

# Data Science, BS

## Career Advancement

Today, nearly every business, government, social media platform, and educational institution collects and analyzes data about its users, logistics and operations, and media presence, in the hope of extracting valuable insights and utilizing the resulting efficiencies.

As an example, Amazon is the company most closely identified with a data-driven business model. Starting just over thirty some years ago as an online bookseller with a relatively crude crowdsourced book review platform and simple recommender system technology, it was subsequently augmented with extensive tracking of customer page views, advertising hits, data about prior purchases, and an aggressive emphasis on data-driven operational efficiencies. Amazon has become the major player in U.S. retail and a prime example of the strategic value of big data.

Data science graduates may pursue careers as data scientists. This position allows them to apply their understanding of statistics, as well as algorithm and software design, to create and develop the next generation of data analysis tools.

The Pomerantz Career Center offers multiple resources to help students find internships and jobs.