The amount of data readily available in today’s world is astounding. But data without context lacks meaning. In IIT’s Applied Analytics program, you’ll learn how to collect, curate, and analyze “big data,” as well as how to communicate the major implications of data results to a range of audiences, from the general public to business leaders. With a solid base of analytical skills, you’ll be able to examine a variety of contemporary problems in a wide range of industries. In government, analytics can help explore the impact of public officials using Twitter. In business, information on consumer behavior can help organizations understand product supply and demand.

The McKinsey Global Institute, a renowned business and economic research group, put out a report titled, “Big data: The next frontier for innovation, competition, and productivity,” outlining the growth potential of this field. IIT’s Applied Analytics curriculum will prepare you to pursue these new careers. Our unique program provides a level of expertise in communicating data and understanding human behavior that is lacking from analytics programs housed in computer science or statistics.
THE IIT ADVANTAGE

Studying applied analytics at IIT, which is most well-known for its technology-focused programs, offers you the unique opportunity to collaborate with your friends in engineering, architecture, computer science, business and life sciences. Our interdisciplinary approach culminates in the Interprofessional Projects Program (IPRO), which brings together student teams from across disciplines to solve a common problem. With technology playing an increasingly central role in our daily lives, having this hands-on collaborative experience gives our students a big advantage in the job market.

Not to mention, living in the heart of Chicago is an extraordinary education in and of itself!

AFTER LEWIS
The unique combination of abilities you gain at IIT will help you jumpstart a career that makes a practical difference in the world. Here are some of the fields our graduates enter:

- Data science
- Market analysis
- Business analysis
- Bioinformatics
- Psychometrics
- Public relations

IIT Lewis College of Human Sciences
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FROM THE MCKINSEY GLOBAL INSTITUTE REPORT, “BIG DATA: THE NEXT FRONTIER FOR INNOVATION, COMPETITION, AND PRODUCTIVITY”:

“Leaders in every sector will have to grapple with the implications of big data, not just a few data-oriented managers. The increasing volume and detail of information captured by enterprises, the rise of multimedia, social media, and the Internet of Things will fuel exponential growth in data for the foreseeable future.”