

A message from Dr. Gregory Longo, Assistant Dean,  
The School of Mathematics and Computational Sciences



One of the most common questions I get from students—especially those early in the program—is some version of: “What’s the difference between data science and data analytics? And how do I know which path is right for me?”

It’s a fair question. At first glance, the two fields seem almost interchangeable. They both involve working with data, answering questions, and using tools like Python or SQL. But as you dig deeper, the differences start to emerge—not just in the kinds of roles you’ll find in the job market, but in the mindset and approach each discipline emphasizes. Before we talk about the differences, it’s worth saying—many companies blur these lines completely.

In practice, you might find yourself doing work that spans both paths, and that’s not just okay—it’s often where the most exciting opportunities lie. Make sure to check job descriptions thoroughly.

Data science tends to live in ambiguity. It often means working with incomplete information, developing models, and writing code that explores and predicts. It’s experimental by nature and typically involves a deeper dive into programming, statistics, and machine learning.

Data analytics, by contrast, is often about clarity—taking a complex business question and answering it clearly, quickly, and confidently. It’s about asking the right questions, finding the right data, and communicating insights in a way that drives action. Tools like Power BI or Tableau might be more central here, and the work can be more structured and client-facing.

Neither path is “better.” But one may be better for you.

The truth is, the industry needs both. Our programs were built to equip students for either path—or even a blend of both. And you don’t need to have it all figured out on day one. Many of our students start in one lane and discover a passion for the other as they progress.

If you’re wrestling with this decision, I’d encourage you to consider a few questions:

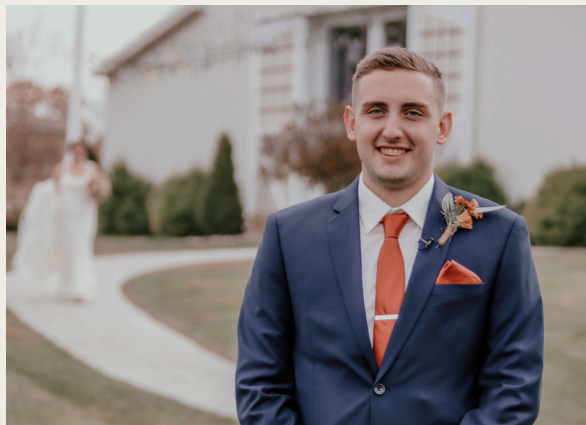
- Do I enjoy writing code and solving technical puzzles?
- Am I energized by experimentation, or by creating clear, immediate value?
- Do I prefer working in ambiguity, or working toward a clearly defined question?
- Do I want to build tools, or use tools to tell a story?

We’re here to support you no matter which direction you lean. And remember: this isn’t a permanent decision. Careers evolve, interests shift, and the landscape itself changes rapidly. What matters most is staying curious, committed, and open to growth.

As always, thanks for being the most important part of our School.

# SPOTLIGHT

## JEREMY ISENMAN



Meet Jeremy, Adjunct Professor at Eastern University! With a strong foundation in Data Science and industry experience at Nestlé Purina, Jeremy is passionate about teaching and mentoring students. In this spotlight, he shares insights from his journey, advice for aspiring data scientists, and what excites him most about being part of Eastern University.

### **Tell us about your academic and professional journey.**

My academic journey began in 2019 when I attended Maryville University in St. Louis on a baseball scholarship to study Data Science. I was fortunate to graduate in just three years with a Bachelor of Science in Data Science and a minor in Business Administration. Shortly after, I landed an internship with Nestlé Purina as a Data Science intern. During this time, I also started my Master's program in Data Science at Eastern University. In the fall of 2023, I graduated with a Master of Science in Data Science from Eastern University. Concurrently, I accepted a full-time position as a Data Scientist at Nestlé Purina.

Throughout my college years, I served as an academic tutor for Data Science, mathematics, and business courses. This experience ignited my passion for teaching and helping students succeed in their studies. This passion led me to become a faculty teaching assistant at Eastern University, and eventually, an adjunct professor.

### **What excites you most about teaching at Eastern University?**

What excites me most about teaching at Eastern University is the institution's unwavering commitment to its faith and educational excellence. I am thrilled to have the opportunity to support and guide students on their academic journeys, much like the one I embarked on not too long ago. Helping students achieve their goals and witnessing their growth is incredibly rewarding.

