



QUEEN CITY CAREER GUIDE

BUSINESS ANALYTICS

WHAT IS BUSINESS ANALYTICS?

THE PRACTICE OF ITERATIVE, METHODOICAL EXPLORATION OF AN ORGANIZATION'S DATA, WITH AN EMPHASIS ON STATISTICAL

ANALYSIS. Business analytics is used by companies who are committed to data-driven decision making. Analysts describe, predict and inform business decisions in the areas of marketing, human resources, finance, and operations.

BUSINESS ANALYTICS INDUSTRIES

FINANCE. Retail banks use data to understand customers, their accounts, and the bank's security risks. Investment banks use data to understand the markets and make better trading decisions.

HEALTHCARE. Data is being used to better understand, diagnose, and treat patients. This will lead to higher efficiencies and better care.

MARKETING. Data can be used to discover consumer behavior & patterns, predict market demands, and provide target marketing.

WORKFORCE MANAGEMENT. Analytics will allow workforce management to have a tactical approach to workforce staffing and strategy.

MANUFACTURING. Data is collected, analyzed and used to increase operational efficiency.

PREPARING FOR YOUR CAREER...

AS CITED BY TOP AREA RECRUITERS, YOU WILL NEED:

- Critical thinking and evaluation skills
- A high level of written and oral communication skills
- The proven ability to solve problems
- Ability to document using prescribed specifications
- Ability to build relationships with key stakeholders
- To show employers analytics work that you have done in a portfolio format
- Proficiency in analytical tools such as Excel, SAS, R, or Python
- A high level of quantitative skill
- Experience with SQL, SPSS or another database/ analysis package

HOW TO GET HIRED

- Get a **certification** related to business analytics (Cloudera, IBM, Oracle and/ or SAS)
- Attend **industry forums**
- Network** in the field through the school: see the BISOM department on 2nd floor, Friday for more details
- High level of **technological skills**
- Maintain a **high GPA**

You might enjoy business analytics if you like learning how things work; you like organizing processes; you enjoy helping others clarify things and discover solutions; you are naturally curious; you enjoy statistics and quantitative analysis; you see the big picture and the details; you enjoy working largely independently but you also enjoy presenting information and working with a wide variety of people

RIGHT NOW IN BUSINESS ANALYTICS

ACCORDING TO FORTUNE BUSINESS INSIGHTS, TRENDS IN BUSINESS ANALYTICS INCLUDE AN INCREASE IN GLOBALIZATION, INCREASED DIGITIZATION OF BUSINESS PROCESS, AND THERE IS GROWTH IN DATA-DRIVEN BUSINESSES. THERE IS HIGH DEMAND FOR BUSINESS ANALYTICS WORLDWIDE.

PROFESSIONALS SHOULD BE FLUENT IN SQL, STATISTICAL LANGUAGES SUCH AS PYTHON AND R, AND STATISTICAL SOFTWARE INCLUDING SPSS, SAS, EXCEL.

**QUICK FACTS
FOR BUSINESS INTELLIGENCE
ANALYSTS:
FIELD GROWTH:
+11% IN NORTH CAROLINA
+31% NATIONALLY**

**NC SALARY RANGE: \$60,890- \$167,810.
THE NATIONAL MEDIAN SALARY FOR A BUSINESS
INTELLIGENCE ANALYST IS \$100,910.**

**THIS FIELD IS GROWING MUCH FASTER THAN
AVERAGE.**

SOURCE: ONETONLINE.ORG

UNC CHARLOTTE GRADS



**63% of 2021 Business Analytics
Graduates were employed full time,
and 33% are enrolled in continuing
education. Graduates reported an
average salary of \$63,000.**

*with a 89% knowledge rate (First Destination Survey Data)



**GET INVOLVED!
STUDENT ORGANIZATIONS &
PROFESSIONAL
ORGANIZATIONS**

STUDENT ORGANIZATIONS

AIS- ASSOCIATION OF INFORMATION SYSTEMS

SPORTS ANALYTICS CLUB

EVENTS ON CAMPUS

ATTEND THE ANALYTICS FRONTIERS CONFERENCE, HOSTED BY UNC CHARLOTTE

ATTEND THE WOMEN IN DATA SCIENCE CONFERENCE, HOSTED BY THE SCHOOL OF DATA SCIENCE

PROFESSIONAL ORGANIZATIONS

ABDS- ANALYTICS AND BIG DATA SOCIETY (BASED IN CHARLOTTE)

CHARLOTTE BI GROUP

IIBA- INTERNATIONAL INSTITUTE FOR BUSINESS ANALYSIS

INFORMS- INTERNATIONAL ASSOCIATION FOR PROFESSIONALS IN OPERATIONS RESEARCH AND ANALYTICS

WHO IS LOOKING FOR BUSINESS ANALYSTS IN CHARLOTTE?



Internships make candidates more competitive in the job market, and many employers hire entry level positions from their internship programs. More information can be found at belkcollege.charlotte.edu/internships

SAMPLE JOB TITLES IN THIS FIELD

DATA ANALYST • SQL ANALYST • DATA SCIENTIST • WEB ANALYST •
ONLINE MARKETING ANALYST • EXCEL ANALYST • MODELER •
PRODUCT ANALYST • FINANCIAL ANALYST • A/B TESTING ANALYST •
PRICING ANALYST



For more information, visit:
Niblock Student Center, Belk College of Business, Friday 305,
belkcollege.charlotte.edu
University Career Center, Atkins 150, career.charlotte.edu

