

ISDS - Business Analytics

Business analytics is where business meets data science. Business analysts make extensive use of data, statistical and quantitative analysis, explanatory and predictive modeling, and fact-based management to drive decision-making. A business analyst assists in the development of processes, products, and marketing strategies by utilizing their skills in data interpretation.

In collaboration with managers, information technology, and stakeholders, business analysts improve company practices through the development of systems and solutions. They work to solve problems and requirements by analyzing user needs, and developing measurements to evaluate the adequacy of existing systems and processes. Business analytics is a fast-growing field experiencing high growth and high demand, career options can span a variety of fields from insurance and finance to operations, marketing, and education.



Source: Job Search Tech

Average Salary & Trajectory*

Entry-Level

\$63,000 annually

- Business Analyst
- Systems Analyst
- Predictive Analyst
- Business Systems Analyst
- Database Analyst
- Business Technology Analyst
- Business Administration Analyst

Mid-Level

\$103,000 annually

- Program/Project Manager
- Business Intelligence Analyst
- Manager – Business Analytics
- Director of Analytics and Business Intelligence
- Business Analytics and Optimization Consultant

Executive-Level

\$214,000 annually

- General Manager
- Senior Business Analyst
- IT Director
- Director of Analytics and Business Intelligence
- Chief Information Officer (CIO)

Learn More With O*Net

Visit O*Net OnLine to explore the sample roles in business analytics. The database provides career exploration tools to the public at no cost and is continually updated by surveying a broad range of workers from each occupation. Learn about the knowledge, skills, tasks, and activities required for each occupation, as well as median wages and employment trends reported by the Bureau of Labor Statistics and other federal agencies.

01 Visit O*Net OnLine at www.onetonline.org

02 Refer to the sample job titles listed in the "O*Net Keywords" section below

03 Enter phrase into O*Net's "Occupation Search" to explore sample roles

O*Net Keywords:

- Business Intelligence Analyst
- Management Analyst
- Computer Systems Analyst

Roles:

- Management Analyst
- IT Director
- Director of Analytics and Business Intelligence

*Note: Salaries are highly dependent on location, company type, and candidate experience/education. For the purposes of this guide we are providing average starting salaries as determined by the National Association of Colleges and Employers (NACE), overall average salaries as determined by the U.S Bureau of Labor Statistics (BLS), as well as supplemental information found from various industry-specific sources.

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Skills/Experience Suggested:

- Experience with database management, reporting, and environment software
- Knowledge of object or component oriented development software
- Familiarity with analytical and access software
- Knowledge of data warehousing and data mining software
- Strong analytical skills, excellent communication and presentation skills, ability to translate business needs into technical terms, strong conflict resolution, and problem solving skills.
- Ability to use deductive and inductive reasoning skills to make decisions
- Ability to create visual representations to better express complex ideas

Advanced Degrees:

- Master of Business Administration in Business Analytics
- Master of Science in Business Analytics
- Master of Science in Data Science
- PhD in Business Analytics

Professional Certifications:

- Certified Business Intelligence Professional
- Certification of Competency in Business Analysis
- SAS Certified Statistical Business Analyst: Regression and Modeling Credential

Professional Associations:

- International Institute of Business Analysis (IIBA)
- Association of Business Process Management Professionals International
- Institute for Operations Research and the Management of Sciences (INFORMS)
- The Data Warehousing Institute (TDWI)

Campus Resources:

- Center for Information Technology and Business Analytics (SGMH 4170)
- Business and Data Analytics Club (BDAC)
- Beta Alpha Psi (BAP)

Don't forget to check out the list of career path advisors
business.fullerton.edu/Programs/Undergraduate/#career-path-advisors

Industry Research & Tools:

- International Institute of Business Analysis (IIBA)
- The Data Warehousing Institute (TDWI)
- Dice.com
- Vault.com— accessible through your Student Portal

Job & Internship Search Sites:

- Dice.com
- ICrunchData.com
- Indeed.com
- LinkedIn.com
- Vault.com—accessible through your Student Portal

Employers Hiring Mihaylo Graduates:

