CARLSON SCHOOL
OF MANAGEMENT
UNIVERSITY OF MINNESOTA

MASTER OF SCIENCE
IN BUSINESS ANALYTICS

Employment *Report* 2022

MS - BUSINESS ANALYTICS - CLASS OF 2022

Letter from the Executive Director

CARLSON SCHOOL OF MANAGEMENT
UNIVERSITY OF MINNESOTA

MAGGIE TOMAS

Executive Director
Carlson Business Career Center
mtomas@umn.edu

Greetings from the Carlson Business Career Center (CBCC),

It is my pleasure to share the 2022 Employment Report for our Master of Science in Business Analytics (MSBA) students here at the Carlson School of Management.

We are pleased to report that **100%** of our MSBA graduates from the class of 2022 were employed six months post-graduation or prior. The **average base salary is $100,421**. Other exciting things to note:

- Top industries are technology, financial services, and consulting.
- More than 50 percent of students accepted roles based in the Midwest for the first time in program history.
- Top job titles include digital analyst, senior data analyst, and associate consultant.

The CBCC held over 940 employer meetings, sent out more than 480 tailored resume books, and organized 243 events across 10 programs during the past year. Our coaches managed 4,117 coaching appointments and delivered dozens of workshops. We strive to not only prepare our students well, but also deliver excellent customer service to our company partners.

This year brought a big change for our office. We merged our employer engagement and operations teams with the undergraduate career center and now support both undergraduate and graduate students in recruiting and engagement with employers. This merger enables us to be strategic with our partnership and efforts with our employers. In addition, we hope it eases communication and streamlines processes for all our external partners.

We continued our focus on inclusive recruiting with the goal that each student feels welcome and supported in the recruiting and job search process both by our staff and employers. We were pleased to see strong turnout from our recruiting partners on various anti-bias interview best practices and inclusive recruiting trainings we held. We will continue to hold these trainings and find additional ways to support our community in inclusive hiring best practices to strive towards our DEI mission statement:

The Carlson Business Career Center acknowledges and appreciates all cultures, ethnicities, and identities represented in our current and future student body. We encourage students to remain authentic while they learn about various career paths and emerge as leaders within their organizations. By doing our part to cultivate an ethical, culturally-grounded, and anti-racist institution, we will equip the leaders of tomorrow to live the values of "business as a force for good." Through sustained efforts and in partnership with our partner organizations and employers, the CBCC is making progress toward addressing the systematic harm placed on individuals and groups of people within a career search. We will continue to learn and use our privilege to advance issues of diversity, equity, and inclusion in our community.

As always, thank you for your ongoing partnership! Go Maroon & Gold!

MS - BUSINESS ANALYTICS - CLASS OF 2022

Employment Report

CARLSON SCHOOL OF MANAGEMENT
UNIVERSITY OF MINNESOTA

of 2022 graduates **accepted** employment offers within six months after graduation

Base Salary Range

Mean
$100,421

$75,000 — $136,000

Median
$100,000

Signing Bonus Range

Mean
$18,604

$5,000 — $60,000

$94,338 mean salary with U.S. work authorization
$105,693 mean salary without U.S. work authorization

31
GRADUATES

30
GRADUATES SEEKING FULL-TIME EMPLOYMENT

MS - BUSINESS ANALYTICS - CLASS OF 2022

Employment Report

CARLSON SCHOOL OF MANAGEMENT
UNIVERSITY OF MINNESOTA

BY INDUSTRY	PERCENT	AVERAGE SALARY
Financial Services	23%	$103,614
Technology	23%	$109,429
Consulting	20%	$97,100
Retail	10%	$91,667
Manufacturing	10%	$86,667
Transportation & Logistics Services	7%	N/A
Other (incl. Healthcare, Media)	7%	N/A

BY FUNCTION	PERCENT	AVERAGE SALARY
Business/Data Analytics	N/A	$103,614
BA - *Other*	33%	$112,789
BA - *Operations*	27%	$92,400
BA - *Consulting/IT*	20%	$87,000
BA - *Finance*	7%	N/A
BA - *Marketing*	3%	N/A
Other (incl. Consulting, Finance, IT)	10%	$111,167

