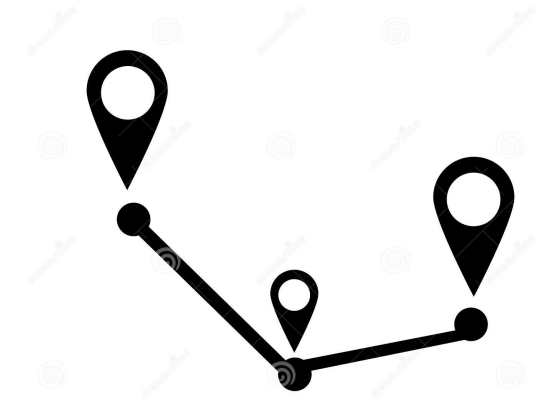


The Story

- 1) The UK is an interesting job market for all of us e.g. for junior tech positions
- 2) We want to understand the market better
- 3) We want to assess how well the BABD curriculum prepares us for the job market
- 4) Based on our analysis, we want to give data driven feedback on the BABD program



Data that we used

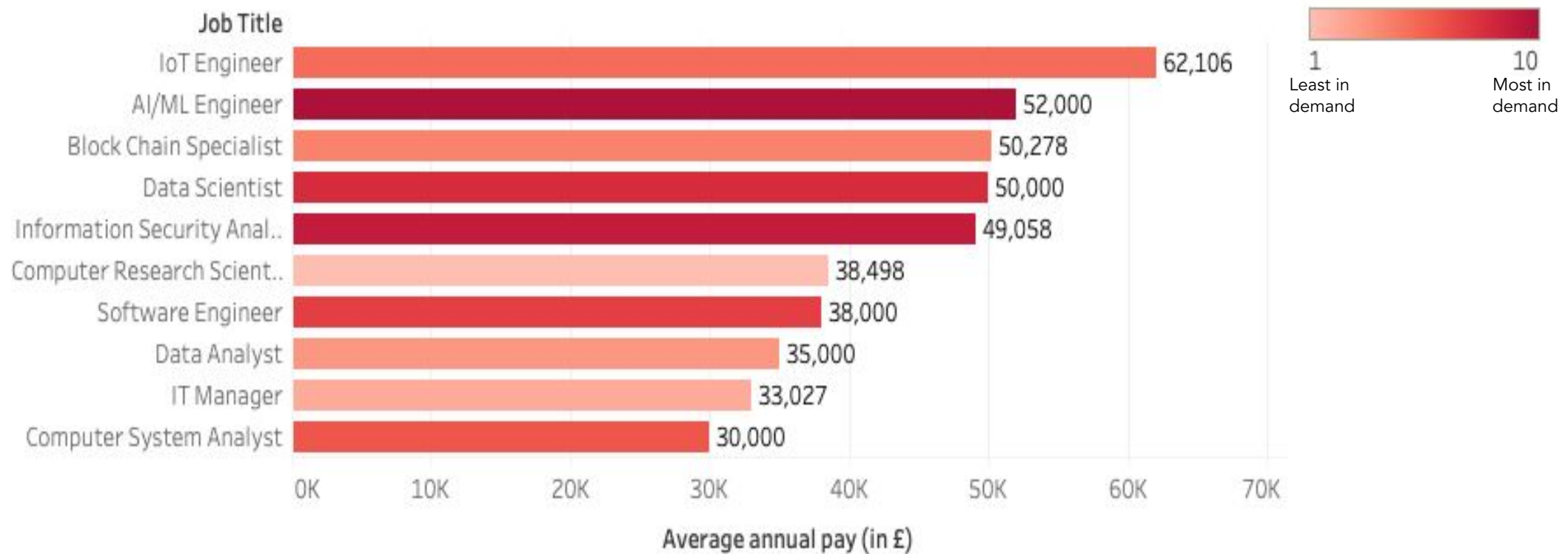
3 Datasets (2 of which we generated ourselves):

