

BUSINESS ANALYTICS CONCENTRATION GUIDE

There is a vast array of opportunities to explore within Business Analytics.

You may choose to work in a variety of careers including Data Analytics, Pricing and Revenue Analytics, Risk Management, Marketing Strategy and Analytics or as a Business Operations Analyst. Therefore, it is strongly recommended that you conduct research as well as network with others to explore your career-related interests.

Business Analytics is a nice complement to any concentration; some of our more popular choices include Finance, Information Systems, Marketing or Strategy. Additionally, many students also seek minors outside of Questrom and interest can range based on the area most interested in. For all available minors, please visit the Boston University programs website found [here](#).

For more information about required courses and to contact the Concentration Faculty Advisor, please visit [here](#).

DATA ANALYTICS

Data analysts make sense of the growing amount and range of data companies and organizations generate and collect. Making actionable answers out of data has become a key business skill. All kinds of organizations collect big data and want to use it to make or improve decisions. Firms in fields as varied as B2B and B2C commerce, health care, manufacturing, and marketing all use data analytics to improve processes and enhance profits. If you're going to be a data analyst, you must know how to use statistical techniques accurately. You have to like and be good at working with numbers. You have to be able to see data like a mystery or puzzle. Jobs in data analytics focus not only on the numbers but also on how we communicate insight. Conveying the meaning of results in a way that can be quickly and easily grasped is essential.

Careers Include: Business Intelligence Analyst, Data Analyst, Data Scientist, Data Engineer, Quantitative Analyst, Data Analytics Consulting, Operations Analyst

FINANCIAL APPLICATIONS OF ANALYTICS

Financial analysts use financial data to spot trends and extrapolate into the future, helping their employers and clients make the best investing decisions. Businesses rely on financial analysts to determine when it is an auspicious time to buy or sell specific securities and, in some cases, companies use reports put together by financial analysts to determine if the entire business should be sold.

Data analysts perform a similar role, the primary distinction being that these professionals analyze data that may or may not relate to investing decisions. For example, a data analyst might study figures related to sales numbers, advertising efficacy, transportation costs, or wages versus productivity.

Ultimately, any piece of numerical data that could be used to make a business decision is potentially within the purview of a data analyst's job. While they are not as laser-focused on the financial markets as their counterparts in the financial analyst world, data analysts are still expected to maintain up-to-date knowledge on investing practices. Often, accessing and organizing necessary data in this role requires high-level computer skills, making an information technology background, or at least a working knowledge of the field, a definite plus for an aspiring data analyst.

Careers Include: Risk Management, Financial Analyst and Data Analyst

MARKETING ANALYTICS

Analysts within marketing help determine a company's position in the marketplace by researching their competitors and analyzing their prices, sales, and marketing methods. Using this information, they evaluate data using statistical techniques and software, and must interpret what the data mean for their client—they may also forecast future trends. Marketing Analysts can make charts, graphs, infographics, and other visual aids to present the results of their research. Their knowledge of the targeted consumer enables them to develop advertising brochures and commercials, sales plans, and product promotions. They study market conditions to examine potential sales of a product or service, help companies understand what products people want, who will buy them, and at what price.

Careers Include: Marketing Strategy & Analytics, Analytics Insights Manager, Market Research Analyst

CLASSES TO CAREER GRID

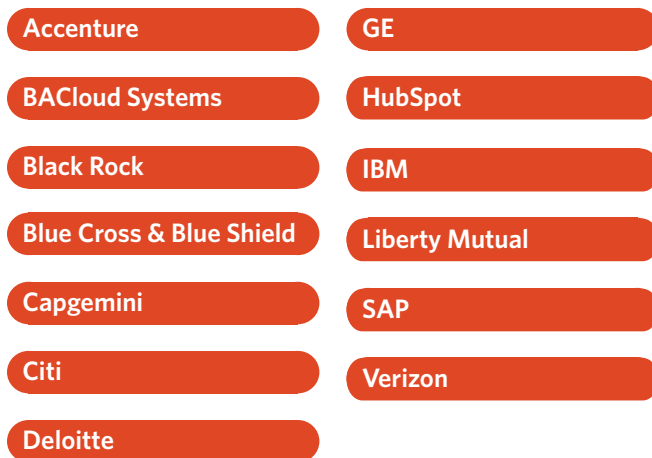
Interested in seeing how different career paths connect back to the classes you take? Take a look at the grid below to help you strategize which classes will help you build the skills and knowledge you need to meet your career goals.

CLASS	ANALYTICS METHODS	FINANCIAL APPLICATIONS OF ANALYTICS	MARKETING ANALYTICS
BA 222 Modeling Business Decisions & Outcomes with Spreadsheets & Statistical Programming	×	×	×
BA 305 Business Decision Making with Data	×	×	×
IS 465 Managing Data Resources	×	×	×
BA 476 Machine Learning	×		
BA 472 Business Experiments and Causal Methods	×		×
BA 472 Business Experiments and Causal Methods		×	
AC 420 Introduction to Financial Analytics		×	
MK 442 Digital Marketing Analytics			×

INTERNSHIP AND JOB SEARCH RESOURCES

- [Vault](#)
- [Pardee Library](#)
- [Dice.com](#)
- [BU Technology Department](#)
- [Computerworld.com](#)
- [Indeed](#)
- [Simply Hired](#)
- [Internships](#)
- [Glassdoor](#)
- [icrunchdata](#)
- [Data Jobs](#)
- [Ai-jobs.net](#)

POPULAR EMPLOYERS



NEXT STEPS

QUESTROM/BU CLUBS

Joining clubs is a great way to gain experience and build your professional network.

Below are specific clubs within Questrom for those interested in Business Analytics. For a complete list of business specific Questrom Clubs, please visit [here](#) and for a list of Boston University wide clubs please visit [here](#).

- [Analytics Club](#)
- [Business and Technology Club](#)
- [FinTech Club](#)
- [Marketing Club](#)
- [TAMID Group](#)

PROFESSIONAL ASSOCIATIONS

Professional Associations exist on the regional and national level. They host national conferences discussing relevant topics, networking events, training and professional development opportunities and other resources.

If you are interested in careers in Business Analytics, here are some professional associations, you may want to consider joining:

- [MinneAnalytics](#)
- [INFORMS](#)
- [International Institute of Business Analysis](#)
- [International Data Engineering And Science Association](#)
- [Boston Data Science Meetup](#)
- [Digital Analytics Association](#)

LINKEDIN GROUPS

LinkedIn is a crucial part of anyone's job search and networking strategy. Using LinkedIn groups, you can develop more targeted networks for various criteria including location, industry, function and more!

Below is a list of sample LinkedIn groups Business Analytics concentrators may want to consider, for more assistance on using this feature please make an appointment with a UDC Career Advisor at bu.joinhandshake.com.

- Advanced Analytics
- Advanced Analytics, Predictive Modeling & Statistical Analyses Professionals Group
- Artificial Intelligence and Business Analytics (AIBA) Group
- Global Analytics Network
- Visual Analytics