The amount of data flowing from, to, and through enterprises of all sorts is enormous, and growing rapidly—more rapidly than the capabilities of organizations to use it. Successful enterprises are those that make effective use of the abundance of data to which they have access: to make better predictions, better decisions, and form better strategies. Business analytics—which encompasses a variety of techniques to extract useful information from different sources of data—is being embraced at an increasing rate by organizations that need to gain actionable and forward-looking insight from their data. This minor in business analytics will provide students with the cutting-edge knowledge and skills they need to use and gather data to identify, understand, and deliver insights that internal and external clients find vital to organizational success.