



Analytics and Data Science Institute

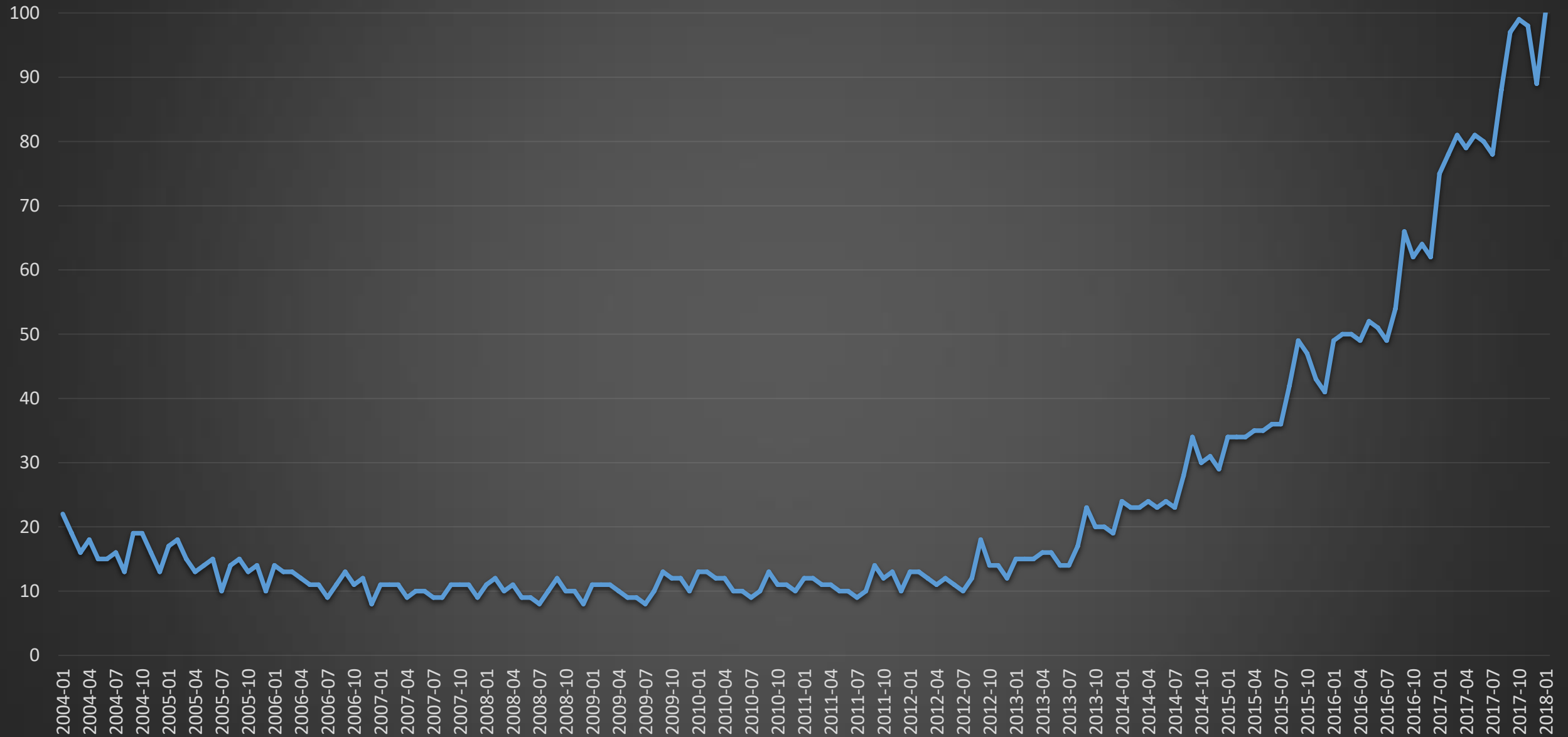
The Evolution of Data Science

Jennifer Lewis Priestley, Ph.D.

