

# ANALYTICS (ANLT)

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Analytics is a fast-growing field that allows companies, non-profit organizations and government agencies to utilize vast amounts of data available to them in the new digital economy. Analysts assess performance of organizations and build models to predict future outcomes based on historical or simulated data. Broadly defined, analysts provide informational and/or analytical support to the organization decision-makers.

The nature of analysts' work is interdisciplinary. They are equipped with technical skills (designing, organizing, and analyzing data) in combination with area knowledge that allows them to draw specific insights into their specific industries.

Students majoring in Analytics at Guilford College will develop the following skills and expertise:

- Conceptual understanding of problems faced by an organization (for-profit, non-profit business, government agency)
- Data collection, data organization, and data storage methods
- Data manipulation, modelling, predicting and forecasting methods
- Programming in relevant languages (Java, R, Python, and other software)
- Presentation and communication of data analysis, including data visualization (effective tables, charts), public speaking, and analytical writing.

## Degree Offered

Bachelor of Science degree in analytics.

- Analytics Major (<https://catalog.guilford.edu/catalog/academic-departments-majors/data-analytics/major/>)
- Analytics Minor (<https://catalog.guilford.edu/catalog/academic-departments-majors/data-analytics/analytics-minor/>)