DATA ANALYTICS, AS



NASHUA COMMUNITY COLLEGE

nashuacc.edu/programs

Program Overview

The Data Analytics Degree prepares students to collect, organize, analyze, interpret, and present data, equipping them with the skills to generate actionable insights and support data-driven decision-making. Students learn to work with large and complex datasets and apply traditional and AI-powered analytical tools, programming, SQL, and business automation to solve real-world business and industry problems. The program combines a strong theoretical foundation with hands-on, application-based learning, ensuring graduates develop both the knowledge and practical skills required for careers in analytics, business intelligence, and AI-assisted decision-making as well as preparation for further study in these fields. Within the data analytics degree students select from two pathways.

This pathway focuses on applying analytics and AI tools to business problems. Students take additional courses in accounting, marketing, and business, developing the skills to support data-informed decision-making in organizational contexts. It prepares graduates for entry-level roles that utilize analytics and AI while providing a solid foundation for continued study in business analytics or applied AI.

If you have already earned a Google Data Analytics Certificate, we accept that as credit for prior learning. Talk to your advisor about applying that certificate to your degree!

Direct Program Contact Info

Kimberly Seefeld, EdD
Professor and Program Coordinator
kseefeld@ccsnh.edu
603.578.8900 Ext. 1554

Estimated Cost of Program (Tuition Only)

In-State $13,800 - $14,030
New England Regional $20,700 - $21,045
Out-Of-State $30,300 - $30,805

Program Outcomes

Upon the completion of the degree, graduates will be able to:

1. Differentiate structured, unstructured, and other data types, including their subtypes, origins, and storage formats.
2. Use spreadsheet tools, SQL, programming environments, and AI copilots to automate data tasks, clean, and transform datasets, and develop reproducible workflows.
3. Apply appropriate analytical methods to interpret data, evaluate patterns and trends, and support informed decision-making in diverse contexts.
4. Create and evaluate data presentations using visual, textual, and accessible formats to communicate insights clearly, ethically, and inclusively
5. Build, interpret, and assess AI-driven models for classification, forecasting, optimization, and natural language processing, ensuring accuracy, reliability, and responsible use.
6. Integrate data from multiple sources—using SQL, APIs, and AI-supported tools—to support analytic processes.
7. Assess ethical issues in data analytics, including bias, transparency, accountability, and the role of human oversight in AI-assisted analysis.

In addition, the graduate will be able to demonstrate competency in the general education outcomes.

Technical Standards

Technical Standards: Please refer to Technical Standards for details regarding this program.

First Year - Fall Semester

Item #	Title	Class Hours	Lab Hours	Credits
ENGL101N	College Composition	4	0	4
DATA101N	AI and Data Literacy	2	2	3
DATA102N	Programming for Analytics and AI	2	2	3
DATA105N	Data Mining	2	2	3
MATH106N	Statistics I: An Introduction to Statistical Reasoning	4	0	4

First Year - Spring Semester

Item #	Title	Class Hours	Lab Hours	Credits
	DATA130N or CSCI207N			3
DATA201N	AI Tools and Business Automation	2	2	3
DATA210N	Data Wrangling and SQL	2	2	3
DATA230N	Business Analytics	4	0	4
	ENGL109N or ENGL103N			3

Second Year - Fall Semester

Item #	Title	Class Hours	Lab Hours	Credits
DATA205N	Communicating with Data	2	2	3
ACCT101N	Financial Accounting I	4	0	4
BUS101N	Introduction to Business	3	0	3
BUS119N	Software Applications	2	2	3
	Humanities/Fine Arts/World Language Elective			3

Second Year - Spring Semester

Item #	Title	Class Hours	Lab Hours	Credits
DATA220N	Applied Machine Learning and Natural Language Processing	2	2	3
BUS104N	Principles of Marketing	3	0	3
	Behavioral Social Science or Non-Behavioral Social Science Elective			3
	Natural or Physical Science Elective (w lab)			4
	Total Credits		60-62	