

Business Analytics (MSBA)

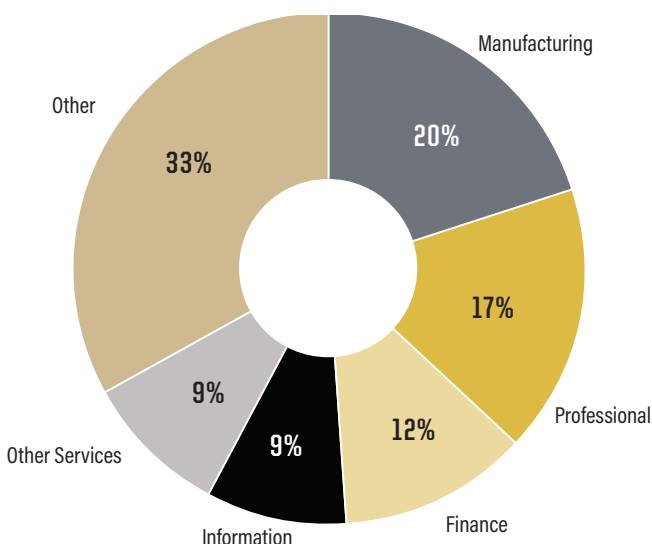
AVERAGE PROFESSIONAL WORK EXPERIENCE

7 YEARS

TOP INCOMING STUDENT EMPLOYERS

- BASF
- Boeing
- Ernst & Young
- Grainger
- John Deere
- Northrop Grumman
- Purdue University
- US Foods
- Walmart
- Xandr

INDUSTRY



Information compiled from recent cohorts.

GLOBAL CLASS PROFILE

DOMESTIC

23

States

INTERNATIONAL

6

Countries

TOP LOCATIONS

- | | | |
|--------------|----------------|----------------|
| ▪ California | ▪ Pennsylvania | ▪ Canada |
| ▪ Florida | ▪ Texas | ▪ China |
| ▪ Illinois | ▪ Wisconsin | ▪ Saudi Arabia |
| ▪ Indiana | | ▪ Singapore |
| ▪ Ohio | | ▪ Spain |
| ▪ Oregon | | |



A Daniels School degree is the right blend of a rigorous data science program with business elements and affordable tuition. It was perfect for me."

**LILAH
ROGOFF**
MSBA '24

WATCH LILAH'S STORY

SUCCESSFUL

STUDENT ATTRIBUTES

TRUE GRIT

Daniels School students unlock their full potential during their academic journey. Challenges reveal the mettle of a Boilermaker. Our students are tenacious and can be relied upon to see a job through, all while balancing their studies, work and family life.

PIONEERING SPIRIT

At the heart of Purdue University is a passion for discovery, fueled by an entrepreneurial spirit. Daniels School students blaze their own paths, never settling for the status quo.

INITIATIVE

We look ahead and forever move forward. Daniels School master's students apply classroom learning and newly developed skills to their professional development plan and their workplace, creating value for themselves and their companies long before graduation.

THE "IT" FACTOR

Moxie? Check. Magnetism? Check. Charisma that demands attention? Check.

ENRICHING CONTRIBUTOR

Daniels School students enrich the school and their cohort, elevating the learning experience for all. Here, diversity transcends ethnicity or gender into realms of thought, industry and academic background.

EMOTIONAL INTELLIGENCE

Great leaders communicate effectively and with great empathy. Daniels School students are great leaders in training who learn to manage themselves and their relationships with self and social awareness, upping their Emotional Intelligence Quotient (EIQ).

PROBLEM-SOLVING SKILLS

At the Daniels School of Business, we roll up our sleeves and dig deep into a problem. Success requires us to approach questions from a variety of angles, combining a solid academic foundation with a flair for the creative. And we are successful.



“The online program was the best choice for me because it gave me the flexibility to own my progress. I wanted to get technical knowledge that I could apply to business decisions, making [my choices] less intuition-based and more data-driven as I apply my skills to my day-to-day job.”

**YURI
PENALOZA**
MSBA '24
Regional Channel
Manager, Cummins



“I leveraged every course, focusing on different perspectives each semester. This approach, combined with the program's flexibility, gave me a comprehensive understanding of how data analytics intersects with various business functions.”

**VIPIN
SURESH**
MSBA '24
Data Engineer, USAA

May 2025