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## Universities step up

**The marketplace is looking for a supply of true data scientists, not just button pushers. Many universities are working to serve this need. As analytics grows to pervade wide-ranging professions and business models, the stakes are getting higher.**

From journalism to medicine to HR and beyond, the convergence of analytics and other disciplines is upending expectations for insights across the board. In some industries, such as entertainment, companies are using data to motivate decisions on product development, marketing, talent, and more. Think of it as “Moneyball for Movies.” It’s a big deal.

It’s great news that higher education is beginning to churn out thousands of data scientists and quantitative analysts. But as universities find themselves facing increased expectations to support the new data economy, the pressures will build. There’s likely to be a shakeout. Some new programs won’t turn out strong data scientists in sufficient numbers, for a variety of reasons. For the longer term, it will be essential to have an abundance of students with solid quantitative prerequisites entering and succeeding in these programs.

#AnalyticsTrends2015

### The So What:

“STEM”—shorthand for the academic disciplines of science, technology, engineering, and mathematics—has been one of the hottest buzzwords on college campuses for years. Today, some are beginning to talk about “STEAM” instead, adding an “A” for Art. This is good news for the business world, which is looking to such programs to deliver the necessary analytics talent. Businesses are increasingly on the hunt for people who can balance quantitative analysis capabilities with an ability to tell the story of companies’ data in compelling, often visual, ways. Put simply, design thinking, visualization, and storytelling are increasingly important. Core STEM disciplines provide the necessary foundational capabilities for new data science talent entering the workplace—but on their own, they are no guarantee of analytics success. “Liberal arts” skills are also needed to frame the right questions, think critically, collaborate with domain experts, and explain technical assumptions and results to non-technical audiences.

As universities continue to add analytics and data science programs and the business world hires and deploys these graduates to create value, a strong feedback loop is needed to ensure the appropriate linkages between technical expertise and domain knowledge, organizational context, communication excellence, and user experience.

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