In our data deluge, gaining actionable insights from data is highly desired in fields that include government, retail, health care, finance and sports. Mathematics classes tool students with methods and a mindset to tackle analytics questions. In this talk, we will discuss ways to engage students in data science in mathematics classes for majors and nonmajors. We will also discuss opportunities outside the classroom that have been successful at Davidson College, particularly in the realm of sports analytics that include aiding college coaches, consulting businesses and professional sports teams, and fielding questions from national media. Important questions can be considered in a variety of settings. How does one approach creating robust datasets that in themselves become valuable assets? What mathematical techniques can be used to analyze data and of what pitfalls should we beware? How do we communicate results so others can make decisions from our work? Whether in or out of the classroom, cultivating the mindset of a data scientist can prepare students for the ever evolving field of data analytics. (Received September 27, 2017)