YEARS OF EXPERIENCE	PERCENT	AVERAGE SALARY
One year or less	33%	$87,880
1 - 3 Years	37%	$98,127
3 - 5 Years	23%	$120,600
5 or more years	7%	N/A

$16K

SALARY INCREASE IN TECHNOLOGY INDUSTRY FROM 2020

#7

QS WORLD UNIVERSITY RANKING FOR MASTER IN BUSINESS ANALYTICS IN THE UNITED STATES (2023)

MS - BUSINESS ANALYTICS - CLASS OF 2022

Employment Report

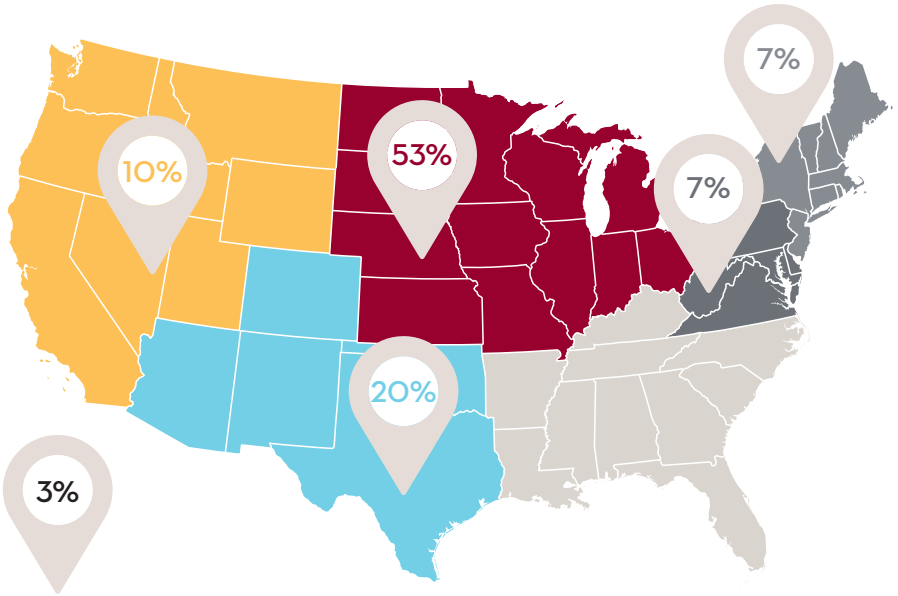
CARLSON SCHOOL OF MANAGEMENT
UNIVERSITY OF MINNESOTA

60%
GRADUATE-INITIATED JOB SEARCH ACTIVITIES

7%
UNKNOWN

33%
SCHOOL-FACILITATED RECRUITING ACTIVITIES

WHERE STUDENTS ACCEPTED JOBS



OUTSIDE OF U.S./
INTERNATIONAL

Top job titles include:

SENIOR DATA ANALYST
ASSOCIATE CONSULTANT
DIGITAL ANALYST

MS - BUSINESS ANALYTICS - CLASS OF 2022

Companies That Hired Carlson School MSBA Students

CARLSON SCHOOL OF MANAGEMENT
UNIVERSITY OF MINNESOTA

AMAZON
ANAPLAN
THE BOEING COMPANY
CALABRIO
CAPITAL ONE
CAREEM
DISH
EMERGING SUN, LLC
ENTEGRIS
FETCH REWARDS
HEWLETT PACKARD ENTERPRISE
LOGICSTREAM HEALTH INC.
MCKINSEY & COMPANY
NERDWALLET
NIELSENIQ
SECURIAN FINANCIAL GROUP
SLALOM CONSULTING
SOFI
STEELCASE
TARGET CORPORATION
TWELVE CONSULTING GROUP
U.S. BANCORP
WHOLE FOODS MARKET

**Bold companies were top hirers in 2022*

MOST OFFERS MADE:
usbank.