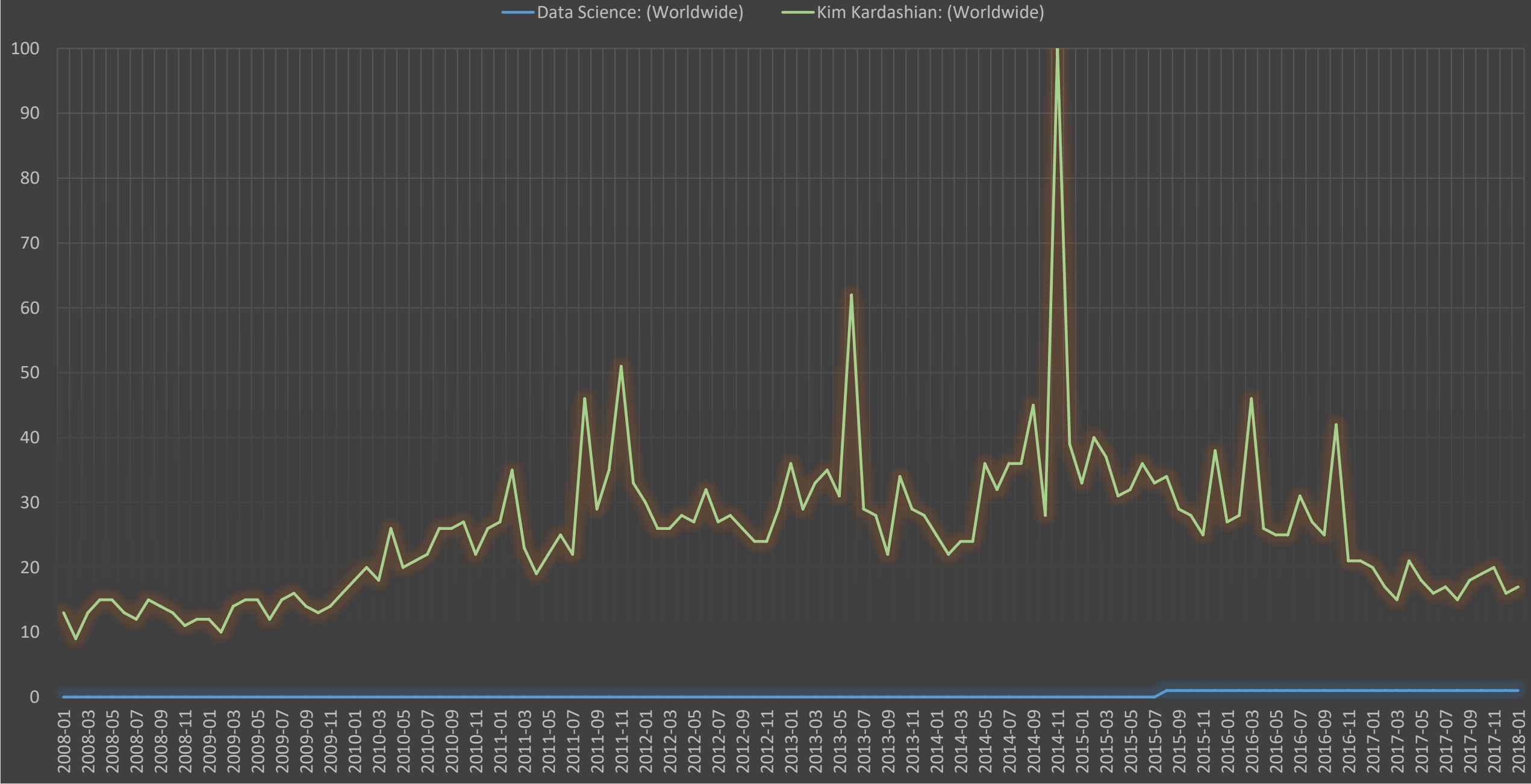
Associate Dean, The Graduate College

Executive Director, Analytics and