Career Guide for Business Analytics Majors

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.

<table>
<thead>
<tr>
<th>NACE Competency</th>
<th>Definition:</th>
<th>Strategies for Business Analytics majors:</th>
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</thead>
<tbody>
<tr>
<td>Critical Thinking</td>
<td>• Exercise sound reasoning to analyze issues</td>
<td>Highlight skills and knowledge developed as part of your core course requirements. Discuss the evaluation</td>
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<tr>
<td></td>
<td>• Make decisions, overcome problems</td>
<td>strategies learned as part of your Business Intelligence course. Detail your experience with problem-</td>
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<tr>
<td></td>
<td>• Obtain, interpret, and use knowledge, facts, and data</td>
<td>solving strategies learned within Applied Predictive Analytics.</td>
</tr>
<tr>
<td>Oral &amp; Written Communication</td>
<td>• Articulate thoughts and ideas clearly</td>
<td>Candidates with strong technical skills combined with strong communication skills are in-demand by most</td>
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<tr>
<td></td>
<td>• Effectively communicate to persons inside and outside the organization</td>
<td>employers. Identify your strongest class presentations and written assignments. Be prepared to discuss</td>
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<td></td>
<td>• Demonstrates public speaking skills</td>
<td>these experiences with employers and relate these strengths to your application materials. During</td>
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<tr>
<td></td>
<td>• Can write and edit written pieces</td>
<td>internships, on-campus, jobs, part-time jobs, and campus leadership programs, look for opportunities to</td>
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<tr>
<td></td>
<td></td>
<td>draft and edit written content or present information to groups.</td>
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### Teamwork & Collaboration
- Ability to work with diverse cultures, races, ages, genders, religions, lifestyles & viewpoints
- Build collaborative relationships with colleagues and customers
- Negotiate and manage conflict

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.

### Digital Technology
- Select and use appropriate technology to accomplish a given task
- Demonstrate effective adaptability to new and emerging technologies

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.

### Leadership
- 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

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.

### Professionalism
- Demonstrate personal accountability and effective work habits
- Demonstrate integrity and ethical behavior
- Acts responsibly with the interests of the larger community in mind

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.

### Career Management
- Articulate skills, strengths, knowledge and experiences relevant to the position desired
- Identify and explore career goals
- Recognize areas necessary for professional growth

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.

### Global & Intercultural Fluency
- Value, respect, and learn from diverse cultures, races, ages, genders, sexual orientations & religions
- Demonstrate openness, inclusiveness, sensitivity and respectful interactions

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.

### 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
- The Institute for Operations Research and the Management Sciences (INFORMS): www.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)

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

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

linkedin.com/profile/sample | G555@email.wm.edu | 555-123-4567

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