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

**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).

**Pursue diverse career opportunities**
- Actuary
- Analytics specialist
- Business analyst
- Business intelligence analyst
- Clinical research coordinator
- Computer systems analyst
- Computer and information research scientists
- Credit analysts
- Data analytics 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. Identify 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.

The STEM designation allows eligible graduates on student visas access to an Optional Practical Training (OPT) extension, 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.
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.

Department of Information
Systems Club (DISC)
asudisc.org

Primarily pursuing computer information systems and business data analytics degrees, DISC members 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, and 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.

Contact

Visit wpcarey.asu.edu/sos to schedule an appointment with your advisor or career coach.

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 you do your job better and enhance your professional life.

1 National Association of Colleges and Employers Salary Survey