

# ► BIG DATA ANALYTICS

## ONE-YEAR ONTARIO COLLEGE GRADUATE CERTIFICATE



Big Data allows users to visualize past, present, and future patterns by linking and presenting information in meaningful ways. Data Analytics offers deeper insight into the meaning of data sets by telling the story behind the information. This enables stakeholders to make more informed decisions, predict trends and better understand the needs and sentiments of customers.

Georgian's Big Data Analytics program provides students with a unique blend of theoretical knowledge and applied skills. You will learn how to collect, curate, manipulate, encode, and store data sets so they can be analyzed and mined in such a way that they can be reused and repurposed to solve challenges that don't yet exist.

Graduates are able to collect, organize and correlate data for a wide range of industries including government, applied research, human resources, health care, and sales and marketing. Leveraging their prior background, skills, and experience, graduates may be employed in roles such as data analyst, data visualization developer, business intelligence specialist, analytics specialist, business intelligence solutions architect, data engineer or business analytic specialist.

### AS A GRADUATE YOU WILL BE ABLE TO:

- collect, manipulate and mine data sets to meet an organizational need
- recommend different systems architectures and data storage technologies to support data analytics
- design data models that meet the needs of a specific business process
- develop software applications to manipulate data sets, correlate information and produce reports
- design and present data visualizations to communicate information to business stakeholders
- apply business analytics and business intelligence tools to support evidence-based decision making
- employ environmentally sustainable practices within the field of data analytics
- apply basic entrepreneurial strategies to identify and respond to new opportunities

### TO GET INTO THIS PROGRAM YOU NEED:

- a postsecondary diploma, degree or equivalent
- it is recommended applicants have a specialty in science, technology, engineering, mathematics or business

Apply today to start at the Barrie Campus this fall.

### TO REGISTER

[GeorgianCollege.ca/admissions](http://GeorgianCollege.ca/admissions)  
705.722.1511  
[registrar@georgiancollege.ca](mailto:registrar@georgiancollege.ca)

### MANDATORY COURSES

- Data Manipulation Techniques
- Information Encoding Standards
- Data Systems Architecture
- Business Processing and Modelling
- Data Programming
- Mathematics for Data Analytics
- Data Visualization
- Social Data and Mining Techniques
- Data Collection and Curation
- Enterprise Analytics
- Business Intelligence
- Data Analytics Project

### FOR MORE INFORMATION

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