Data Science Institute

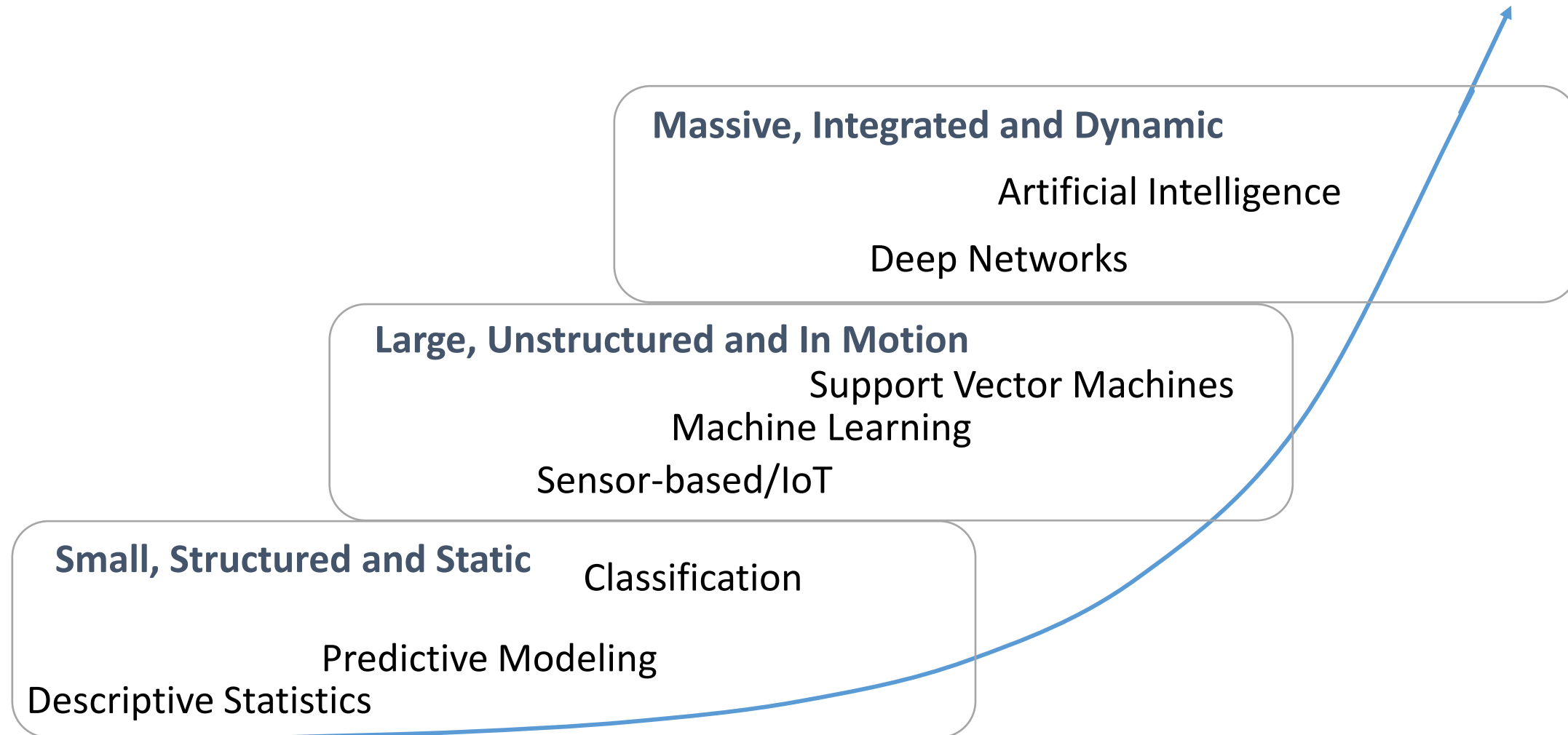
Google Trends - Global Searches on "Data Science"



