How can data drive top or bottom-line decisions?
MASTER OF MANAGEMENT IN ANALYTICS

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

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

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**

**STAGE 1** (1-2 months)

**STAGE 2** (2-4 months)

**STAGE 3** (5-6 months)

**McGill MMA<sup>EXP</sup>**

**Meeting & Process Admin**

**McGill Level NDAs**

**Data Privacy**

**Full Scoping/ Terms in SOW**

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