1. uk.Indeed.com - 440 unique Junior Data Analyst-ish job descriptions
2. The course overview and syllabus of BABD
3. UK job market

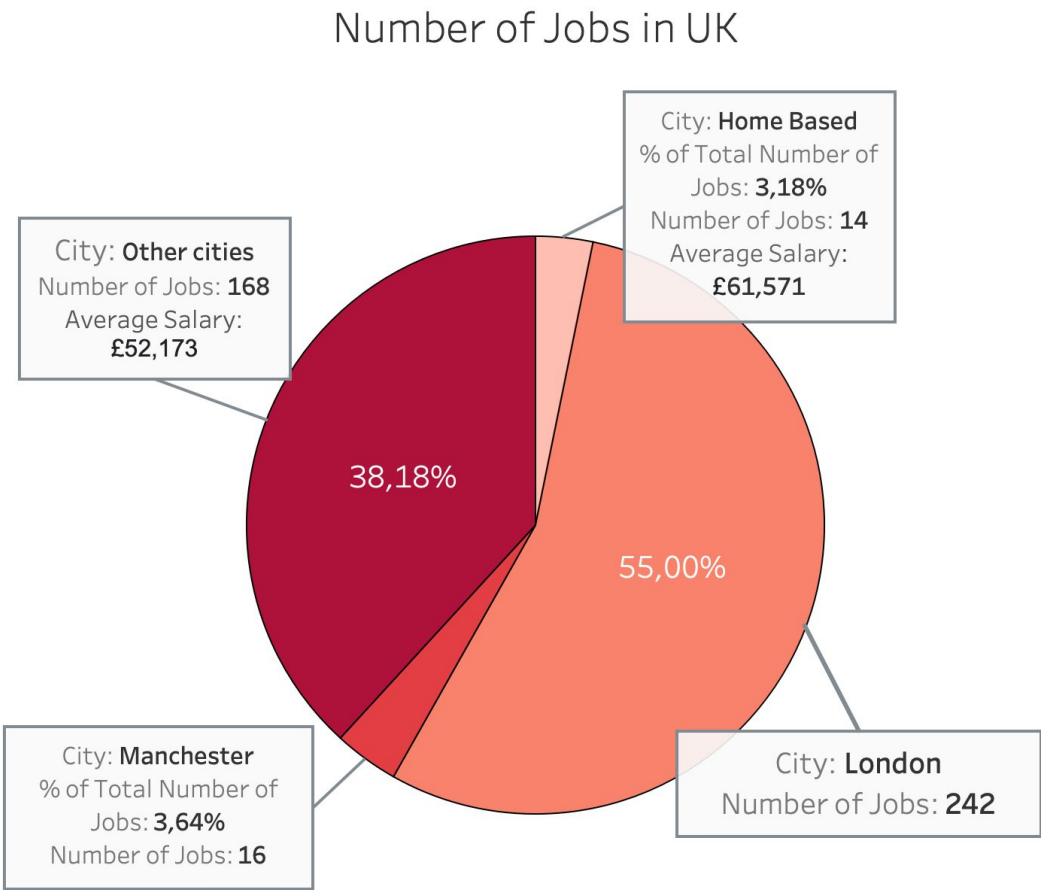
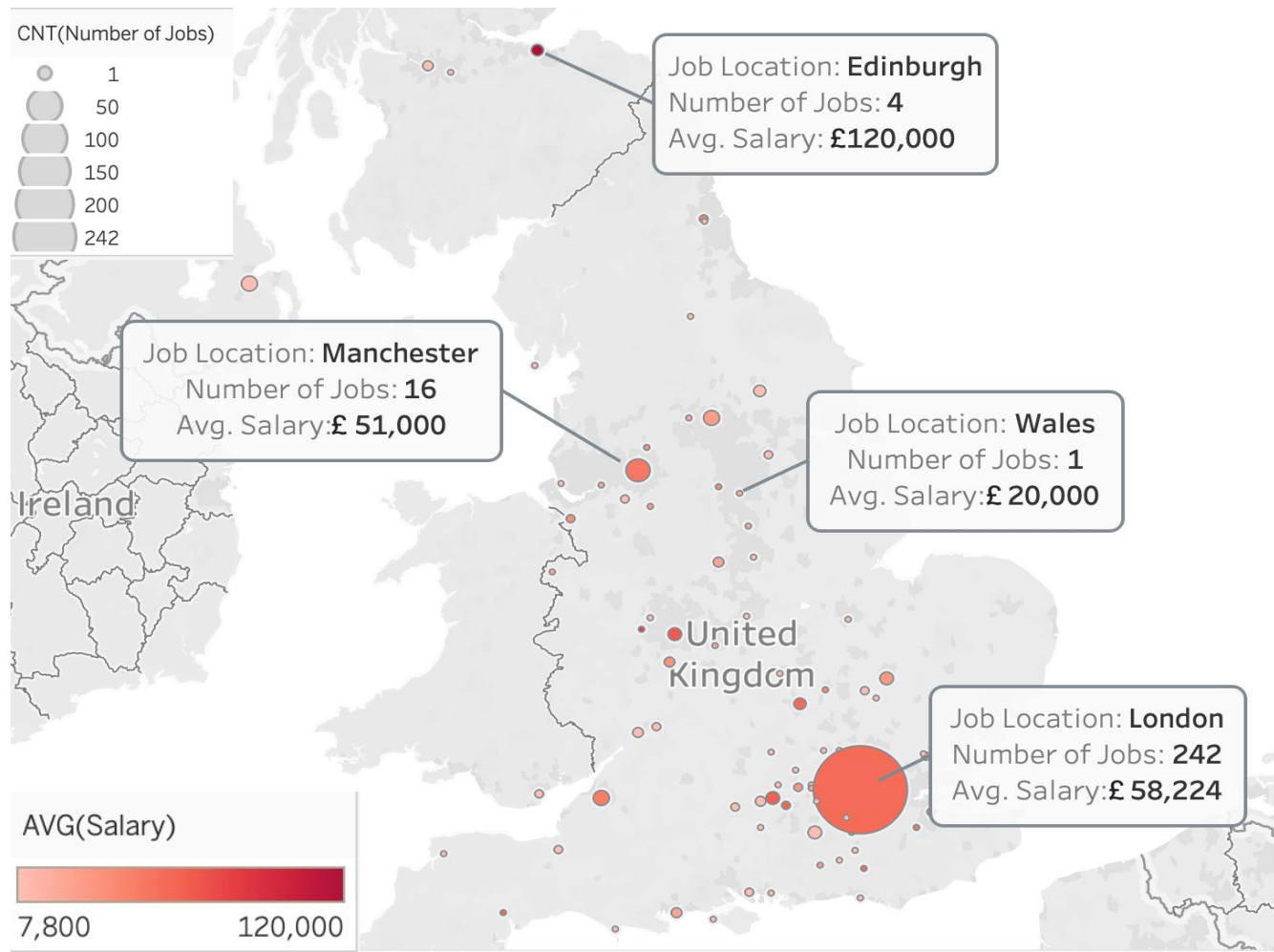


