

Choosing an analytics or information management career path

Technology, systems, and data impact every part of the global economy and are interconnected across functions, skills, and organizations. Careers in this space are focused on understanding and interpreting technological solutions to business problems, team-building, communication, and project management. **Data analytics** is the analysis of datasets to draw conclusions about the information they contain. Data analytics does not necessarily need to be used in pursuit of business goals or insights. Because data analytics is such a general term, it is often used interchangeably with business analytics. **Business analytics** is a set of disciplines and technologies for solving business problems using data analysis, statistical models, and other quantitative methods. It involves an iterative, methodical exploration of an organization's data, with an emphasis on statistical analysis, to drive decision-making. **Information Systems** involves designing, building, and maintaining systems that support business decisions. Roles in data analytics, business analytics, and information systems can be found across a variety of industries. Use the guide below to better understand what roles in this space may be best suited for you.

