Internship recruiting starts very early in the fall. All resumes need to be finalized and approved by September 1. Students need to be prepared for interviews by mid-September.

**Business Analytics Definition**

Business Analytics is the study of data through statistical and operations analysis, the formation of predictive models, application of optimization techniques and the communication of these results to customers, business partners and colleague executives, frequently through the use of data visualization.

**What is Business Analytics?**

This concentration will enhance your knowledge in applied analytics where you will learn to develop effective problem framing and problem solving skills to strategically evaluate and apply descriptive, predictive, and prescriptive models and methods for business decision-making.

**Career Titles**

<table>
<thead>
<tr>
<th>Business Analyst</th>
<th>Product Manager</th>
<th>Business Architect</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business Systems Analyst</td>
<td>Product Owner</td>
<td>Management Consultant</td>
</tr>
<tr>
<td>Systems Analyst</td>
<td>Enterprise Analyst</td>
<td>Business Intelligence Analyst</td>
</tr>
<tr>
<td>Requirements Engineer</td>
<td>Data Scientist</td>
<td>Market Research Analyst</td>
</tr>
<tr>
<td>Process Analyst</td>
<td>Supply Chain Analyst</td>
<td>Consultant</td>
</tr>
</tbody>
</table>

**Skills**

- Cost Analysis
- Predictive Analytics
- Data Visualization
- Risk Management
- Optimization Modeling
- Predictive Analysis
- Process Improvement
- Cross-Cultural Collaboration
- Lean Six Sigma
- Decision Modeling
- Project Management
- Sensitivity Analysis

- Spend Analysis
- Data Mining
- Demand Planning
- Inventory Management
- Marketing Analysis
- Optimization Modeling

**Technologies**

SAS, Hadoop, Cognos, SAS Enterprise, SPSS, @RISK, Palisades Decision Suite, R, SQL, AzureML, Optimization Software, Python, Tableau

**Notable Recruiting Companies**

- Vanguard
- Intel
- Bank of America
- Geico
- JPMorgan Chase
- Pet Smart
- Henkel
- Capital One
- State Farm
- General Motors
- Amazon
- American Express
- Citrix
- Target
- Deloitte

**Sample Internship Projects**

- Develop innovative solutions for real business challenges
- Collaborate on cross-functional projects
- Analyze internal processes, data, and problems
- Identify issues and areas for improvement
- Identify new business models and benefits from enabling new capabilities
- Map internal processes and improve how people work together
- Translate massive data sets into actionable business results

Key Terms & Acronyms
Business Analysis Glossary
BABOK Glossary

Sample Interview Questions
Data Science Interview Questions
Traditional Questions
Behavior-Based Questions
Situational Interviews
Questions to ask the employer
Phone Interview Tips

Sample Resumes
Template
First Year
Second Year

GCC Career Tools
Interview Stream
Vault
CareerShift
Glassdoor

Beyond-B School (access through WPC Connect)
RelishMBA
MBA Case

ASU Career Tools
Sun Devil CareerLink
Goinglobal
Candid Career

W. P. Carey Graduate Student Clubs

There will be a Student Club Fair in August where you can get more information about joining the different graduate student clubs.

Business Information Management Association (BIMA)
Graduate Supply Chain Management Association (GSCMA)

Professional Organizations
It is very important for students to consider joining professional organizations while in school. Students typically receive free or reduced membership prices. These organizations provide a wealth of resources in your chosen field, as well as opportunities to network with professionals. In addition, as a member of an organization you can add this to your resume, which shows a commitment to your chosen field and is looked upon favorably by recruiters and hiring managers.
INFORMS  Regular Membership $158.00, Student Rate $39.00
International Institute of Business Analysis (IIBA) Regular Membership $55-$125
Association of Business Process Management (ABPMP) Regular Membership $150, Student Rate $40
Project Management Institute (PMI) Regular Membership $129, Student Rate $32
American Management Association (AMA) Regular Membership $250, Student Rate $95
Marketing Research Association (MRA)  Regular Membership $95-$350, Student Rate $55

Certifications
INFORMS – Certified Analytics Professional
Certified Business Process Associate (CBPA)
Certified Business Process Professional (CBPP)
Certified Business Process Leader (CBPL)
EMC Data Scientist Associate
PMI-Professional in Business Analysis

Articles/Publications
6 Technology Articles You Must Read Today -- A Look at Analytics, Business Intelligence, Big Data, Clustering, Manufacturing Innovation
The Life of a Business Analyst
Data Scientist: The Sexiest Job of the 21st Century
Management Consulting – A New Opportunity for Business Analysts, but is it for me?
Don’t Do These 7 Things When Getting Started as a BA

Online Resources
Websites:
 Break Into Tech
 Modern Analyst
 Bridging the Gap
 Kaggle
 KDnuggets

Twitter feeds:
 W. P. Carey: @WPCareySchool
 Business Analyst Grp: @ModernAnalyst
 Business Analyst: @BAUpdate
 The Business Analyst: @BASpecialist
 Deloitte Analytic: @DeloitteBA
 Big Data Scientist: @analyticbridge
 Predictive Analytics: @pawcon

Newsletters:
 Marketing Research Association
 BA Times
 IIBA

Videos:
 INFORMS Video Learning Center
LinkedIn Groups:
  W. P. Carey School of Business at Arizona State University
  Big Data & Analytics
  Business Intelligence Professionals (BI, Big Data, Analytics, IoT)
  Big Data | Analytics | Strategy | Finance | Innovation
  Forte Foundation
  The 2-Hour Job Search – Q&A Forum

LinkedIn Channels:
  Technology
  Big Data

Job Boards:
  PMI Job Board
  Marketing Research Jobs
  BA Times
  Modern Analyst
  Kaggle: Data Science Job Board
  KDnuggets: Jobs in Analytics, Data Mining, and Data Science

Alumni Success Stories
  • P. F. Changs: Emmett Masenga