1) United Kingdom is the place to be if you want to work in Tech

Top 10 most in-demand and best paid tech jobs in UK



2) Distribution of Jobs and Salaries in UK



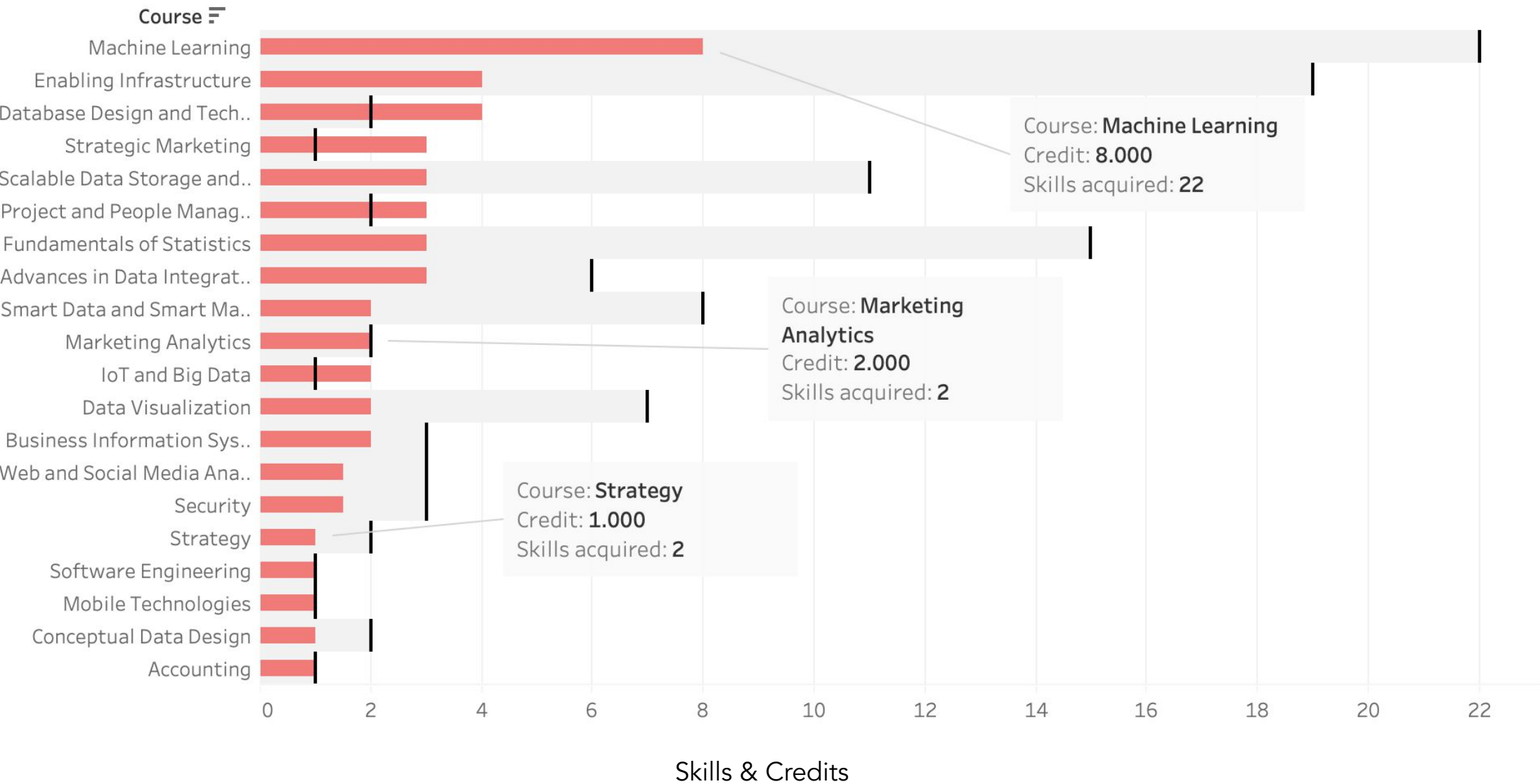
3) Our Program in numbers:

How many skills did we acquire per course?

