

AN INDUSTRY OVERVIEW:

BUSINESS ANALYTICS

The employment landscape is strong for those interested in launching or advancing their career in the areas of collecting, analyzing, managing, and harnessing data to make informed business decisions. For data scientists and related occupations, the U.S. Bureau of Labor and Statistics projects **36% job growth through 2031, much faster than the average (5%)**.

To help you better understand the benefits of earning a master's degree in business analytics, we combed through 117K+ unique professional opportunities available from September 2022-March 2023 to summarize:

- Median annual salary by occupational roles and years of experience,
- Experiences and skills organizations are looking for in competitive employees,
- Industries and organizations with the highest active job postings

16%

of the total unique active job postings categorically require a master's degree, demonstrating a need for specialized skills.

4-6 YEARS

With a master's degree, 32% of the openings require 4-6 years of experience and 21% accept 2-3 years of work experience.

\$100.2K

median advertised salary for a candidate with master's degree is 16.11% higher than with bachelor's as the only required academic qualification.

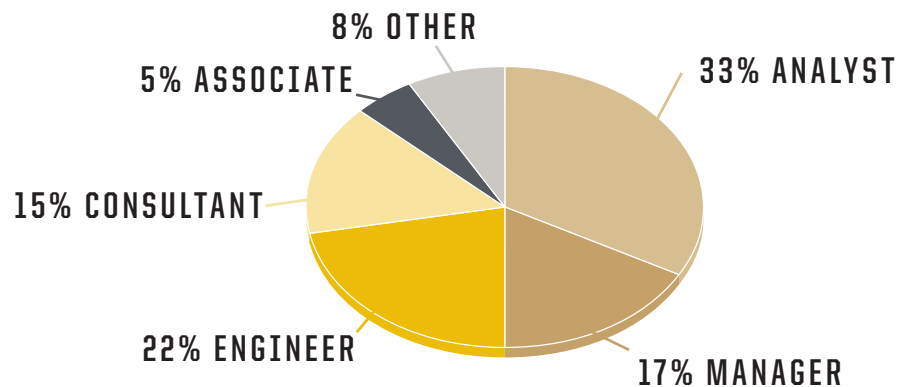
OCCUPATIONAL ROLES

While only 16% of the job postings required master's as the minimum qualification, all top occupational roles exceeded that value in terms of hiring professionals with a master's degree.

Occupational roles	% of jobs held by professionals with a master's degree	Popular titles
Data Scientist	35.4%	Data Analysts, Business Intelligence Analysts, Data Scientists, Machine Learning Engineers
Financial and Investment Analysts	30.3%	Financial Analysts, Pricing Analysts, Financial Planning And Analysis Analysts
Management Analysts	29.1%	Business Analysts, Program Analysts, Management Analysts, Business Process Analysts, Consultants
Database Administrators	26.3%	Data Engineers, Database Administrators, Salesforce Administrators, Big Data Engineers
Information Security Analysts	23.7%	It Security Analysts, Cybersecurity Analysts
Market Research Analysts and Marketing Specialists	22.3%	Marketing Analyst, Digital Marketing Specialist

MSBAIM '22 graduates secured roles with the following titles within 180 days of graduation:

