANALYTICS

The MS in Applied Business Analytics at the **University of West Georgia** will equip students with the advanced analytical skills needed to succeed in a data-driven world.

The MS in Applied Business Analytics program has 3 tracks:

- **Healthcare Analytics**
- **Data Intelligence**
- **Sports Analytics**



- **Healthcare Analytics** - Help healthcare organizations identify areas where they can reduce costs by optimizing staffing levels, reducing waste, and identifying inefficient processes.
- **Data Intelligence** - Help organizations make data-driven business decisions around marketing, sales, inventory, supply chain, and more to improve operational efficiency and profitability.
- **Sports Analytics** - Utilize data to help teams, players, and sports-related organizations optimize their performance and gain a competitive edge.

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