

# Overview of Five Types of Companies as They Relate to Big Data

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# Five Groups of U.S. Companies

Most likely to least likely to hire entry level Business Analyst positions.

## First Group

Strategic  
Business  
Consulting

Paid for  
advice

Focus on  
ways to  
improve  
processes



## Second Group – The Largest Group

These are the “brick-and-mortar”  
companies

Hotels

Financial

Retail

Taxis

Real  
Estate

## Third Group -

Consulting with software/IT systems  
integration focus

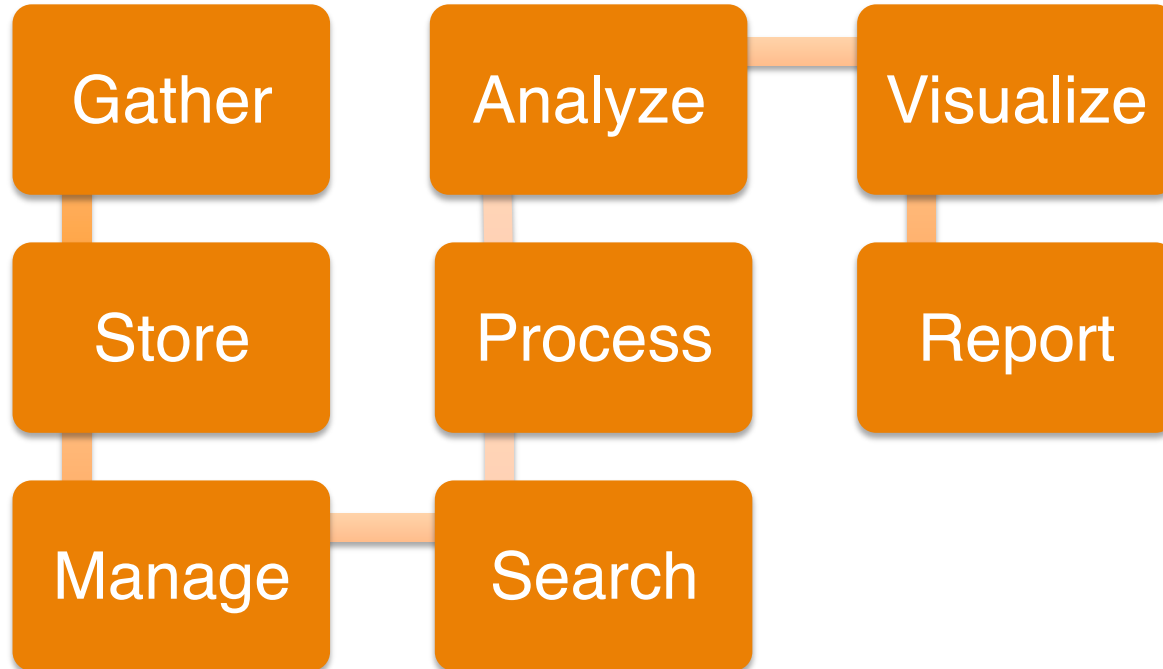
Specialize in building or installing custom  
software systems.

Fortune 500 companies follow their advice

Fourth Group -

Hardware and software companies





Fifth Group -

Digital companies

Many compete against brick-and-mortar companies like taxis, lodging, loans, etc.

Machine learning

Real-time decisions

Business analytics