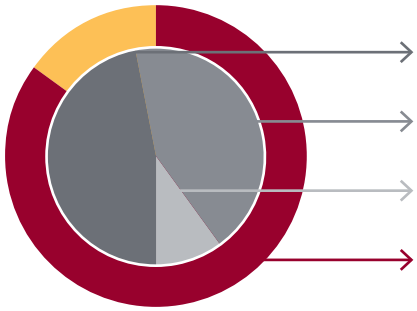
BEST BRANDING:
slalom

MS - BUSINESS ANALYTICS

Class Profiles

CARLSON SCHOOL OF MANAGEMENT
UNIVERSITY OF MINNESOTA

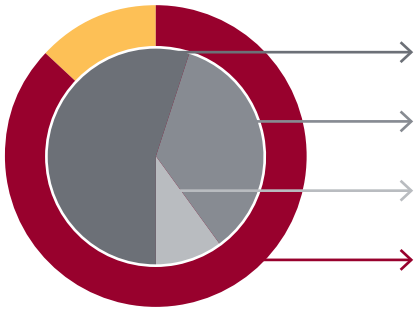
CLASS OF 2022



47% MEN
43% WOMEN
10% UNKNOWN/DO NOT IDENTIFY
85% INTERNATIONAL

AVERAGE GMAT SCORE 700
AVERAGE FULL-TIME WORK EXPERIENCE 2.6 YEARS

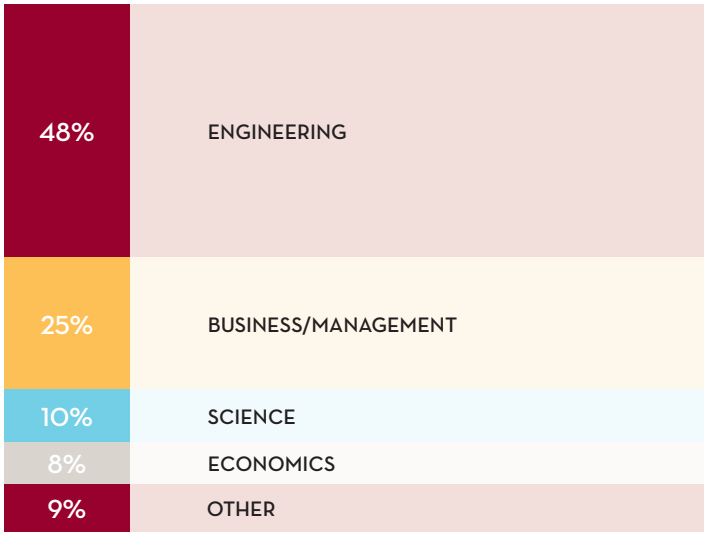
CLASS OF 2023



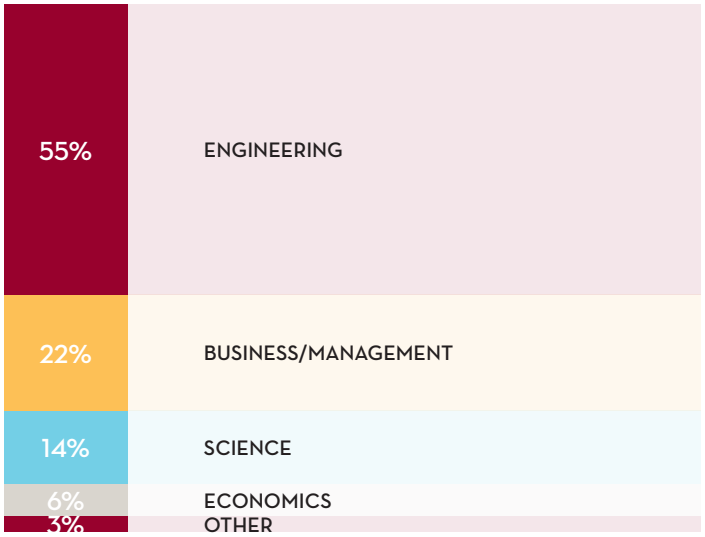
55% MEN
35% WOMEN
10% UNKNOWN/DO NOT IDENTIFY
87% INTERNATIONAL

AVERAGE GMAT SCORE 690
AVERAGE FULL-TIME WORK EXPERIENCE 2.9 YEARS

UNDERGRADUATE MAJORS



UNDERGRADUATE MAJORS



CARLSON SCHOOL
OF MANAGEMENT
UNIVERSITY OF MINNESOTA

Carlson MBA and MS Programs
Carlson School of Management
University of Minnesota

321 Nineteenth Avenue South, Suite 1-110
Minneapolis, Minnesota 55455-0438

The University of Minnesota is an equal opportunity educator and employer.