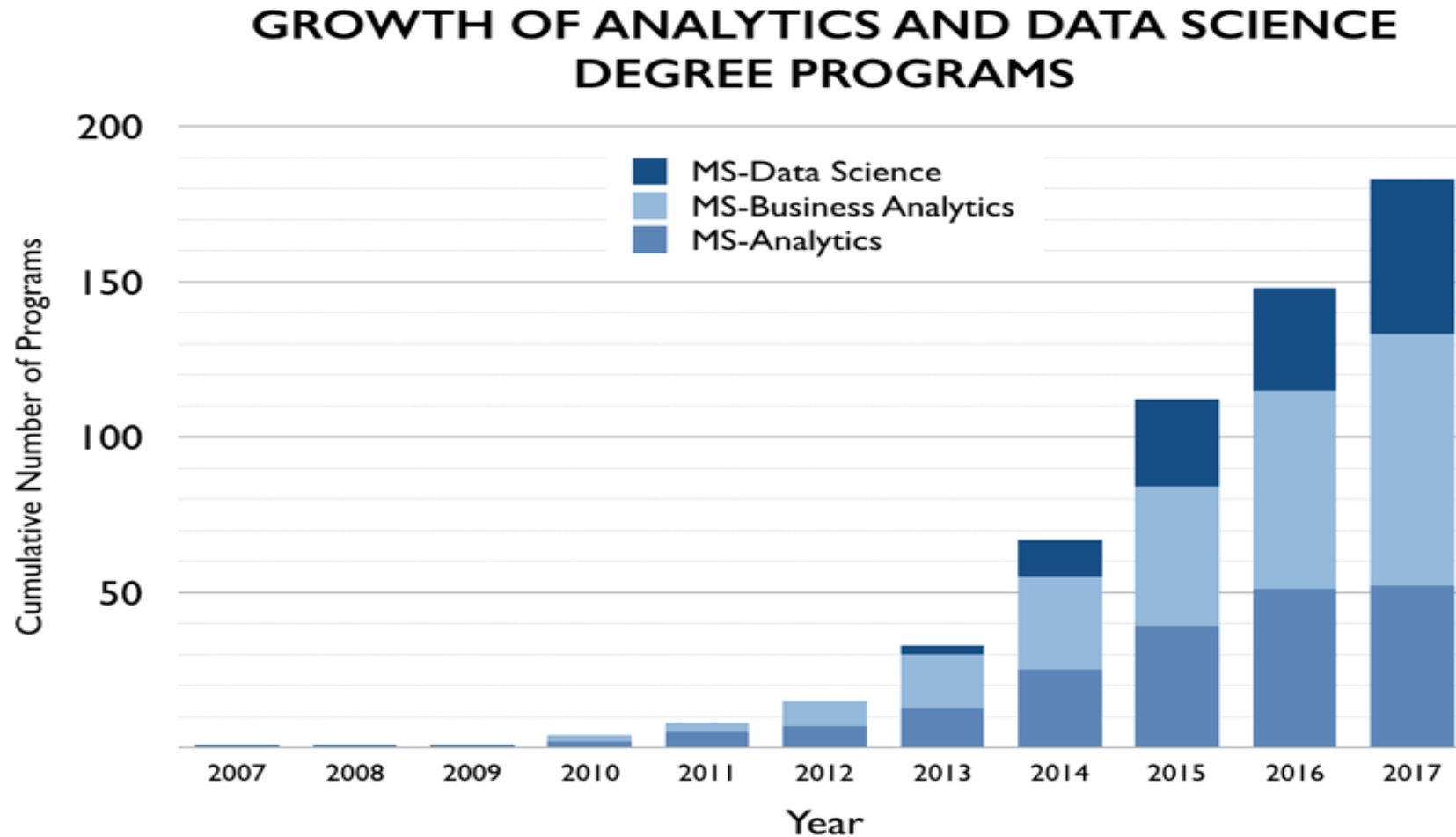
...Lest we think we are important



How the Data Ecosystem is Evolving...



How Academia is Evolving...



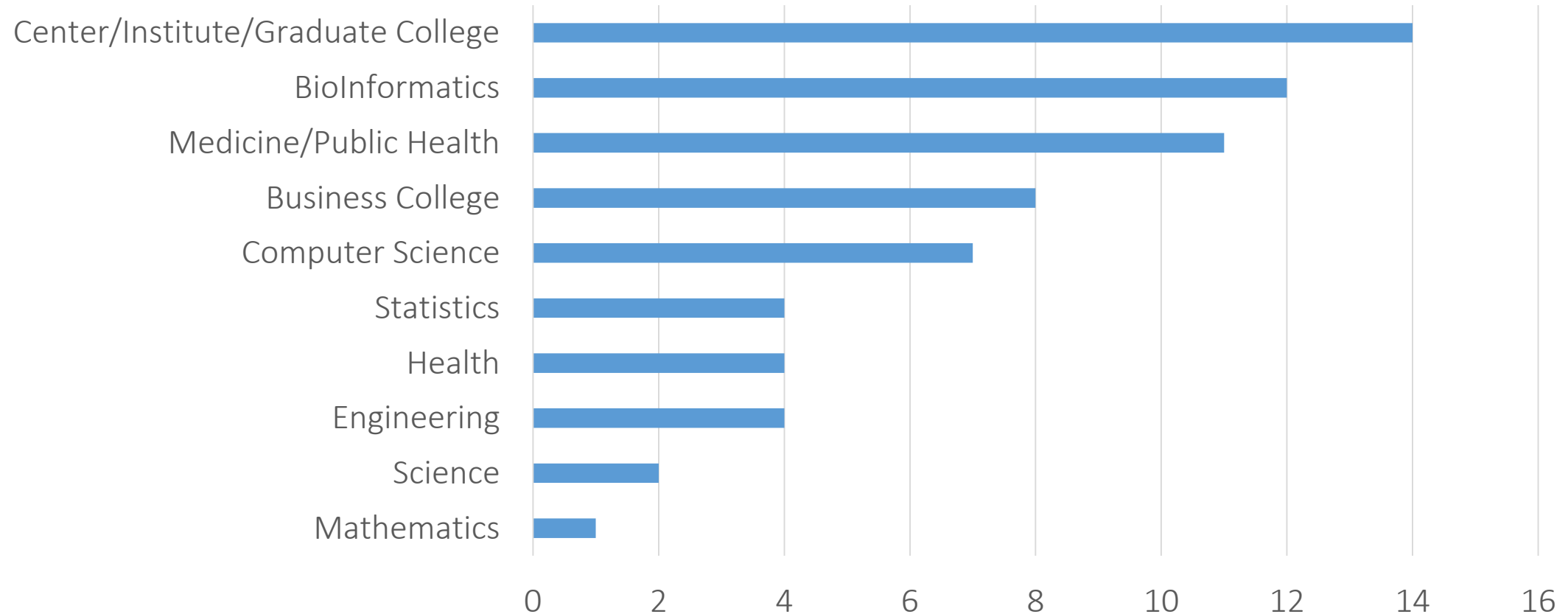
The Rise of a New Discipline



Disclaimer: Any likeness to actual academic departments is unintentional (sort of)

The Rise of a New Discipline

University Location of Ph.D. Programs in Data Science



Who ARE these People?