BABD Overview

Time	Courses	Credits
8 months	23.00	50.00

Skills vs Credits

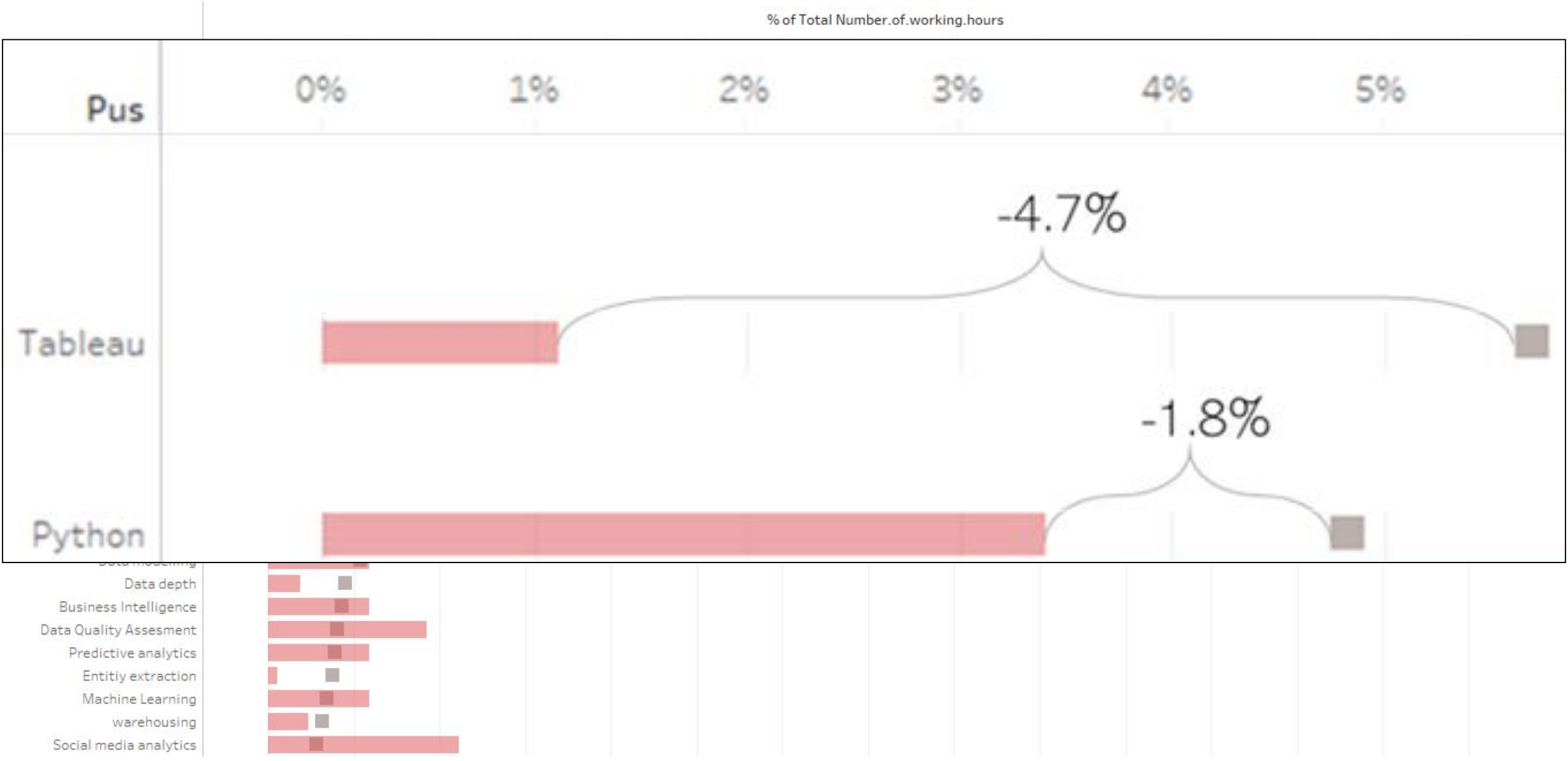


