**Business Analytics Research: Companies and Professions**

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There are many companies that offer state of the art Business Intelligence products. These products are designed to help companies advance their productivity, effectiveness and make predictions. This paper will begin by reviewing two of the top Business Analytics companies, Domo and Dundas, and will focus on the services they offer. Then, two Business Analytics job postings will be reviewed regarding information about the skills and abilities required for these positions.

One top Business Intelligence company is named Domo. According to Domo’s website page “Why Domo?”, this company focuses on offering products and services that allow companies to use their existing data systems to be integrated into new data apps (Domo, n.d.). These apps can be built using the Domo platform and can be connected to cloud storage sites. The apps created can be used to offer customizable dashboards that allows for easy access to data and analytics without users needing to know how to code. Domo prides itself in ensuring that their products are easy to use, easy to access and can be integrated with existing data collection systems (Domo, n.d.). This allows for real-time and predictive analysis of a company’s data.

Another company that offers Business Intelligence systems is Restaurent365. As the name suggests, Restaurant365 specializes in products that assist bars and restaurants in their daily data analysis needs. On the Restaurant365’s website page titled “Why us?”, it explains the software they offer is focused on offering an integrated system that accumulates and displays data from a bar or restaurant’s point-of-sale terminals, banks, and vendors. It even provides data processes that can help businesses make decisions regarding scheduling labor, controlling food costs, and accounting. One company that uses Restaurant365’s products states that using this software allowed them to make better choices regarding labor and were able to save, “about 5% on labor as a percentage of sales” (Restaurant365, n.d.).

While there are several companies that offer Business Intelligence Products, there are also several companies that are looking to hire people to work in the Business Analytics field. One such business is Charter Manufacturing based out of Mequon, Wisconsin. Charter Manufacturing is looking for a Business Analyst to lead IT teams to deliver technology within the Oracle E-Business Suite, which is an ERP system used for CRM (Customer Relationship management) and SCM (Supply Chain Management). You would serve as a bridge between the IT and Business processes to ensure applications meet business needs. In this role you’d also be responsible for researching and recommending solutions to support your team in day-to-day application use. Another aspect of this job would be to guide and train oncoming members once your trained in.

This job listing is nice in that it prepares you for what could be the most challenging aspects of this job. Charter mentions that adjusting priorities quickly as the business demands it could be challenging. You’d have to be adept at handling many tasks and multi-tasking if necessary. Another aspect that may be difficult is keeping up with the needs of your internal customer base. Maintaining professional relationships with several staff members can be a challenge if you’re not used to it.

I’ve also found a listing for a Direct Marketing Analyst. The main responsibilities they’re looking for are reports on customer trends and campaign performance. You’d be in charge of auditing data as it related to marketing campaigns and industry news to leverage it for future campaigns. You’d also have to communicate complex topics for executive management in clear presentations and reports. This positions requires a bachelor's degree with a focus on analytics and at least 2 years of experience in a marketing database environment. For both positions you’d want a strong skillset in Microsoft Excel, Access, and SQL

References

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