

STETSON UNIVERSITY

Stetson University Center for Business Intelligence and Analytics

With ever increasing amounts of data, organizations are identifying the importance of Business Intelligence and Analytics (BIA) for decision making. Gartner recognized BI as one of the fastest growing areas despite minimal economic growth, as organizations seek to compete and differentiate themselves through data based decisions. However in order to realize the full potential of these technologies, organizations require well-trained and educated management and analytic subject matter experts to transform the data and results into actionable information for decisions. A McKinsey Global Institute report identified requirements for 1.5 million additional analytic staff, with a shortfall due to knowledge gaps within the current workforce. In another SAS survey nearly three quarters of organizations indicated an investment priority of improving analytical skills of current employees, with more than half indicating a priority of hiring more analytical talent.

In order to meet this demand, [The Center for Business Intelligence and Analytics](#) (CBIA) housed within Stetson University seeks to develop knowledge and skills vital in the fast changing field of business, through developing cutting-edge managers and analysts with skills in decision-making through use of analytical techniques. The center provides the framework for joint academic and industry collaboration to develop the next generation of industry experts. The Center for Business Intelligence and Analytics allows organizations to source research and join together with Stetson University to develop competitive advantages, access talent resources, provide input for curriculum and research focus, conduct specialized projects, and drive innovation.



At Stetson University, we are committed to making our teaching and research applicable to the real world, and believe in ongoing interaction with business professionals as we seek continuous improvement, cutting-edge approaches and relevance in all that we do. As a student-centered, premiere private business school, we develop educational partnerships that open minds and open doors.