Analysis: BABD Program and the UK job market

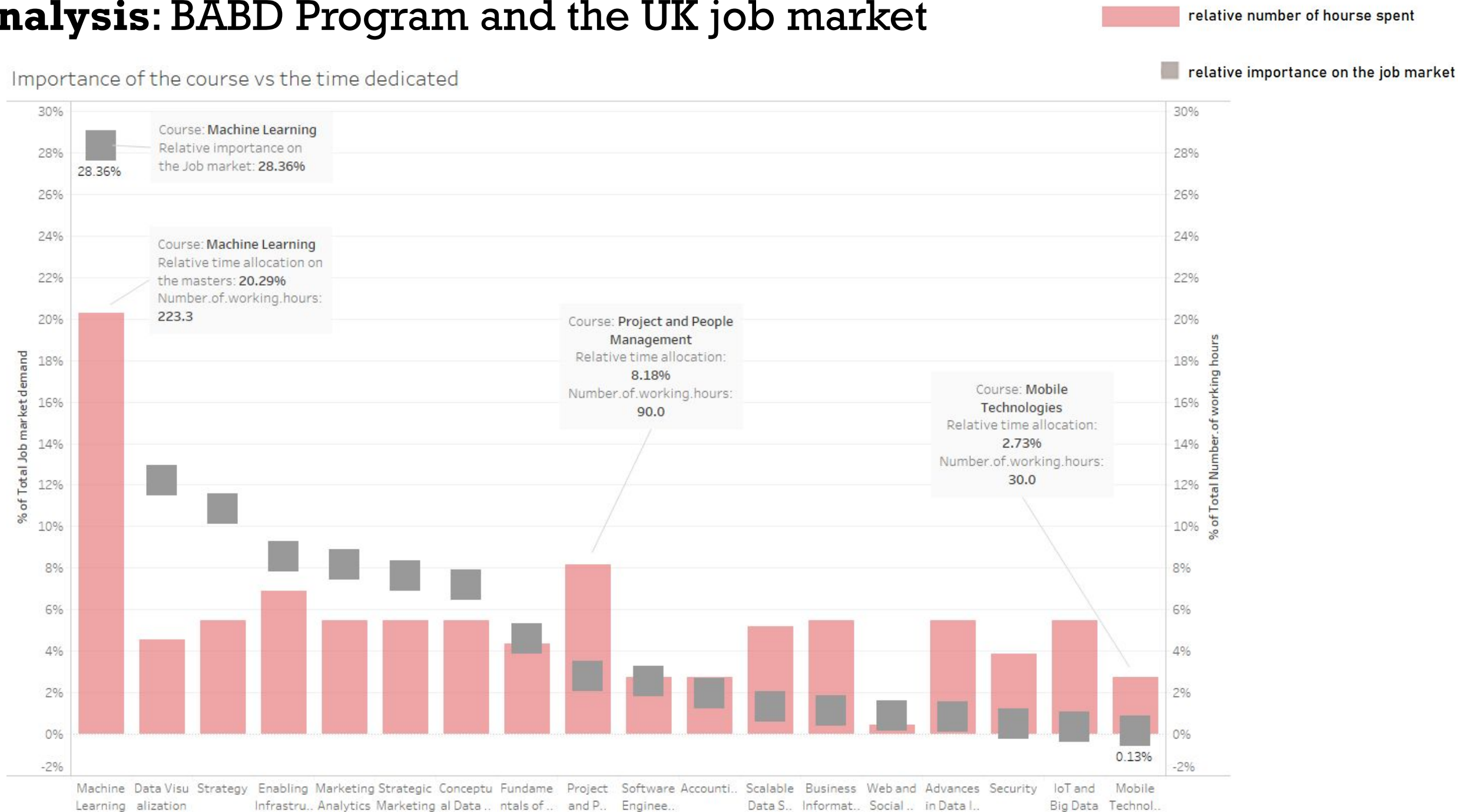
Top 30 most frequently mentioned skills learned on the masters

