



## What can I do with a major in... **BUSINESS DATA ANALYTICS**

The Business Data Analytics major is a four-year program designed to give students the skills needed to manage and analyze large datasets to solve critical business problems. BDA students are provided with the fundamentals of data analysis, data management, data storage, programming, and predictive analytics. The program provides students with training in techniques and software for researching and analyzing large data sets (big data) to further the understanding of organization and industry data and forecast business opportunity and strategy success rates. The program is designed to provide students with either immediate employment upon graduation or sufficient preparation for a Master's program in Data Analytics or Data Science.

### What types of work are related to this degree?

- Data Collection/Data Mining
- Information Technology
- Data Analysis
- Decision Analysis and Modeling
- Predictive Analytics
- Customer Loyalty and Selection Programs
- Marketing Strategy Development
- Fraud Detection
- Applied Statistics
- Process Optimization
- Operations Research/Management
- Manufacturing Design
- Supply Chain Management

### Who employs people with this degree?

- Software and technology
- Telecommunications
- Financial services and banking
- Insurance
- Manufacturing/Consumer products
- Transportation
- Consulting
- Entertainment
- Hospitality
- Healthcare
- Government/Public sector
- Nonprofit organizations

More information online at [ONETonline.org](https://www.onetonline.org)

### Strategies for Success:

- Gain relevant experience through an internship in an industry of interest.
- Learn relevant software or tools such as Apache Hadoop, SQL, and SPSS. Earn industry certifications, e.g. SAS and Google
- Develop excellent information technology, database management, and programming skills.
- Learn to work effectively on interdisciplinary teams and how to communicate data intensive information to colleagues.
- Conduct informational interviews with professionals to learn about various industries or functional areas because business analytics professionals can fit into a wide array of positions.
- Get involved in campus organizations and seek leadership roles.

### Professional Associations:

[International Institute of Business Analysis](#)

[International Institute for Analytics](#)

[Data Science Association](#)

[American Statistical Association](#)

[Society for Industrial and Applied Mathematics](#)

[Digital Analytics Association](#)

This information represents possible occupations and strategies for careers with this major. As with any job or career, there may be additional qualifications or experience needed. For more information and options, make an appointment with Career Development or check out our online resources on our website or on theROCK, Career Development tab.