

CAREER TIPS FOR ANALYTICS & BUSINESS INTELLIGENCE

Courtesy of "What Can I Do With a Major In...?"

- 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.