FAST FACTS

Bachelor of Arts in Business
with a Concentration
in Statistics

The collection of data has exploded in the last
decade. Statistics provide the tools for analyzing
and drawing conclusions from this data. The
Bachelor of Arts degree in Business with a
Concentration in Statistics offered through the
W. P. Carey School of Business will prepare you
to apply skills within organizations that help solve
critical problems in the face of uncertainty. The
program involves both theoretical and applied
statistics with a focus on practical and applied
aspects of statistics.

Job Titles and Careers for Statistics Majors

Graduates of this program may find opportunity
in careers as a statistician, financial analyst,
actuary, market and survey researchers,
teaching, and more. Students will be able to
apply critical thinking and writing skills in their
careers as well as demonstrate a depth of
knowledge and understanding of statistics.

- Quality Assurance Manager
- Assistant Actuary Analyst
- Product Strategy and Statistical Analysis
- Government
- Scientific Research
- Risk Assessment and Management
- Product Development and Testing
- Market and Consumer Research
- Manufacturers
- Actuary Science
- Insurance Agents and Brokers
- Operations
- Research Analyst
- Financial Analyst

These job titles and industries were taken from
a search of various statistics job postings. The
types of positions and career opportunities
that graduates will go into will depend on the
student’s interests, the courses they take, and
other academic and professional experience they
have (e.g., internships, study abroad, work and
volunteer experience). Average statistics salaries
will vary greatly due to location, company,
industry, experience, and benefits
but can range from $40,000 — $60,000.

Consumer Insight and
Marketing Research
Specialist

- Responsible for planning, developing, and
conducting quantitative and qualitative
research.
- Collect and analyze data on customer
demographics, preferences, needs, and
buying habits; and translate this information
into functional requirements, and prepare
timely reports.
- Observe, receive, and obtain information from
all relevant sources.
- Participate in design reviews throughout the
product development process.
- Independently analyze pricing data, draw
conclusions, and make recommendations.
- Prepare proposals and rate filings and
participate in discussion and decision making
process.
- Assist in training and mentoring newer staff.
- Perform competitive price analysis as needed.
- Analyze company and industry experience
as required, report findings and recommend
actions as needed.
- Devise and evaluate methods and procedures
for collecting data, such as surveys, opinion
polls, or questionnaires, or arrange to obtain
existing data.
- Maintain current knowledge and
understanding of the target audience and
new and emerging research methodologies.
- Build relationships with customers, dealers,
and organizational teams, and maintain
effective lines of communication with key
groups.
- Prepare special reports and data
compilations.
- Maintain automated systems which underlie
pricing analyses.
- Identify opportunities to introduce new or
alternative methodologies and implement
changes.
Who can you talk to?

Student Organizations

Business School Council (BSC)
facebook.com/asuBSC?fref=ts

ASU Actuary Club
orgsync.com/39098/chapter

Professional Organizations and Publications

American Statistical Association (ASA)
amstat.org

Journal of Business & Economic Statistics (JBES)
amstat.org/publications/jbes.cfm

The mission of the Business School Council of Arizona State University is to offer students an opportunity to become involved in the W. P. Carey School of Business; to inform students about matters regarding the School of Business; to increase faculty-student relations; to recognize outstanding students, organizations, and faculty achievements; and to offer students an opportunity to learn, grow, and develop leadership, and professional skills.

Arizona State University’s Actuary Club is a free club that seeks to help future actuaries succeed in their career endeavors. We hold meetings throughout the year, help students form study groups to study for actuarial exams, and host an annual career day in the Spring with local actuarial firms.

The American Statistical Association is the world’s largest community of statisticians. The ASA supports excellence in the development, application, and dissemination of statistical science through meetings, publications, membership services, education, accreditation, and advocacy. Our members serve in industry, government, and academia in more than 90 countries, advancing research and promoting sound statistical practice to inform public policy and improve human welfare.

The Journal of Business & Economic Statistics serves as a unique meeting place for applied economists, econometricians, and statisticians developing appropriate empirical methodologies for a broad range of topics in business and economics. JBES is consistently ranked among the top 10 of all economics journals. Coverage includes forecasting, data quality, policy evaluation, and more.

To schedule an appointment:

Tempe Campus
480-965-4154

West Campus
602-543-2834

wpcarey.asu.edu/sos