



QUEEN CITY CAREER GUIDE

BUSINESS ANALYTICS

WHAT IS BUSINESS ANALYTICS?

BUSINESS ANALYTICS IS THE ITERATIVE, METHODOLOGICAL EXPLORATION OF DATA USING STATISTICAL ANALYSIS, MODELING, AND VISUALIZATION TO SUPPORT DATA-DRIVEN DECISION-MAKING. Business analytics is used by organizations that rely on data to understand performance, identify trends, and improve outcomes. Analysts work across functions such as marketing, finance, human resources, and operations to describe what is happening, predict what may happen, and inform strategic decisions.

BUSINESS ANALYTICS INDUSTRIES

FINANCE. Retail banks use data to understand customer behavior, manage accounts, and assess risk. Investment banks and financial institutions use analytics to evaluate markets, optimize portfolios, and support trading and investment decisions.

HEALTHCARE. Healthcare organizations use data to improve patient outcomes, enhance diagnostics, optimize treatment plans, and increase operational efficiency across care systems.

MARKETING. Analytics is used to understand consumer behavior, identify patterns, forecast demand, and deliver targeted, personalized marketing strategies.

WORKFORCE MANAGEMENT/ HR ANALYTICS. Organizations use workforce analytics to improve hiring, retention, staffing models, and employee engagement through data-informed decision-making.

OPERATIONS/ MANUFACTURING. Companies use data to improve supply chain performance, increase efficiency, reduce costs, and optimize production processes.

PREPARING FOR YOUR CAREER...

AS CITED BY TOP AREA RECRUITERS, YOU WILL NEED:

- Strong critical thinking and analytical reasoning skills
- Clear written and verbal communication skills
- The ability to translate data into actionable insights
- Problem-solving skills using quantitative and qualitative data
- Experience working with stakeholders and communicating findings
- The ability to present analytics work
- Proficiency in Excel and data visualization tools (e.g., Tableau or Power BI)
- Programming and data analysis skills (commonly Python or R)
- Experience with SQL for data querying and database work
- Familiarity with statistical or analytics tools (e.g., SAS or SPSS)

HOW TO GET HIRED

- Build a portfolio showcasing analytics projects and technical skills.
- Develop **technical proficiency**
- Pursue relevant **certifications** and applied learning experiences.
- Network** in the field through the school: see the BISOM department on 2nd floor, Friday for more details and attend the BISOM Networking Night
- Maintain a **high GPA**

You might enjoy business analytics if you like learning how things work; you like organizing processes; you enjoy helping others clarify things and discover solutions; you are naturally curious; you enjoy statistics and quantitative analysis; you see the big picture and the details; you enjoy working largely independently but you also enjoy presenting information and working with a wide variety of people

RIGHT NOW IN BUSINESS ANALYTICS

BUSINESS ANALYTICS CONTINUES TO GROW DUE TO INCREASED GLOBALIZATION, RAPID DIGITIZATION OF BUSINESS PROCESSES, AND THE EXPANSION OF DATA-DRIVEN DECISION-MAKING ACROSS INDUSTRIES.

ORGANIZATIONS ARE INCREASINGLY RELYING ON ANALYTICS TO IMPROVE EFFICIENCY, UNDERSTAND CUSTOMER BEHAVIOR, AND SUPPORT STRATEGIC PLANNING.

DEMAND FOR BUSINESS ANALYTICS PROFESSIONALS REMAINS STRONG ACROSS INDUSTRIES AND CONTINUES TO EXPAND AS COMPANIES INVEST IN DATA INFRASTRUCTURE, AUTOMATION, AND ARTIFICIAL INTELLIGENCE TOOLS.

QUICK FACTS

FIELD GROWTH:
+34% NATIONALLY
BRIGHT OUTLOOK IN NORTH CAROLINA

NC SALARY RANGE: \$60,000- \$150,000+
MEDIAN NATIONAL INCOME: \$112,590
THIS DATA REFLECTS ALL WORKERS AND LONG-TERM EARNING POTENTIAL.

DATA-RELATED OCCUPATIONS ARE AMONG THE FASTEST-GROWING CAREER FIELDS IN THE U.S., DRIVEN BY GROWING DEMAND FOR DATA ANALYSIS, FORECASTING, AND BUSINESS INTELLIGENCE.

SOURCE: NORTH CAROLINA DEPARTMENT OF COMMERCE EMPLOYMENT PROJECTIONS (2024-2034) AND U.S. BUREAU OF LABOR STATISTICS OCCUPATIONAL OUTLOOK HANDBOOK.

UNC CHARLOTTE GRADS



79% of Charlotte Business Analytics alumni 1-5 years out work in a field related to their program of study, and their average salary is \$73,900. Alumni work as Data Scientists, Management Analysts, Financial and Investment Analysts, and more.

*Lightcast Data, 2021-2026



GET INVOLVED!
STUDENT ORGANIZATIONS & PROFESSIONAL ORGANIZATIONS

STUDENT ORGANIZATIONS

AIS- ASSOCIATION OF INFORMATION SYSTEMS

CHARLOTTE SPORTS ANALYTICS CLUB

EVENTS ON CAMPUS

ATTEND THE ANALYTICS FRONTIERS CONFERENCE, HOSTED BY UNC CHARLOTTE

ATTEND THE WOMEN IN DATA SCIENCE CONFERENCE, HOSTED BY THE SCHOOL OF DATA SCIENCE

PROFESSIONAL ORGANIZATIONS

ABDS- ANALYTICS AND BIG DATA SOCIETY (BASED IN CHARLOTTE)

CHARLOTTE BI GROUP

IIBA- INTERNATIONAL INSTITUTE FOR BUSINESS ANALYSIS

INFORMS- INTERNATIONAL ASSOCIATION FOR PROFESSIONALS IN OPERATIONS RESEARCH AND ANALYTICS

WHO HIRES UNC CHARLOTTE BUSINESS ANALYTICS GRADUATES?

Bank of America



WELLS FARGO



TRUIST

Deloitte.



Internships make candidates more competitive in the job market, and many employers hire entry level positions from their internship programs. More information can be found at belkcollege.charlotte.edu/internships

SAMPLE JOB TITLES IN THIS FIELD

DATA ANALYST • BUSINESS ANALYST • DATA SCIENTIST
PRODUCT ANALYST • FINANCIAL ANALYST • MARKETING ANALYST
BUSINESS INTELLIGENCE ANALYST • PRICING ANALYST
OPERATIONS ANALYST • DATA MODELER
WORKFORCE ANALYTICS ANALYST • DIGITAL ANALYTICS ANALYST