Other: president, advisor, contractor, specialist, auditor, strategist, officer



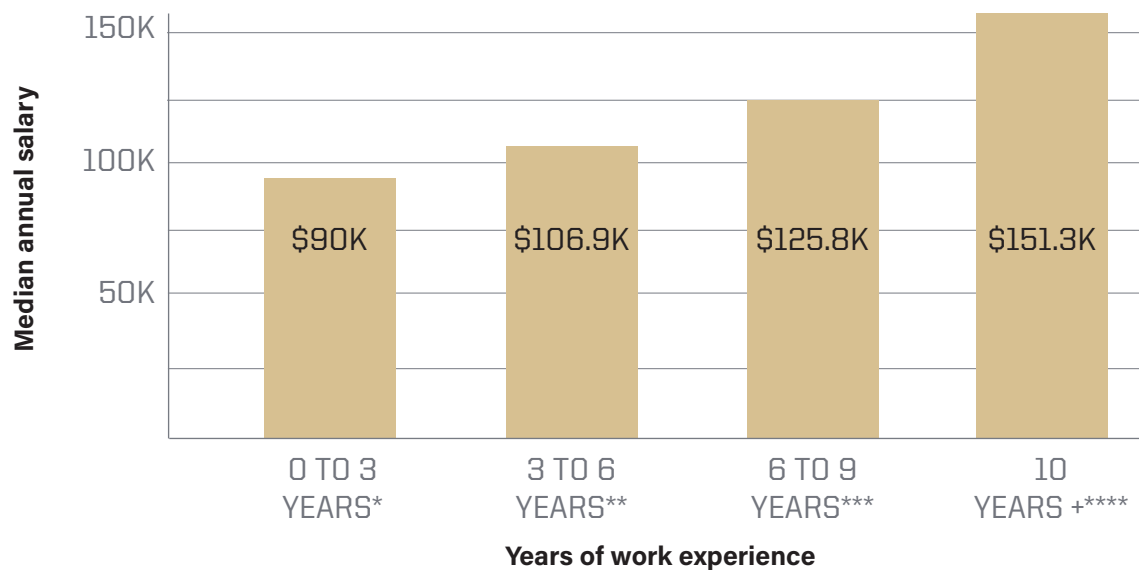
SALARY BY OCCUPATIONAL ROLE

Occupational roles	Median annual salary	75th percentile annual salary
Information Security Analysts	\$102,606	\$131,332
Data Scientist	\$100,922	\$130,770
Database Administrators	\$96,720	\$124,551
Management Analysts	\$92,997	\$124,426
Financial and Investment Analysts	\$91,582	\$124,613
Market Research Analysts and Marketing Specialists	\$63,918	\$97,615

* On average, 16% of the total eligible job postings have advertised the salary range

The Daniels School MSBAIM '22 cohort had an average of 2-3 years of work experience and earned an average post-graduate annual salary of \$123,479 and a 99% placement rate.

Salary by years of experience



* As per data from 18% of 124,458 eligible job postings ** As per data from 35% of the 51,914 matching postings

*** As per data from 36% of the 22,708 matching postings **** As per data from 33% of the 12,210 matching postings

EXPERIENCES & SKILLS

32% of the openings require 4-6 years of experience and 21% accept 2-3 years of work experience, plus a master's degree.

SPECIALIZED SKILLS

These top specialized skills are conceptual abilities that are often directly related to the job description and can determine your qualification:

- Computer Science
- Data Analysis
- Finance
- Data Science
- Machine Learning
- Accounting

SOFTWARE SKILLS

These top software skills reflect the programs and tools that are necessary to carry out day-to-day job functions:

- SQL
- Python
- Microsoft Excel
- R
- Microsoft PowerPoint
- Tableau

Purdue's MSBAIM and Online Master's in Business Analytics curriculum is grounded in the foundations of business and aligned with the current state and future predictions of business data and technology. Students not only learn the theories but also apply their knowledge to solve real-world challenges during case competitions, consulting projects, and internships. Many even complete industry certifications like AWS, INFORMS Certified Analytics Professional, Microsoft Azure, Tableau Desktop, and more.

TOP INDUSTRIES & RECRUITERS

Since September 2022, the following organizations are recruiting the most data scientists and related occupations: Humana, Citi Group, Guidehouse, Northrop Grumman, Cox Communications, Deloitte, Edward Jones, Amazon, Elevance Health, United Health Group, Staffigo, Robert Half, Raytheon Technologies.

Industry	Total/Unique Open Positions	Industry	Total/Unique Open Positions
Professional, Scientific, and Technical Services	57,063/29,812	Educational Services	13,907/6,159
Finance and Insurance	51,877/24,352	Retail Trade	11,947/5,008
Manufacturing	46,766/18,778	Wholesale Trade	7,898/3,182
Information	18,386/8,734	Real Estate and Rental and Leasing	4,652/2,602
Health Care and Social Assistance	13,179/6,201	Utilities	7,863/2,372

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