CAREER OPPORTUNITIES FOR BUSINESS ANALYTICS MAJORS

SKILLS & ABILITIES OF THE BUSINESS ANALYTICS MAJOR

- Technical Skills including SAS/JMP, SQL databases and database querying languages, programming skills, survey/query software, business intelligence and reporting software, data mining, data visualization
- Intuition and Curiosity
- Business: Business Data Management, Database, System Analysis, Project Management
- Analytic Problem-Solving, Critical Thinking, Effective Communication, Industry Knowledge
- Computer Science: Programming, Software Development, Machine Learning, Artificial Intelligence
- Stats: Modeling, Hypotheses testing, Language Such as JMP and SAS
- Big Data: Business Intelligence solutions from sources such as Teradata’s UDA, Big Data Analytics, Visualization

POTENTIAL CAREERS

- Business Architect
- Data Scientist
- Big Data Architect
- Big Data Developer
- Data Consultant
- Data Analysis
- Data Change Agents
- Big Data Software / System / Platform Engineer
- Insurance
- Sport Analytics
- Management
- Marketing Analyst
- Market Research Analyst
- Survey Researcher
- Business / Data / Management Analyst
- Operations Management

TYPES OF EMPLOYERS

- Manufacturing and processing corporations
- Market research firms
- Marketing consulting firms
- Municipal, provincial/state and federal government agencies
- Advertising and marketing agencies
- Business associations
- Web service companies (such as web design companies)
- Non-profit organizations
- Insurance companies
- Financial institutions
- Oil, gas and mining companies
- Colleges and universities
- Retailers
- Restaurants
- Sport Teams and Venues
ACTIVITIES ON THE JOB

• Monitor and forecast marketing/sales trends; highlight opportunities for new initiatives and promotions
• Collect data on competitors’ tactics, market conditions and consumer demographics
• Research customers’ opinions, buying habits, preferences and wants/needs
• Study the competition’s prices, sales numbers and methods of marketing and distribution
• Create and evaluate methods for amassing data, including surveys, interviews, questionnaires and opinion polls
• Analyze data using statistics programs, predictive analytics and other data-driven tools
• Develop tactics and metrics to assess the effectiveness of existing marketing, advertising and communications programs
• Convert complex data findings into text, tables, graphs and data visualizations
• Work with internal departments to present clear reports to clients and management
• Collaborate with pollsters, data scientists, statisticians and other marketing professionals

POST-GRADUATION CERTIFICATION OPTIONS

• Professional Researcher Certification (PRC)
• Certified Market Research Analyst (CMRA)

PROFESSIONAL ORGANIZATIONS

• ESOMAR
• International Institute of Market Research and Analytics (IIMRA)
• Market Research Association (MRA)
• Market Research Society (MRS)

• Decision Sciences Institute (DSI)
• INFORMS
• IEEE

GENERAL INFORMATION AND STRATEGIES**

• Business analytics is a rapidly expanding career field due to the growth of “big data.” The job outlook for “data scientists” is very strong because businesses have more access to data than ever before and that data requires analysis for decision making.
• An undergraduate degree can be used in a variety of business settings if combined with relevant experience and skills. Plan to complete one or more internships in an industry or functional area of interest.
• Some positions in business, such as sales and management, are open to any major. Seek experiences and build skills that will help you prepare for those jobs.
• Earn an MBA or master’s degree in business analytics or related field to qualify for higher level opportunities. To prepare for graduate school, maintain a high grade point average and secure strong faculty recommendations.
• Develop a solid background in information technology, software, and tools related to data mining, statistical analysis, and business process optimization. Earn relevant industry certifications to increase marketability.
• Good communication skills are critical in order to communicate statistical information clearly to people who do not have technical backgrounds. Writing and presentation skills are also frequently used.
• Get involved with campus organizations to build leadership and teamwork skills.
• Conduct informational interviews with professionals in fields of interest to learn more about their work and to build a network of contacts. Join relevant professional associations.

Sources: Data Scientists in Action 2016 Presentation by Dr. Dave Schrader; Academia Invest “How to Become a Database Marketing Analyst”; Bureau of Labor Statistic; **http://whatcanidowiththismajor.com/major/business-analytics/#bottoms