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Contact: Robyn Kontra

805-756-5331; [rkontra@calpoly.edu](mailto:rkontra@calpoly.edu)

## Cal Poly Launches Professional Certificate in Business Analytics

SAN LUIS OBISPO — Cal Poly's Orfalea College of Business is accepting applications for its new Business Analytics Certificate Program, a five-course interdisciplinary degree aimed at business leaders who use data to analyze and solve fundamental business problems.

Cal Poly will begin offering the program in June. The certificate program's curriculum will include classes related to statistics, data mining, data management, econometrics, and marketing analytics taken over two quarters.

Reflecting Cal Poly's Learn by Doing philosophy, courses will give students hands-on experience with the quantitative tools necessary to analyze data sets of all sizes and types, including Oracle programs, SAS Enterprise Miner for data mining, and R programming language for regression analysis. The program aims to make a direct impact on local business leaders who need to visualize and analyze data before communicating insights to a larger team.

"We've built this program in response to a demand for business professionals who can make data-driven decisions," said Sanjiv Jaggia, the Orfalea College of Business' associate dean for graduate programs. "This is the perfect complement to an undergraduate degree in business, engineering, science or math, especially for professionals looking to enhance their skills for tomorrow's economy."

Jaggia cites industry trends that forecast demand for data analysts. The Bureau of Labor Statistics recently reported, "Companies of all sizes are expected to add enough data analysts that, as a group, the job category should grow by 45 percent through 2018, making it among the fastest-growing career choices out there."

For more information, visit <http://grad.calpoly.edu/programs/analytics.html>.

About the Orfalea College of Business and Cal Poly

The Orfalea College of Business, one of six academic colleges at Cal Poly, is a nationally ranked, four-year, comprehensive public university in San Luis Obispo. Cal Poly is a distinctive learning community offering academically focused students a hands-on educational experience that prepares them for today's scientific and technical world. For more information, visit [www.cob.calpoly.edu](http://www.cob.calpoly.edu).

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