

Make companies smarter with data and maths

Business Analytics

The programme

Organisations have a large amount of data. As a Business Analytics professional, you will analyse the data to improve business results. You will help organisations with issues such as:

- How do streaming platforms recommend content using viewing behavior data?
- How can data be used to predict and reduce traffic congestion in a city?
- How do banks estimate credit risk using transaction and behavioral data?

Mathematics, Data Analysis, Computer Science and Business are at the heart of this study. You explore the relevant theories while also working on challenging projects in small groups. This allows you to apply what you have learned directly in real company settings. Along the way, you develop your communication, consulting and presentation skills. In addition, you attend inspiring guest lectures from professionals from the business world, such as Pon and ING. You will also visit KPMG to get a taste of possible career paths after completing your studies.

Business Analytics goes beyond mastering statistical methods and programming languages. Your lecturers challenge you with real-world problems from professional practice, encouraging you to develop the right mathematical models and come up with effective solutions. You learn how to make optimal use of the available data in the business world. This makes Business Analytics your gateway to a successful career, in the Netherlands or abroad.

Your future

Most graduates of the Bachelor of Business Analytics programme choose to continue their studies, but you can also dive straight into the workforce.

You can work in many different sectors and all sorts of organisations. Organisations have large amounts of data at their disposal, and a great need for qualified, talented analysts. You could work as a data scientist in government, at a financial or knowledge institution, a transport company, the police, and more. You are also well-suited to work as a consultant at a multinational like EY or KLM.



Welke studie kies jij?

vu.nl/studiekiezen

vu.nl/ba

🕒 3 jaar (voltijd)

🗨️ Engels

📅 Voor 1 mei

✉️ contact@vu.nl

📞 020 598 5000 - 06 8254 8367

🕒 (ma - vr 10.00 - 16.00)

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