Data analytics is a quickly emerging sector resulting from the explosion of “big data” available for use and manipulation in our increasingly digital world. Over the past 10 years, the data analytics sector grew by 36% in St. Petersburg. Nationally, data analytics is forecast to grow nearly 40% annually due to the increasing use of big data by all types of businesses. Locally, the presence of several prominent firms such as HSN and Valpak position the city to capitalize on this growth by creating a hub for talent and employment.

The data analytics sector includes firms directly involved in data analytic services as well as firms with operations related to data analytics. Specializations include data processing, hosting, and marketing consulting services. These fields require a highly talented workforce with skills in information technology, business management, digital media, systems networking, mathematics, and statistics.

Given St. Petersburg’s many education and quality of life assets, the city is well-positioned to maintain a sustainable workforce. A scenic waterfront, thriving downtown, and relatively low cost of living attract Millennials who are likely to seek data analytic positions. Locally, there are many degree programs at the University of South Florida - St. Petersburg and St. Petersburg College that provide relevant training. Additionally, businesses in the city’s well-established financial services sector create a synergy with data analytics firms leading to growth opportunities for both. Top firms in St. Petersburg, including HSN, Valpak, Kobie Marketing, and Triad Retail Media, position the city to capitalize on future growth by creating a hub for talent and employment in the data analytics sector.
Real Estate Opportunities for Data Analytics

Former Tampa Bay Times Building
490 1st Ave S
St. Petersburg, FL 33701
- 240,000 SF
- Class A
- Located downtown

Ceridian Campus
3201 34th Street S
St. Petersburg, FL 33711
- 181,989 SF
- Class B
- Located in the Skyway Marina District with views of downtown St. Petersburg & Boca Ciega Bay

Grow Smarter Cluster: Data Analytics

Key Businesses
- Valpak
- HSN
- SERV (American Express)
- Triad Retail Media
- Raymond James Financial
- Clarifire
- Ceridian
- Kobie Marketing
- Catalina
- Taylor Media (The Penny Hoarder)

Professional Organizations & Resources

TEC Garage
727-547-7340
www.tecgarage.org

Florida High Tech Corridor
407-708-4630
www.floridahightech.com

Florida Venture Forum
305-343-0617
kevin@flventure.org
www.flventure.org

Data Analytics Education Programs

Eckerd College
- Business Administration
- Economics
- Mathematics
- Entrepreneurship
  - Kate Tiedemann College of Business
    - Economics
    - Finance
    - Marketing

USF University of South Florida
- Advertising
- Computer Science
- Information Technology
- Mathematics
- Statistics
- Muma College of Business
  - Business Analytics & Information Systems
  - Marketing

USF University of South Florida
- Business Administration
- Technology Development & Management
- Computer Networking
- Computer Programming & Analysis
- Web Development

St. Petersburg College
- Business Administration
- Technology Development & Management
- Computer Networking
- Computer Programming & Analysis
- Web Development