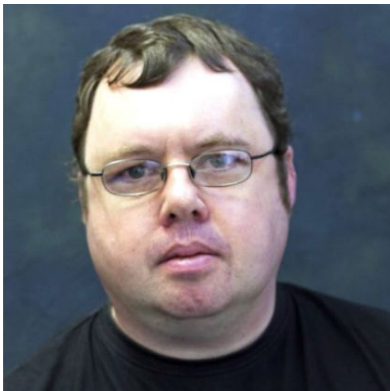
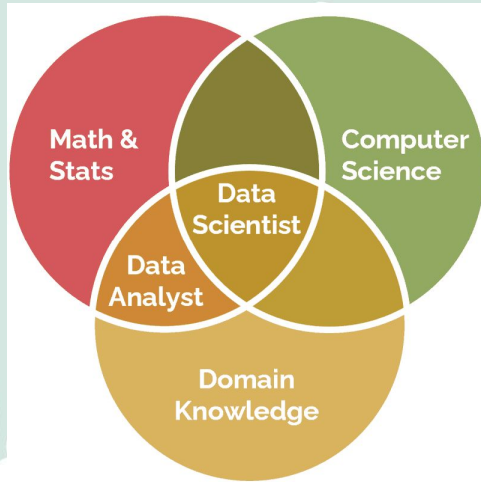


MSc Data Science and Business Analytics at the University of Plymouth



- *Many companies and organizations have large datasets that they wish to process to increase the profits or the benefits to society.*
- *This MSc will teach you the skills to manipulate data using statistics, machine learning and AI.*
- *Dr Craig McNeile*
- Programme Manager
craig.mcneile@plymouth.ac.uk



Applications of Data Science and Business Analytics

- *Mining company in Cornwall*
- *Wound management at Mount Gould hospital. Regular pictures of wound with treatment.*
- *Crowdfunding - dashboard for pledges*
- *Building classifiers for Churn (when customer stops paying for product such as broadband)*

The demand for specialist data skills is growing. In 2023, the World Economic Forum surveyed 803 global companies and found that 'AI and Machine Learning Specialists' and 'Data Analysts and Scientists' roles were in the top 10 jobs expected to grow fastest between 2023 and 2027.



Demand for Data Scientists



Everything You Should Know About Data Science: The Century's Hottest Career



Laurence Bradford, **U30** CONTRIBUTOR

ROBERT WALTERS

Demand for data scientists increases



Over the past five years, we have seen significant growth in the financial services sector.

Demand for data scientists is booming and will only increase

Fueled by big data and AI, demand for data science skills is growing exponentially, according to job sites. The supply of skilled applicants, however, is growing at a slower pace.

- With a few years' experience you can expect to earn between £40,000 and £60,000.
- Lead and chief data scientists can earn upwards of £60,000, in some cases reaching more than £100,000.

+ a b l e

Redefining
Role of IT

Structure of the MSc

- Semester starts in January (taught modules)
 - Applied Data Modelling and Artificial Intelligence
 - Contemporary Issues in Data Science (Research seminar)
 - Choice of Business Module (Analysis of Financial Statements, Operations and Project Management, 5 other options)
- May (or earlier) to September
 - Work with a supervisor on a data science project.
- Semester starts in October (taught modules)
 - Big Data Visualisation and Analytics (Statistics, visualization, R language)
 - Business Analytics (statistics of business decisions)
 - Software Development and Databases (Python, databases, SQL)



Summary

- *This is a conversion MSc.*
- *We admit students from all disciplines with a 2:2 honors degree.*
- *We have had students with degrees in History and English Literature – who have done well on this Msc*
- *Data science and AI are rapidly changing*
- *For example, the use of AI coding assistants, (eg. ChatGPT) LLMs and generative AI.*
- *Data scientists use software, artificial intelligence and machine learning to analyse and interpret large amounts of data.*

