

Career Guide for Business Analytics Majors

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Introduction






Thank you for reviewing this guide to Career Planning for Business Analytics majors. The Cohen Career Center is your partner in the educational process. We provide access to career development programs, services, connections, and resources, empowering you to pursue your post-graduate plans and navigate lifelong career changes. This guide offers specific strategies and resources for Business Analytics majors. The Cohen Career Center partners with the Mason School of Business to provide targeted career advising resources for business students. As career development professionals, all members of the Cohen Career Center advising team are accessible to students from all majors and career interests. In addition to this generalist role, our staff members are also responsible for unique career verticals and industry liaison roles.

Core Competencies for Business Analytics Majors

The National Association of Colleges and Employers (NACE) compiles research data from employers and recruiting professionals to determine the key career expectations for recent graduates. These core competencies are a list of skills required by a majority of employers hiring candidates for internship and entry level roles across industries and functional areas. The following infographic provides specific detail for each of the eight core competencies.

As you build your resume, draft your cover letter, and prepare for interviews, consider the following competencies as they relate to your specific background and experience. Employers are looking for candidates with the ability to articulate and/or demonstrate these skills. In addition to these comprehensive skills, following are specific recommendations for opportunities to highlight your skills as a Business Analytics major to prospective employers.

NACE Competency	Definition:	Strategies for Business Analytics majors:
 <p data-bbox="233 1562 394 1587">Critical Thinking</p>	<ul data-bbox="565 1398 1000 1514" style="list-style-type: none"> • Exercise sound reasoning to analyze issues • Make decisions, overcome problems • Obtain, interpret, and use knowledge, facts, and data 	<p data-bbox="1032 1398 1471 1598">Highlight skills and knowledge developed as part of your core course requirements. Discuss the evaluation strategies learned as part of your Business Intelligence course. Detail your experience with problem-solving strategies learned within Applied Predictive Analytics.</p>
 <p data-bbox="159 1845 472 1871">Oral & Written Communication</p>	<ul data-bbox="565 1629 1000 1776" style="list-style-type: none"> • Articulate thoughts and ideas clearly • Effectively communicate to persons inside and outside the organization • Demonstrates public speaking skills • Can write and edit written pieces 	<p data-bbox="1032 1629 1471 1923">Candidates with strong technical skills combined with strong communication skills are in-demand by most employers. Identify your strongest class presentations and written assignments. Be prepared to discuss these experiences with employers and relate these strengths to your application materials. During internships, on-campus, jobs, part-time jobs, and campus leadership programs, look for opportunities to draft and edit written content or present information to groups.</p>

 <p>Teamwork & Collaboration</p>	<ul style="list-style-type: none"> • Ability to work with diverse cultures, races, ages, genders, religions, lifestyles & viewpoints • Build collaborative relationships with colleagues and customers • Negotiate and manage conflict 	<p>Seek opportunities to complete team-based data projects. Take advantage of on-campus case competitions hosted by employers. For team projects assigned during classes, reflect on your role within the group and take notes on the experience. During interviews, relate the positive results of the experiences to prospective employers.</p>
 <p>Digital Technology</p>	<ul style="list-style-type: none"> • Select and use appropriate technology to accomplish a given task • Demonstrate effective adaptability to new and emerging technologies 	<p>Leverage skills in statistical and data analysis software and languages such as Excel, R, Python, Tableau, SAS, SPSS, Stata, MATLAB, Microsoft Power BI, and SQL.</p>
 <p>Leadership</p>	<ul style="list-style-type: none"> • Leverage the strengths of others to achieve common goals • Use interpersonal skills to coach and develop others • Use empathetic skills to guide, motivate, organize, prioritize, and delegate work 	<p>Explore opportunities to take on leadership roles with your student organizations, team, or community. Consider volunteer opportunities with local organizations or your hometown during the summer. Reflect on your preferred leadership style and draft a personal philosophy of leadership.</p>
 <p>Professionalism</p>	<ul style="list-style-type: none"> • Demonstrate personal accountability and effective work habits • Demonstrate integrity and ethical behavior • Acts responsibly with the interests of the larger community in mind 	<p>Demonstrate personal and professional accountability and effective work habits: punctuality, ethical behavior, time-management, and non-verbal communication. Consider attending the annual Etiquette Lunch hosted by the Cohen Career Center. If you are in need of professional attire, utilize the Dress to Impress career closet housed in the Cohen Career Center.</p>
 <p>Career Management</p>	<ul style="list-style-type: none"> • Articulate skills, strengths, knowledge and experiences relevant to the position desired • Identify and explore career goals • Recognize areas necessary for professional growth 	<p>Build dynamic, customized resumes and compelling cover letters (see this guide), professional accountability and effective work habits: punctuality, ethical behavior, time-management, and non-verbal communication. Consider attending the annual Etiquette Lunch hosted by the Cohen Career Center. If you are in need of professional attire, utilize the Dress to Impress career closet housed in the Cohen Career Center.</p>
 <p>Global & Intercultural Fluency</p>	<ul style="list-style-type: none"> • Value, respect, and learn from diverse cultures, races, ages, genders, sexual orientations & religions • Demonstrate openness, inclusiveness, sensitivity and respectful interactions 	<p>Consider opportunities to study abroad or intern abroad. Highlight these experiences and language competencies within your resume. Explore classes and on-campus events with a global/intercultural focus.</p>

Organizations and Associations

Exactly what is a professional association and why should it matter to me? Professional associations serve as the formal organization for a profession, think of it as a professional “club.” Professional associations set the standard for the industry. They also host workshops and webinars to meet the ongoing educational training. Students can often join associations at a discounted rate.

