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Reasons to Advance Your Education in **Data Analytics** with George Mason University

With expected shortages of trained professionals to handle all of the current and future growth of data, it's clear that keeping up with technology requires you to invest in building your career. Let Mason help you create career longevity by developing your data-driven mindset with a Data Analytics Certificate. Here are 5 reasons to apply.

1

Data is the main driver of growth in business, which means the responsibilities of the employee surrounding data are also growing. **In less than 20 years 1/3 of jobs will use software, robots, or smart machines and 90% of the world's population will be internet users**, according to Lighthouse Labs. Employees are now expected to use data to research, problem solve, be strategic, and communicate.

2

Data touches every part of our daily lives. **IBM experts state that from 2016-2018 alone, 90% of the world's data was generated.** For example, we use apps or websites that make it easy for us to make purchases all types of items. With facial scans and augmented reality, we're able to try on glasses or lipstick from the comfort of our own home. Everything from library sharing to no-wait medication delivery is using data to change our lives.

3

Artificial intelligence and its use of big data are growing significantly, according to a PwC report that states **artificial intelligence could add \$15.7 trillion to the global economy by 2030.** This means that more things around us are becoming automated. We can ask our phones to play a song, instruct our smart displays to change the thermostat, or ask our smart speakers to add things to our grocery list.

4

Machine learning uses large amounts of data in order to make decisions and continues to learn to become more accurate. **The digital universe will reach 175 zettabytes in 2025, according to IDC Market Research.** The information uncovered is used to make some of the most important determinations in business. Machine learning is most commonly found in personalized recommendations on video streaming platforms or shopping apps.

5

Data is crucial in the 21st century – it touches all types of business, such as marketing, real estate, education, healthcare, and more. In real estate, data is analyzed to find the right home for a client or the best place for a development. Data is now being used in the healthcare industry to scan and analyze images. According to Forbes, **AI algorithms can scan and analyze biopsy images and MRI scans 1,000 times faster than doctors, and these algorithms can diagnose with an 87% accuracy rate.**



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Data Analytics Certificate

Are you ready for the future of data?

This program is designed to help students build strategic capabilities required in various data roles through in-demand data skills such as, fundamentals of programming and techniques, data enrichment with APIs, data visualization, and machine learning models.

These skills are in-demand like never before with every sector of today's business being overwhelmed with data, making it the perfect time to receive an industry-recognized credential in this highly competitive area. **When you earn Mason's Data Analytics Certificate by completing all three courses, you also earn an industry-credentialed badge, a career-enhancing symbol proving your knowledge to employers.**



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Call or email us to learn more, or click to enroll.