“Person who is better at statistics than any software engineer and better at software engineering than any statistician” – Josh Wills, Director of Data Engineering at Slack



“Person who is better at explaining the business implications of the results than any scientist and better at science than any business school graduate”
Jennifer Priestley, Ph.D. Data Nerd

Everyone is chasing the same talent...

Finance
Retail
Political Science
Consulting
Healthcare
Economics
Manufacturing

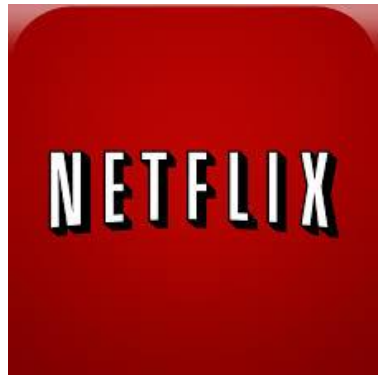


...including Academia

Native and Non Natives...

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 Southern Company

The Rise of a New Discipline...changing universities for the better

	Traditional Orientation
Research Funding	Public Sector
Degrees	Single Siloed Department
Publication	Single Author

The Rise of a New Discipline...changing universities for the better

	Traditional Orientation	Data Science-Centric Orientation
Research Funding	Public Sector	Private Sector
Degrees	Single Siloed Department	Interdisciplinary
Publication	Single Author	Multiple Authors

Universities and industry unite in £92 million UK railway research partnership

Posted on 10 Jul 2017

A partnership between the rail supply industry and a consortium of eight universities has secured £92 million to fund research aimed at establishing the UK as a world-leading centre of railway excellence.

The partnership – part of the newly-created [UK Railway Research and Innovation Network \(UKRRIN\)](#) - has won £28.1 million funding from the



The pharmaceutical industry is fueling an increase in basic research investment by companies.

OJO Images Ltd/Alamy Stock Photo

Data check: U.S. government share of basic research funding falls below 50%

By [Jeffrey Mervis](#) | Mar. 9, 2017, 1:15 PM

RESEARCH | OPEN ACCESS

Engaging the private sector in malaria surveillance: a review of strategies and recommendations for elimination settings

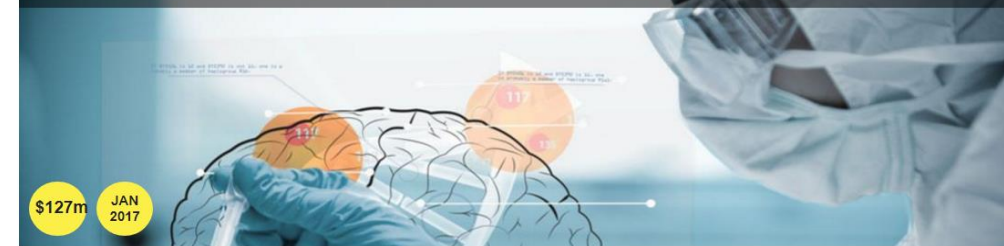
[Adam Bennett](#)[†] , [Anton L. V. Avanceña](#)[†] , [Jennifer Wegbreit](#), [Chris Cotter](#), [Kathryn Roberts](#) and [Roly Gosling](#)

[†] Contributed equally

Malaria Journal 2017 16:252 | <https://doi.org/10.1186/s12936-017-1901-1> | © The Author(s) 2017

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New research funding arrangements for universities



Share



Universities have traditionally been rewarded for their research outputs, but to ensure their rate of collaboration with industry increases, we need to encourage joint endeavours that produce outcomes with commercial and community benefit.

For the first time, we're introducing new research funding arrangements for universities that broadly balance success in industry and other end-user engagement with research quality.



Equifax Data Science Research Lab

- Collaborative Research Agenda
- Defined Deliverables
- 1+ Year
- Ph.D. + MS Students
- Talent Pipeline
- Dissertation/Thesis Work



Partnering with Universities in Data Science



Grow the Talent



Alternative Insights

Screening Talent





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