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## Big-data master's coming to Canisius College

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Want to be a big player in big data? Canisius College is the latest local college to debut a master's degree in data analytics, which will integrate graduate-level education in economics, finance, accounting, management and marketing.

The program will debut in fall 2018 and aims to give students the tools to deploy various computational and statistical methods, including exploratory and predictive analytics tools, to large data sets.

Local companies ranging from software startups to cybersecurity firms to major health-care insurance providers have described their need for analytics experts in recent years.

"Data analytics is becoming a necessity for U.S. businesses, which consider it a key tool for investigating complex issues, identifying and solving problems, better decision-making and providing an edge over competitors," said [Sara Morris](#), an associate vice president for academic affairs at Canisius College.

The program is expected to prepare students for careers in market research, financial fund management, insurance and risk management, cybersecurity and sports analytics.

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Canisius College in Buffalo.