

# 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

**\$88,000** annually

- Business Analyst
- Systems Analyst
- Business Systems Analyst
- Market Research Analyst
- Business Data Analyst
- HR Data Analyst

### Mid-Level

**\$102,000** annually

- Program/Project Manager
- Business Intelligence Analyst
- Senior Business Analyst
- Business Analytics and Optimization Consultant

### Senior-Level

**\$171,000** annually

- Manager, Business Analytics
- IT Director
- Director of Analytics and Business Intelligence

## Learn More With O\*Net

Visit O\*Net OnLine to explore the sample roles in government economics. 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](http://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

### Roles:

- Computer Systems Analyst
- 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
- Experience in predictive modeling, forecasting, business intelligence, and data visualization

## 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 Analytics Professional (CAP)
- Certified Business Analysis Professional (CBAP)
- Certification in Business Data Analytics (CBDA)
- Professional in Business Analytics Certification
- 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:

- Business and Data Analytics Club (BDAC)

## Industry Research & Tools:

- [Fullerton.firsthand.co](http://Fullerton.firsthand.co) – Login with your CSUF email
- [International Institute of Business Analysis](http://International Institute of Business Analysis) (IIBA)
- [The Data Warehousing Institute](http://The Data Warehousing Institute) (TDWI)
- [Dice.com](http://Dice.com)
- [What Can I Do With this Major?](http://What Can I Do With this Major?)
- [Career One Stop](http://Career One Stop)

## Employers Hiring CSUF Business Graduates:

## Job & Internship Search Sites:

- [Titan Connection](http://Titan Connection)
- [Dice.com](http://Dice.com)
- [ICrunchData.com](http://ICrunchData.com)
- [Indeed.com](http://Indeed.com)
- [Fullerton.joinhandshake.com](http://Fullerton.joinhandshake.com)
- [LinkedIn.com](http://LinkedIn.com)
- [Fullerton.firsthand.co](http://Fullerton.firsthand.co)



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