relative number of hourse spent

relative importance on the job market

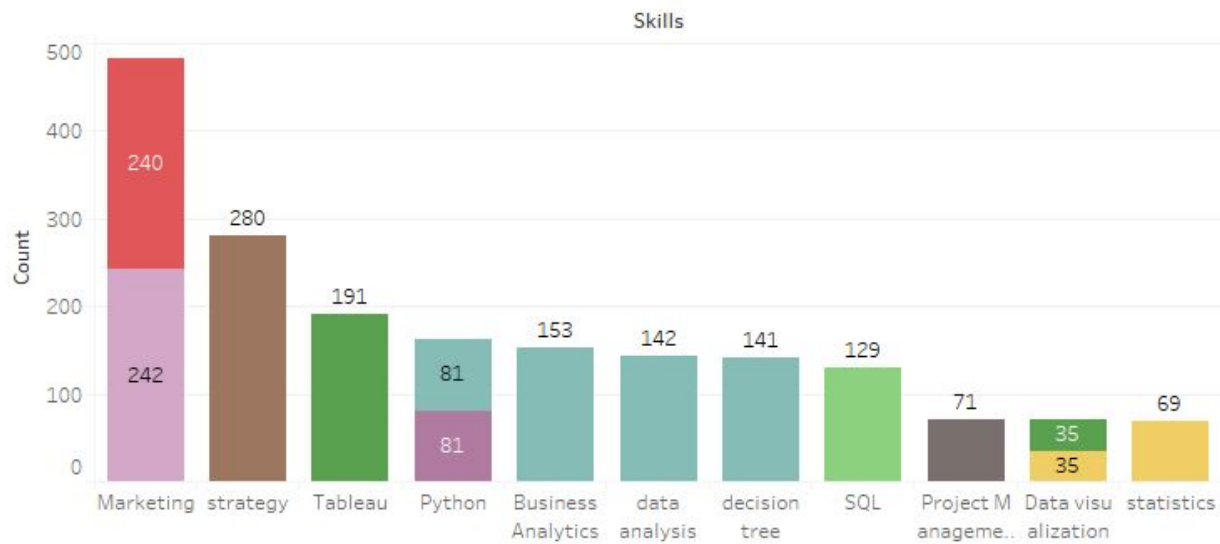


Analysis: BABD Program and the UK job market



Most and least relevant skills: BABD courses

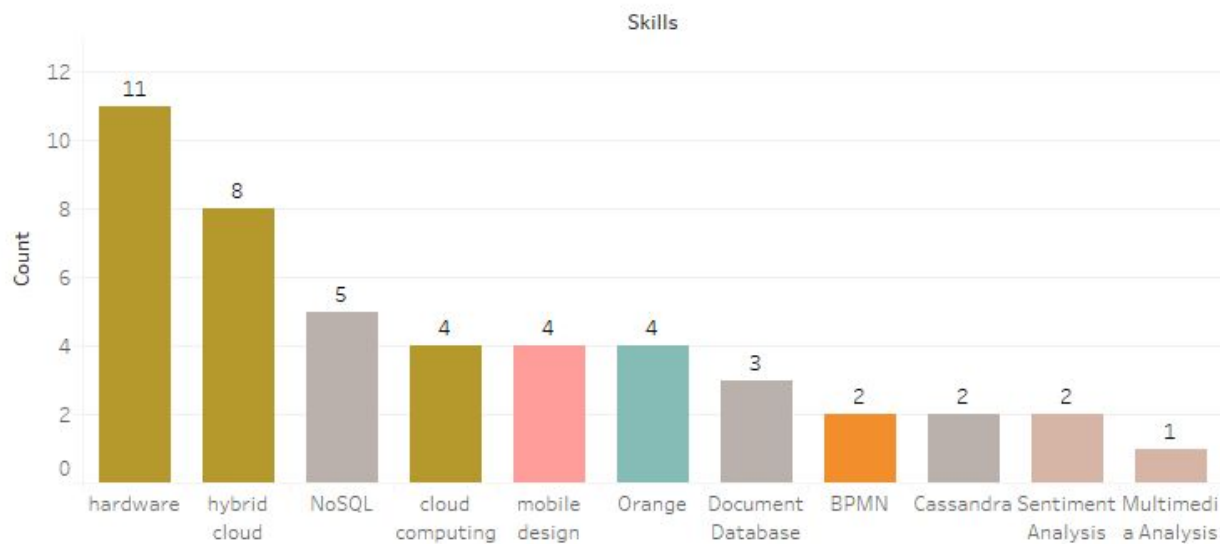
Top Required Skills



Course

- Data Visualization
- Database Design and Technology
- Fundamentals of Statistics
- Machine Learning
- Marketing Analytics
- Project and People Management
- Software Engineering
- Strategic Marketing
- Strategy