### **Are there any standout courses you've particularly enjoyed during your time at Eastern University?**

One of the standout courses I thoroughly enjoyed at Eastern University was DTSC 690. This course allowed us students to delve into ethical topics in Data Science, allowing us to explore the complexities and potential dangers associated with artificial intelligence and machine learning. It was incredibly enlightening to understand the balance between the benefits and risks in these fields, and it significantly broadened my perspective on responsible data science practices.

### **Can you share any time management strategies or organization techniques that have worked well for you?**

Balancing my responsibilities at Eastern University, my full-time role at Nestlé Purina, and officiating college and high school basketball during the winter months has certainly kept me busy. One of the most effective time management strategies I've employed is creating comprehensive lists of all my tasks, regardless of their nature. This approach ensures that I never overlook any assignments and helps me stay organized by setting clear deadlines.

Additionally, I find immense satisfaction in checking items off my list, no matter how small they may be. This sense of accomplishment keeps me motivated, even during challenging times. Above all, the key technique that has consistently worked for me is avoiding procrastination. Staying proactive and tackling tasks promptly has been crucial in managing my diverse commitments successfully.

### **What advice would you give to incoming students about preparing for their future careers while at Eastern University?**

You'll get out of this program what you put into it. If you don't give 100%, you'll miss out on mastering valuable Data Science skills. Immersing yourself fully in the program is crucial because these skills can shape your career. Some students aim to earn a degree, but those who truly excel put in extra effort to dive deeper. Becoming a well-rounded data scientist takes dedication and curiosity. By engaging fully and exploring beyond the basics, you'll set yourself up for a successful career.

### **What's one piece of advice you wish you had when you were just starting out in this field?**

The most valuable advice I wish I had received earlier in my data science career is to always ask questions. It's easy to feel hesitant, fearing judgment or appearing less knowledgeable. But at Nestlé Purina, I learned that if you have a question, others probably do too. In the business world, employers value those who seek clarity and understanding over those who pretend to know everything. Asking questions helps you learn and shows your commitment to growth. Embrace curiosity, ask questions, and keep expanding your knowledge.



## Mark Your Calendar: Important Dates & Announcements

### **Data Science/Analytics: Drop-In Hour for Resumes**

Wednesday, April 16, 12:30 – 1:30

Data Science or Data Analytics student? Career changer? You may need a new resume!

Sign up through Handshake (use your Eastern email to log in). Bring your resume draft during drop-in hours for personalized feedback. Limited spots available—appointments are first come, first served (10 minutes each). [Registration Link](#)

### **Strengthen Your Personal Brand**

Thursday, April 17th, 4:30–6 PM ET

Join The Main Line Chamber's virtual session on building your personal brand and connect with employers hiring for summer internships and entry-level roles. Don't miss this opportunity to strengthen your brand and expand your network! Email Lissa at [Lissa@LissaHilsee.com](mailto:Lissa@LissaHilsee.com) to register.

### **In-Person Commencement Ceremony**

Friday, May 9, 2025 at 2 PM ET

If you plan to attend but didn't confirm on your graduation application, please notify the Registrar's Office ASAP. Confirming your attendance is required to participate in the ceremony. More information will be sent to graduates soon.

### **Virtual Graduation**

Sunday, May 18<sup>th</sup>, 2025

Can't make it to the in-person graduation? Plan to join our virtual celebration instead! For more information, email us at [datascience@eastern.edu](mailto:datascience@eastern.edu).

### **Interviews with Eastern students and alumni in data fields**

Faculty members sat down with several Eastern students and alumni currently working in data positions. Check out the interviews! [LINK](#)

## Stay Connected and Informed: MS in Data Science and Analytics Programs Page on Brightspace

The [MS in Data Science and Analytics Programs page](#) on Brightspace is your go-to resource for all students enrolled in a graduate-level DTSC course, regardless of your degree or certificate program. Here's what you'll find: student connection and resources, advising resources, and course information & syllabi.

### **Contact Us:**

**General Questions:** [datascience@eastern.edu](mailto:datascience@eastern.edu)

**Advising Questions:** [dsadvising@eastern.edu](mailto:dsadvising@eastern.edu)

**Fees and Billing:** [student.accounts@eastern.edu](mailto:student.accounts@eastern.edu)

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