- Data Community DC: www.datacommunitydc.org
- DC Tableau User Group: dctug.com
- Digital Analytics Association: www.digitalanalyticsassociation.org
- American Statistical Association: <http://www.amstat.org>
- The Institute for Operations Research and the Management Sciences (INFORMS): ww.informs.org/

Skills & Qualifications for Business Analytics Majors

Following is a sample of qualifications and skills required by employers for analytics internships and entry-level jobs. Sources: *TribeCareers and Indeed.com postings (March 2017)*

Technical Skills	Comprehensive Skills	Academic Requirements
SQL or MySQL R Tableau Waterfall Project Management Agile Project Management SAS and SAS macros Advanced Excel VBA Programming Python SPSS MATLAB Adobe Analytics Google Analytics	Adaptability Proofreading Written and verbal communication Ability to work within a team Ability to think on your feet Customer-facing experience Ability to explain complex methodologies Organizational Skills Ability to work independently Ability to obtain security clearance Leadership experience Time Management	GPA 3.0 or above -- 3.4 and above Statistics Coursework Bachelor's Degree

Employers

Following are top 20 employers who are actively recruiting, interviewing, and/or hiring William & Mary students with backgrounds in Analytics. This list represents a small sample of the organizations recruiting for analytics positions.

The average reported, first-destination salary for William & Mary Business Analytics graduates is **\$65,500**.

\$32,000-\$75,000 was the reported salary range for Business Analytics graduates in Analytics roles.

EY*+ Amazon* Grant Thornton*+ IBM*+ CarMax*+ Accenture*+ Deloitte*+ CapitalOne*+ PwC*+ Microsoft*+ <i>*Organizations that have posted positions and/or held info sessions on-campus</i>	Booz Allen Hamilton*+ The Advisory Board*+ Geico*+ Moody's Analytics CEB Red Ventures* Wells Fargo* David T Scott and Associates*+ Elder Research comScore*+ <i>+Organizations with an active on-campus recruiting presence (on-campus interviews and career fairs)</i>
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Job Titles

Consultant Analyst Data Analyst Business Analyst Digital Analytics Manager Pricing Analyst People Analytics Manager	Business Intelligence Analyst Data Scientist Data Analytics Associate Media Analyst Research Associate Market Researcher Marketing Analytics Associate Data Visualization Analyst	Financial Analyst Customer Insights Associate Operations Research Analyst Technical Data Analyst Statistical Assistant Supply Chain Analyst Transportation Specialist Logistics Associate
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EDUCATION

Bachelor of Business Administration | Major: Business Analytics, Data Science Emphasis **Expected May 2019**
William & Mary | Raymond A. Mason School of Business | Williamsburg, Virginia
GPA: 3.6 Honors and Awards: Alpha Lambda Delta Honor Society, Dean's List, 1693 Scholarship

EXPERIENCE

CompanyOne | Statistical Research Intern | Herndon, VA **May - July 2018**

- Utilized SPSS to complete data analysis projects for healthcare and manufacturing industries
- Collaborated with team of three interns to present preliminary data models and statistical projections to clients
- Analyzed over 30 research reports from academic journals and presented findings to supervisors

CompanyTwo | Strategy and Analysis Intern | Richmond, VA **May - July 2017**

- Completed over 10 hours of on-site training for in-house, cloud-based data storage software
- Drafted 500-word research briefs to accompany Excel workbooks for senior leadership team
- Appointed team leader for sub-group of 10 high-performing interns
- Strengthened communication and analytical skills by preparing slide decks for team project meetings

CompanyThree | Marketing and Media Extern | New York City, NY **January 2016**

- Applied and accepted to two-day intensive shadowing program with alumni mentor
- Observed project team meetings and client pitch rehearsals from the media markets team
- Recorded notes on 16 hours of individual observations and supervisor interactions

LEADERSHIP

Women in Business | Vice-President | College of William & Mary **Fall 2016 - Present**

Finance Academy | Member | College of William & Mary **Spring 2017 - Present**

Consulting Club | Member | College of William & Mary **Fall 2017 - Present**

PROFESSIONAL DEVELOPMENT

Training the Street | Howard J. Busbee Finance Academy **Fall 2017**

- Reviewed financial modeling and corporate valuation principles via two-day intensive training course
- Strengthened Excel skills by utilizing IRR and PRICE functions to complete valuation exercises

Data Analysis Case Competition | CompanyFour **Fall 2016**

- Collaborated with 4-member team to analyze 7000+ line dataset and present findings to faculty and corporate judges
- Awarded second-place finish among highly-competitive 10-team field of sophomore and junior challengers

SKILLS

Advanced: MS Excel (Lookup & Reference Functions), Google Analytics

Proficient: SPSS, Python, and Stata

Developing: R, Tableau

Additional Interests: CPR certified, conversational Spanish speaker, recreational tennis player