The MS in Applied Business Analytics at the University of West Georgia will equip students with the advanced analytical skills needed to succeed in a data-driven world.

The MS in Applied Business Analytics program has 3 tracks:

- Healthcare Analytics
- Data Intelligence
- Sports Analytics

- Healthcare Analytics - Help healthcare organizations identify areas where they can reduce costs by optimizing staffing levels, reducing waste, and identifying inefficient processes.

- Data Intelligence - Help organizations make data-driven business decisions around marketing, sales, inventory, supply chain, and more to improve operational efficiency and profitability.

- Sports Analytics - Utilize data to help teams, players, and sports-related organizations optimize their performance and gain a competitive edge.

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