Least Required Skills

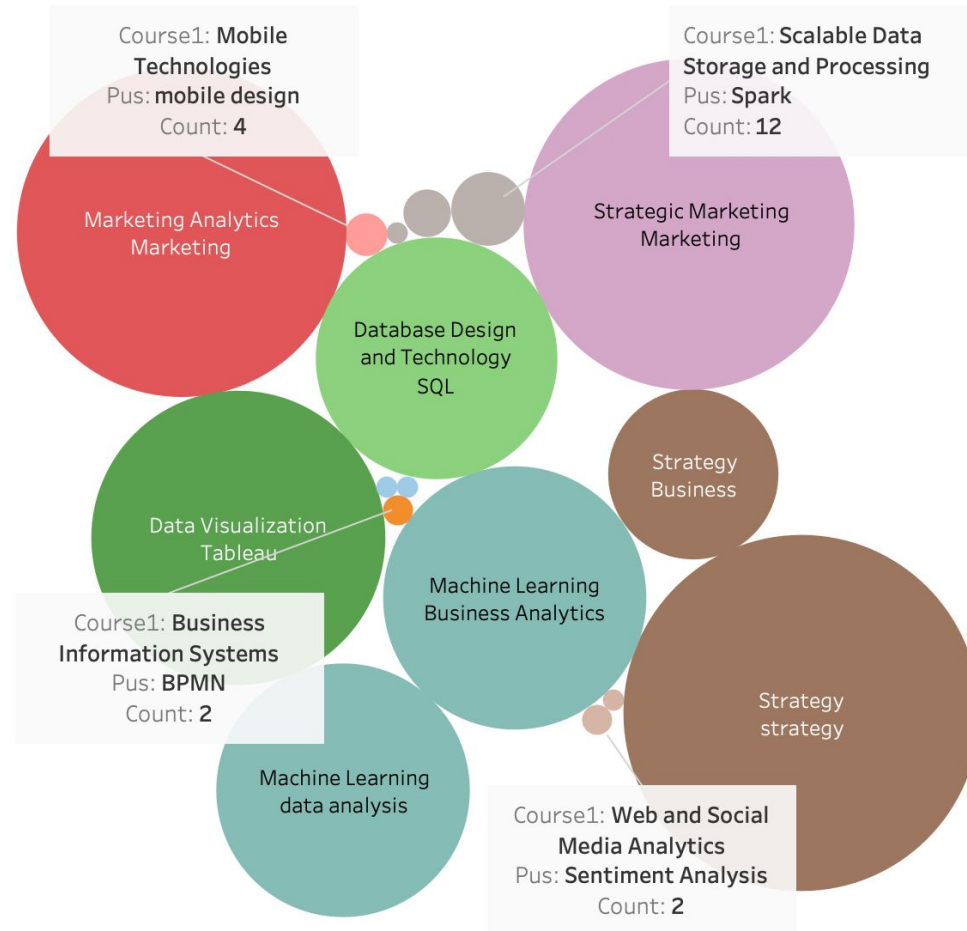


Course

- Business Information Systems
- Enabling Infrastructure
- Machine Learning
- Mobile Technologies
- Scalable Data Storage and Processing
- Web and Social Media Analytics

4) Conclusion: Good News!

Shift Time dedicated to Courses



- We are well equipped to tackle the UK job market

Improvement suggestions for BABD:

- More time should be spent on tools such as Tableau, Python and SQL
- Less time on courses such as BIS, Scalable Storage & Processing and Web & Social Media Analytics
- Concrete suggestion:
Replace these courses by shifting the focus on courses such as Data Visualization, Software Engineering and/or Machine Learning