The Center for Statistics and Analytical Research

KSU's focal point for interdisciplinary analytical research and expertise
**About The Center for Statistics and Analytical Research (CSAR)**

CSAR is the focal point for applied interdisciplinary analytical research at Kennesaw State University. Housed in the School of Data Science and Analytics, CSAR engages affiliated faculty from across the university’s 11 colleges to execute cutting edge research to address current challenges and opportunities related to big data and data science. Everything we do is guided by the motto, “Students First.”

To assist the faculty, CSAR employs Ph.D. students in Analytics and Data Science, as well as master’s students from several affiliated analytics programs, to work on research sponsored by commercial and governmental agencies along with initiatives that engage with the local community for social good.

E-mail: csar@kennesaw.edu
or Learn more at datascience.kennesaw.edu

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**About KSU and the School of Data Science and Analytics**

- KSU has **nearly 43,000 students** making it the third-largest university in Georgia.
- The School Of Data Science And Analytics “runs the stack” with an undergraduate minor, masters degree, and the first Ph.D. in Data Science in the country.
- The school is KSU’s focal point for applied interdisciplinary analytical work and research.
- Programs focus on the types of real-world problems students will face after graduation.
- 37% of students are the **first in their families** to attend a university, which is manifested in motivated, hard-working, eager-to-learn students.
- The school has a near 100% job placement rate with competitive starting salaries.
- 90% of graduates stay in Georgia, 60% stay in metro Atlanta, and most don’t require visa sponsorship.

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Meet
Bill Franks

Bill Franks is the Director of CSAR at KSU while also serving on several corporate advisory boards. Franks is the author of the books *Winning the Room, Taming The Big Data Tidal Wave, The Analytics Revolution*, and *97 Things About Ethics Everyone In Data Science Should Know*.

He is a sought-after speaker and frequent blogger who has been ranked a top global big data influencer, a top global artificial intelligence and big data influencer, a top AI influencer, and was an inaugural inductee into the Analytics Hall of Fame.

His work, including several years as chief analytics officer for Teradata (NYSE: TDC), has spanned clients in a variety of industries for companies ranging in size from Fortune 100 companies to small nonprofit organizations. You can learn more at [https://www.bill-franks.com](https://www.bill-franks.com).

How
CSAR Can Help You

The Center for Statistics and Analytical Research (CSAR) has multiple ways for individuals and organizations to get involved. From large organizations wanting to sponsor an ongoing research lab to an individual who simply wants to attend networking events to stay on top of what is happening in the analytics and data science community, CSAR has a lot to offer.
Research Partnerships at CSAR
The Center for Statistics and Analytical Research (CSAR) has partnered with numerous companies in a variety of industries over the years to execute research projects featuring our faculty and students. Research methodologies have included automation, deep learning, facial recognition, machine learning, neural networks, predictive analysis, statistics, and text mining.

Our labs focus on providing experiential learning for KSU’s graduate students as well as research support. Sponsored labs provide faculty and students with the opportunity to generate patents and papers for peer-reviewed publications, articles, and conference talks. These publications and presentations are a critical component of faculty and student advancement. Everything we do puts students first.

Examples of Past Research Sponsors
How CSAR Can Help You

CSAR is eager to talk with you about how we can partner with your organization and further your research needs while providing you access to a steady flow of student talent for recruiting.

**Project Labs and Internships**

While research labs focus on breaking new ground, CSAR’s project labs are focused on helping you solve day-to-day problems while having an ongoing pipeline of student talent to vet for employment. Overseen by university faculty, a project lab provides financial support for students as well as real-world, hands-on experience. A project lab is a great fit for companies looking to have an ongoing relationship with the School of Data Science and Analytics as well as a continuous pipeline of potential talent.

A traditional internship outside of a research or project lab is a direct relationship between a student and the hiring organization. It is a great fit when there is an immediate need for students to support short-term projects.

The ideal outcome from a successful project lab or traditional internship is a mutual agreement for full-time employment following graduation alongside the project results delivered.

**Data Science and Analytics Certificate Programs**

The School offers a range of educational opportunities for individuals interested in learning more about data science. Our online certificates have been developed to meet the needs of working professionals — the material is on-demand and self-paced with heavy emphasis on application, rather than on theory. For companies that would like to send groups of employees through our certificate programs, bulk pricing is available.

For more information on each certificate, click on the links below.

- [Online Certificate in Applied Statistics using R](#)
- [Online Certificate in Applied Data Science using Python](#)
- [Online Certificate in Applied Data Science using Rapid Miner](#)
Employee Upskilling Workshops

CSAR offers customizable employee upskilling workshops on a variety of timely topics. A few examples:

- Data and analytics literacy for non-technical employees
- How to effectively present and communicate analytical findings
- The ethical considerations that surround data science and artificial intelligence
- Foundations of data science using SAS, R, or Python

CSAR can work with you to develop a program that can be delivered to multiple cohorts within your organization over time in order to keep your team’s skills current.

Capstone Class Sponsorship

Capstone classes are a terrific way to access master’s or undergraduate students and to contribute to their educational journey. Class sponsors provide data and a real business problem they would like explored through the analysis of that data. The sponsor kicks off the semester by explaining the data and business problem, participates in several touch bases with students to answer questions and provide feedback on progress throughout the semester, and then reviews the final results that the students generate.

The class is divided into teams on the first day with members from a mix of degree programs. The teams then analyze the data to address the challenges posed by the sponsor. The final exam is a live presentation by each team to a group of the sponsoring company’s executives. Those executives then determine which team wins the award for best project for the semester. It is not uncommon for the sponsoring company to be so impressed with the students they interact with that one or more job offers are made to students from the class.

Student Mentoring Program

We all remember how tough it was to learn how things worked in the “real world” after we graduated. Our student mentoring program pairs individuals from industry with individual students to form a mentoring relationship. The mentor can provide career guidance and advice, as well as exposing the student to what a typical workday is like. From providing input on course selection, to assisting with resume creation, to providing feedback on mock job interviews, to helping assess job offers, mentors can have a big impact on students.

CSAR works with mentors at the individual level and it is also possible for an organization to have a formal program to enable multiple analytics and data science focused employees to get involved with KSU students in a programmatic way.

Networking Events, Webcasts and Podcasts

CSAR enjoys hosting networking events for professionals to interact with each other, as well as our faculty and students. A typical networking event involves an intimate group of professionals, faculty, and students meeting for a few hours of food, discussion, and a guest presentation.

Our webcast, Data Science Perspectives, features industry leaders from the local area, as well as around the country, discussing their own career journey, what trends they see in the analytics and data science space, and what they look for when hiring talent.
We are the data science equivalent of a teaching hospital.

Everything CSAR does is students first. This leads us to operate differently than a traditional consulting company or product vendor. We focus on collaborating with partners on projects with a research component that leads to papers and articles in research publications, conference presentations, and patents. At the heart of these outcomes are our students who participate in our partnerships and projects, thereby gaining the benefit of experiential learning.

CSAR is not a profit center. This means all funds go toward supporting students and the university, which adds a philanthropic aspect to partnering with us. It’s a win-win for both parties as our partners get results from the engagement and CSAR continues its mission of driving research and education for our students.

Partner with CSAR

E-mail: csar@kennesaw.edu or Learn more at datascience.kennesaw.edu