

Business data analytics

W. P. Carey Career Management and Employer Engagement: Business degree fast facts

The W. P. Carey bachelor's in business data analytics prepares graduates with requisite knowledge, skills, and experience to create and manage Big

Data initiatives, as well as associated processes to facilitate large-scale analytics solutions in organizations. The average starting salary earned by business analytics

graduates varies greatly due to location, company, industry, experience, and benefits, but is expected to range from \$55,000 to \$65,000. ¹

Pursue diverse career opportunities

- Actuary
- Analytics specialist
- Business analyst
- Business intelligence analyst
- Clinical research coordinator
- Computer systems analyst
- Computer and information research scientist
- Credit analyst
- Data analyst specialist
- Data architect
- Data change agent
- Data operator
- Data visualizer
- Data warehousing specialist
- Database administrator
- Database architect
- Financial examiner
- Geospatial information scientist and technologist
- Informatics nurse specialist
- Information security analyst
- Insurance underwriter
- Intelligence analyst
- Security data manager
- Software developer (applications)
- Software developer (systems software)
- Survey researcher

Map your future in business analytics

Analytics consultant

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

Business data analyst

Interpret results using a variety of techniques, ranging from simple data aggregation via statistical analysis to complex data mining. Design, develop, implement, and maintain business solutions while identifying analytical requirements.

Corporate business analyst

Gather, analyze, and interpret data in areas such as pricing, contracts, budgets, financial planning, and forecasting. Evaluate and advise the long-range planning and

introduction of new programs, strategies, and regulatory actions.

Data and quality analyst

Ensure data integrity by developing and implementing regular quality control checks, procedure documentation, and data update protocols to maintain consistency across databases and web platforms. Monitor and resolve data-related support requests from clients.

Forecast analyst

Develop collaborative partnerships with clients to align short- and long-term sales forecasts, category, brand, and SKU levels. Work with analysts to project promotional activity. Monitor and benchmark forecast accuracy against actual activity.

Marketing analyst

Analyze marketing, sales, and operations data based on financial modeling. Recommend next steps to improve return on investment. Prepare trending reports and improve analytic systems. Collaborate with operations, marketing, and sales management to identify operational goals and opportunities for improvement.

Add value to your degree

As a W. P. Carey student, your classroom experience is just one part of your preparation for a successful career.

A variety of extracurricular opportunities provide you with practical, real-world experiences to complement your classroom studies.

STEM designation

The W. P. Carey degree in business data analytics has been designated by the U.S. Immigration and Customs Enforcement agency within the Department of Homeland Security as a STEM-eligible degree program (CIP code 52.1301). The STEM designation allows eligible graduates on student visas access to an Optional Practical Training (OPT) extension of up to 36 months, as compared to 12 months for non-STEM degrees. As an international student, the longer work authorization term may help you gain additional real-world skills and experience in the U.S.

Department of Information Systems Club (DISC)

asudisc.org

DISC members are primarily students pursuing computer information systems and business data analytics degrees that are well-versed in computing, analytics, and

business. Career development, leadership, collaboration, and community involvement are DISC priorities.

Digital Analytics Association (DAA)

digitalanalyticsassociation.org

The 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 that strives to help individuals become more valuable through education, community, research, and advocacy.

International Institute for Analytics (IIA)

iianalytics.com

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.

International Institute of Business Analysis (IIBA)

iiba.org

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 enhance your professional life.

Contact

Visit asu.joinhandshake.com/appointments to schedule an appointment with your career coach.

¹ National Association of Colleges and Employers Salary Survey