Our Vision
To be a world-class institute that transforms our world through the power of data science.

Our Mission
We inspire and cultivate passion for data science through a unique partnership of academia and industry that galvanizes the brightest minds in the Milwaukee region to solve some of our world’s most pressing problems, fuel wonder and intellectual curiosity, and inspire the next generation of data scientists.

Our Core Values
• Intellectual curiosity
• Lifelong learning
• Creative problem solving
• Passion for discovery and exploration
• Innovation and creativity
• Power of partnership
• Entrepreneurship
• Highest ethical standards
• Commitment to diversity & inclusion

Areas of Focus
• Internationally recognized data science research
• Education that fuels innovation
• Building a strong pipeline of regional talent
• Growing startups and inventing
• Creating data science thought leadership
• Strengthening our communities through data sciences
• Build a sustainable and scalable institute
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