Master of Science in Customer Analytics

**STEM-Designated Program**
(Science, Technology, Engineering, and Mathematics)

- Opportunity for an internship in summer term
- 18-month, 3-semester curriculum
- $65,000 Base Salary
  - Reported 90 days after graduation in 2016
- 39 Credit Hours

**Potential Career Paths**
- Marketing strategy
- Customer analytics
- Technology consulting

**Center for Customer Analytics and Big Data**
The CCABD is a hub for research, innovation, and applied knowledge in the field of big data. Its mission is to drive industry adoption of analytics-driven strategic decision making.

**2017-18 MSCA Class Profile**

- **Students**: 48
- **Average GRE Q**: 167
- **Average GRE V**: 157
- **Female**: 69%
- **Average Age**: 23
- **Average GMAT**: 725
- **Average TOEFL**: 107
- **International**: 83%
- **Average Undergrad GPA**: 3.55

For more information, visit olin.wustl.edu/msca or email OlinGradAdmissions@wustl.edu.
Be a Leader in Data-Driven Decision Making

As the world becomes increasingly digital, more and more organizations are harnessing the power of big data to solve problems and craft strategies. WashU’s Master of Science in Customer Analytics (MSCA) degree gives you the foundation you need to translate big data into meaningful insights and provide strategic direction to drive an organization forward.

At WashU, you will thrive in a community that fosters teamwork and personal achievement. From day one, you’ll have access to career advising and support to help you be career-ready after graduation.

Real-World Learning

Participate in analytics-based projects around your academic experience with experiential opportunities through the CCABD and the Center for Experiential Learning.

- Provide management expertise on a practicum project
- Advise a nonprofit in the community through the Taylor Community Consulting Program
- Develop your presentation and leadership skills with actual clients

Interdisciplinary Study

WashU’s MSCA degree combines study at Olin Business School, the School of Engineering and Applied Science, and the Graduate School of Arts & Sciences. It’s a unique blend of data analysis, psychology, customer preference, and marketing.

Sample Courses

Marketing Research
Analytics-Driven Brand Management
Pricing Strategy
Predictive Analysis for Business Decision Making
Data Mining

Olin Big Data Association

The student-led OBDA fosters connections and communications with alumni.

Make your goals a reality with a master’s degree from WashU. To apply, visit olin.wustl.edu/msca and start the simple application process.

APPLICATION DEADLINES

Round 1: October 3, 2017
Round 2: November 30, 2017
Round 3: February 1, 2018*
Round 4: April 10, 2018
*International deadline

ROLLING ADMISSIONS

Applications received after the Round 4 deadline will be reviewed on a first-come, first-served, space-available basis.

All candidates admitted to Olin are automatically considered for our merit-based Dean’s Scholarships.