University of Queensland

SAS Academic Outreach - Academy for Data Science

Ian Edwards

2nd March 2018
22 tonnes! of M&Ms consumed in USA alone annually...

91 of the top 100 companies on the FORTUNE GLOBAL 500 LIST

25% Annual reinvestment in R&D

40 Years of BUSINESS ANALYTICS

OVER 14,000 SAS employees worldwide

OVER 300 Employees in Australia and New Zealand

80,000+ Customer sites in 146 countries

OVER 1,000+ In Australia and New Zealand

World’s LARGEST privately held software company

Probably the largest corporate consumer of M&Ms WORLDWIDE

Probably the largest corporate consumer of M&Ms WORLDWIDE
The Opportunity
Era of the data scientist
According to a McKinsey Global Institute Study, demand for workers skilled in analytics could outpace supply by 60%—or 1.5 million jobs—by 2018.

“There’s a huge, huge demand for people with the ability to handle and work with large amounts of data to do the analytics, to do forecasting and prediction... And there’s just a tremendous shortage right now.”

— Jim Goodnight, CEO of SAS
SAS® Analytics skills are the most valuable skills a candidate can bring to the job market.

-- Money and PayScale study

Money and PayScale found that one type of talent stands out above all others in the world:

Money and PayScale analyzed 54 million employee profiles across 350 industries, with 15,000 job titles - from entry-level workers to top execs.

The study compared people with the same title, age, location and experience, isolating the specific skills (from a universe of about 2,300) correlated with higher pay, advancement and career opportunity.

**THE #1 MOST VALUABLE CAREER SKILL**

1  
SAS®  
+6.1%

Understanding of this data analysis software commands the highest salary premium on our list.

Other top data skills:

**THE #2 MOST VALUABLE CAREER SKILL**

2  
Data Mining/Data Warehousing  
+5.1%

These skills involve integrating large data sets and combing through them for patterns with bottom-line impact.

**THE #4 MOST VALUABLE CAREER SKILL**

4  
Data Modeling  
+5%

This database design skill is correlated with a juicy pay bump across several job types, from the sciences to finance.

“Mainstream American companies have come to realize that in order to become more effective in the marketplace, they need to analyze data.”

Matt Sigelman, CEO of Burning Glass Technologies, which analyzes job listing information
Students with SAS education receive **job offers** within **3 months of graduation**, many at a **salary premium** above their fellow classmates and at selective companies.
OUR PARTNERSHIP
SAS Academy for Data Science
One Program, Three Credentials

SAS Certified Big Data Professional

SAS Certified Advanced Analytics Professional

SAS Certified Data Scientist

www.sas.com/au/uq
SAS Academy for Data Science
One Program, Three Credentials

**SAS Certified Big Data Professional**

**Exam 1: Data Visualization and Analysis**
- Big Data Analysis
- Exploring Data with SAS Visual Analytics
- ANOVA, Regression & Logistic Regression
- Preparing Data for Analysis and Reporting

**Exam 2: Big Data Management**
- SAS and Hadoop: Essentials
- DS2 Programming Essentials With Hadoop
- Hadoop Data Management With Hive, Pig & SAS
- SAS In-Memory Statistics

**E-Learning**
Includes
- 15 hours Virtual lab
- 100 hours content


**SAS Certified Advanced Analytics Professional**

**Exam 1: Modeling and Communication**
- Applied Analytics Using SAS Enterprise Miner
- Communicating Tech Findings

**Exam 2: Machine Learning**
- Neural Network Modeling
- Predictive Modeling Using Logistic Regression
- Predictive Analytics on Big Data
- Using SAS to Put Open Source Models into Production

**Exam 3: Experimentation, Deployment and Automation**
- Text Analytics Using SAS Text Miner
- Time Series Modeling
- Experimentation in Data Science
- Optimization for Data Science

**E-Learning**
Includes
- 15 hours Virtual lab
- 100 hours content


**SAS Certified Data Scientist**

**Big Data Professional**

**Advanced Analytics Professional**

**5 EXAMS**
**18 COURSES**

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SAS Academy for Data Science

Credentials Include:

- **Complete Toolset**
  Learn using SAS, R, Python, Pig, Hive and Hadoop.

- **Hands-On Learning**
  Get full access to SAS software to practice what you learn.

- **Globally Recognized Credentials**
  Get certified with tailored training to prepare you for each exam.

- **Comprehensive Training**
  Learn big data, advanced analytics and data science your way at your own pace.

- **Real-World Case Studies**
  Practical application based on actual case studies enhances your learning.

- **SAS Expertise**
  A SAS community is available to guide you, answer questions and keep you on track.
SAS Academy for Data Science

UQ Recognition

UQ50

Students in approved programs who successfully complete either Part 1 or Part 2, to be credited 2 units

http://www.itee.uq.edu.au/industry-certification
SAS Academy for Data Science
How to Redeem

1. Start at itee.uq.edu.au industry page
2. Go to sas.com/au/uq landing page
3. Complete Profile
4. Redeem Promotion Code UQ50
5. Confirmation email
6. Invoice & Access Codes
7. Start Studying
SAS Academy for Data Science

UQ Landing Page

SAS Industry Certification for University of Queensland Students

To redeem your special promotion code for your preferred program, please submit your details below.

The University of Queensland

A massive study confirms what thousands of employers already know: SAS skills rank as the most valuable skills a candidate can bring to the job market.

After analyzing 5 million employee profiles across 500 industries, Money and Employers named SAS skills to be worth the most in terms of pay.

So you can get ahead in your career. SAS and the University of Queensland are partnering to offer our students access to exclusive the University of Queensland SAS Academy for Data Science program, including:

- SAS Certified Big Data Professional
- SAS Certified Advanced Analytics Professional

SAS Academy for Data Science

"As analytics has become part of the fabric of business, government and academia, we've launched a range of programs. At the same time, these programs are opening rewarding career opportunities to people around the world."

SAS CEO, Jim Goodnight
The experiences I’ve had, the things I’ve been able to learn, the opportunities for my future, it just seems like sky’s the limit.

Clayton Russell
SAS Academy for Data Science Graduate
Developing industry skills and experience

University of Queensland
Develop future SAS skilled employees

SAS
We help our customers & university partners develop a framework to build a strong business analytics capability

SAS Customers
Our customers recruit you
Academic Outreach: More Information

Academic Program
Bridging the Gap between Academia and Business

- Learn more [www.sas.com/au/academic](http://www.sas.com/au/academic)
- Read about [SAS Analytics U](http://www.sas.com/au/uq)
“We’re committed to building the next generation of data-savvy professionals.... Anyone who wants a good-paying, recession-proof skill set should consider a career in analytics.”

Dr. Goodnight