QUEEN CITY CAREER GUIDE
BUSINESS ANALYTICS

WHAT IS BUSINESS ANALYTICS?

THE PRACTICE OF ITERATIVE, METHODICAL 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.

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

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, SSAS or another database/analysis package

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

In 2012, Harvard Business Review named data scientist the “Sexiest Job of the 21st Century”. According to the McKenzie Global Institute, the estimated need of people with deep analytical skills would be between 140,000-190,000 in 2018.

This is an industry that is relatively young but is set up for growth.
QUICK FACTS
FOR BUSINESS INTELLIGENCE ANALYSTS:
FIELD GROWTH:
+12% IN NORTH CAROLINA
+10% NATIONALLY

NC SALARY RANGE: $46,400-$131,740

THE NATIONAL MEDIAN SALARY FOR A BUSINESS INTELLIGENCE ANALYST IS $88,550.

SOURCE: ONET.ORG

UNC CHARLOTTE GRADS
This is a new major at UNC Charlotte, so campus statistics are not yet at a significant level. MIT Sloan identified telling the stories behind data as “the next chapter in data.”

* https://mitsloan.mit.edu/ideas-made-to-matter/next-chapter-analytics-data-storytelling

GET INVOLVED!
STUDENT ORGANIZATIONS & PROFESSIONAL ORGANIZATIONS

STUDENT ORGANIZATIONS
AIS-ASSOCIATION OF INFORMATION SYSTEMS

**PLAN TO ATTEND THE ANALYTICS FRONTIERS CONFERENCE, HOSTED BY UNC CHARLOTTE

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?

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INTERNALS 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.uncc.edu/internships

SAMPLE JOB TITLES

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.uncc.edu
University Career Center, Atkins 150, career.uncc.edu