Bachelor of Science
Business Data Analytics

The W. P. Carey bachelor’s program in business data analytics prepares business graduates with requisite knowledge, skills, and experience to create and manage Big Data initiatives, as well as associated business processes to facilitate large-scale analytics solutions in organizations. The program cultivates technical and organizational competencies needed to implement data gathering, cleansing, integration, and modeling tasks, as well as data asset analysis for business applications. Topics covered include data warehousing, dimensional modeling, big data analytics methods, visualization tools and techniques, as well as an introduction to data mining and predictive analytics. The average starting salary earned by business data analytics graduates varies greatly due to location, company, industry, experience, and benefits, but is expected to be in the range of $55,000 – $65,000, according to the National Association of Colleges and Employers (NACE) and Glassdoor.

Job Titles and Careers for Business Data Analytics Majors

A degree in business data analytics can lead to careers focused on making strategic business decisions based on the analysis of specific data and metrics. Students who complete the W. P. Carey business data analytics degree have the skills necessary for any of these careers, as well as those described below:

- Actuaries
- Analytics specialists
- Business analysts
- Business intelligence analysts
- Clinical research coordinators
- Computer systems analysts
- Computer and information research scientists
- Credit analysts
- Data analytics specialists
- Data architects
- Data change agents
- Data operators
- Data visualizers
- Data warehousing specialists
- Database administrators
- Database architects
- Financial examiners
- Geospatial information scientists and technologists
- Informatics nurse specialists
- Information security analysts
- Insurance underwriters
- Intelligence analysts
- Security data managers
- Software developers, applications/systems
- Survey researchers

Analytics Consultant

Solves a variety of business problems by conducting hands-on quantitative analyses, including segmentation, propensity modeling, funnel analysis, digital marketing, media mix modeling, and pricing.

Advances overall knowledgebase by providing analytical rigor and problem solving to proprietary techniques.

Business Data Analyst

Interprets results using a variety of techniques, ranging from simple data aggregation via statistical analysis to complex data mining. Designs, develops, implements, and maintains business solutions. Works directly with clients, project managers, and business leaders to identify analytical requirements.

Corporate Business Analyst

Gathers, analyzes, and interprets data in areas such as pricing, contracts, budgets, financial planning, and forecasting. Evaluates and advises the long-range planning and introduction of new programs, strategies, and regulatory actions.

Coordinates, organizes, and directs organizational processes related to the financial sector of the business.

Data and Quality Analyst

Ensures data integrity by developing and implementing regular quality control checks, procedure documentation, and data update protocols to maintain consistency across databases and web platforms.

Monitors and resolves data related support requests from clients.

Forecast Analyst

Develops collaborative partnerships with clients to align short- and long-term sales forecasts, category, brand, and SKU levels. Works with internal and customer promotional analysts to accurately project promotional activity.

Monitors and benchmarks forecast accuracy against actual activity, explaining and reacting to variances in a timely fashion.

Marketing Analyst

Analyzes marketing, sales, and operation data based on financial modeling and recommended next steps to improve return on investment (ROI).

Prepares trending reports and continually improve analytic systems. Collaborates with operations, marketing, and sales management colleagues to analyze operational goals and identify opportunities for improvement.
Arizona State University’s Department of Information Systems Club (DISC) is a dynamic organization comprised of motivated professionals in training. Primarily pursuing computer information systems and business data analytics degrees, DISC members are well-versed in computing, analytics, and business. While the university degrees familiarize students with a wider variety of practices and concepts, DISC puts them into action. Career development, leadership, collaboration, and community involvement are DISC priorities, all of which help student members gain valuable insights and exposure to the inner workings of their profession.

Digital Analytics Association (DAA)  
digitalanalyticsassociation.org

The Digital Analytics Association (DAA) exists to help organizations illuminate and overcome the challenges of data acquisition, exploration, deduction and application. The DAA is a nonprofit, volunteer-powered association, and strives to help individuals become more valuable through education, community, research, and advocacy.

International Institute for Analytics (IIA)  
iianalytics.com

Founded in 2010 by Research Director Thomas H. Davenport and CEO Jack Phillips, the International Institute for Analytics (IIA) is an independent research firm that works with organizations to build strong and competitive analytics programs.

IIA offers unbiased advice in an industry dominated by hardware and software vendors, consultants, and system integrators. With a vast network of analytics experts, academics, and leaders at successful companies, we guide our clients as they build and grow successful analytics programs.

International Institute of Business Analysis (IIBA)  
iiba.org

International Institute of Business Analysis (IIBA) is an independent nonprofit professional association serving the growing field of business analysis. For individuals working in a broad range of roles — business analysis, systems analysis, requirements analysis or management, project management, consulting, process improvement, and more — IIBA can help you do your job better and enhance your professional life.

Who can you talk to?

Tempe Campus
480-965-4154

To schedule an appointment:
wpcarey.asu.edu/sos