



# MMA<sup>(EXP)</sup>



McGill



DESAUTELS

# MASTERS OF MANAGEMENT IN ANALYTICS

As core to the program, the EXP Analytics Consulting module has McGill MMA students working alongside Industry professionals over a 10-month period solving a significant Data & Analytics problem, aimed to boost the client's top or bottom lines.

Be part of a Data Science team of 4 student specialists

1

#### BUSINESS STRATEGIST

- What is the problem
- How do we solve it

2

#### DATA ANALYST/MODELER

- Identify core data needs
- Define formulas/algorithms

3

#### DATA ENGINEER/CODER

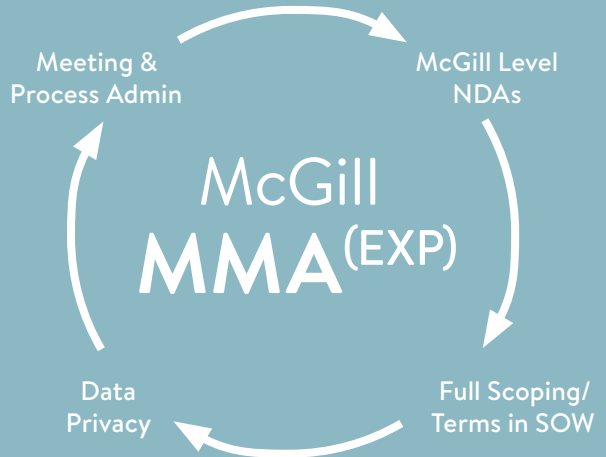
- Automate data sourcing
- Integrate solution components

4

#### VISUALIZATION/UI DESIGNER

- Design front end for best user adoption
- Articulate User Experience

With the McGill MMA<sup>EXP</sup> Analytics projects, you get full structural integrity to drive a strong result



Build a Data Driven Solution over the Program Long tenure

DEFINE SCOPE OF MCGILL PROJECT

DATA DEEP DIVE

SOLUTION SPECIFICATION

PROJECT DEFINITION

CURRENT PROCESS & DATA EVALUATION

SOLUTION RESEARCH & RECOMMENDATIONS

SCOPE BUSINESS NEED

COMPLETE DATA DISCOVERY

MARKET BEST PRACTICE

STAGE 1  
(1-2 months)

STAGE 2  
(2-4 months)

STAGE 3  
(5-6 months)

**NEED HELP?  
WE'RE HERE FOR YOU**

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