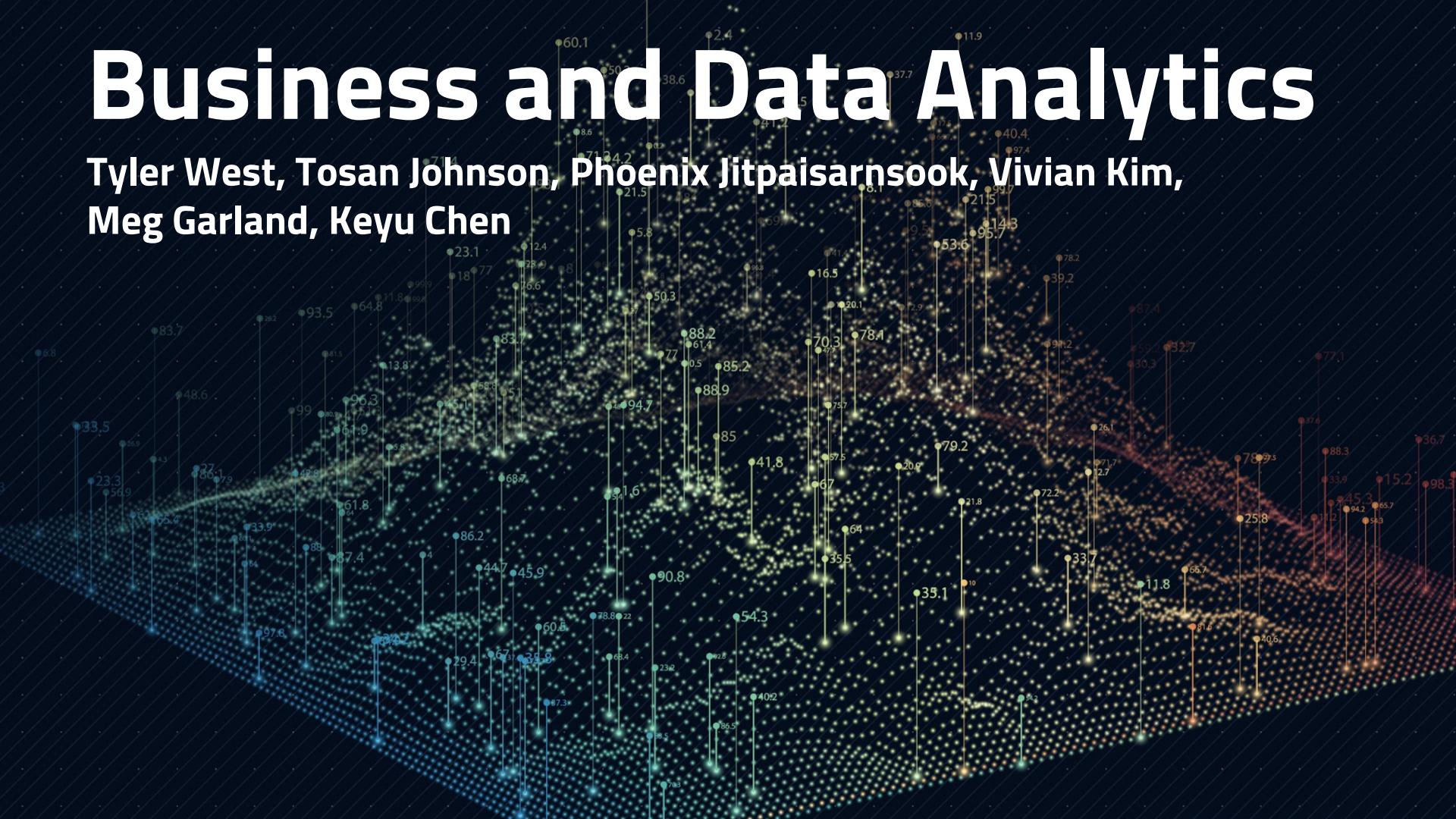


Business and Data Analytics

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Agenda

- **Defining Business Analytics**
- **Executive Summary**
- **Assets: How do you stand out as a Business Analytics recruit?**
 - Capitalize on your coursework
 - Develop your skill set
 - Gain work experience
- **Aspirations: Why work in Business Analytics?**
 - Compensation studies
 - Fulfillment
 - Job mobility use cases
- **Market Realities: How competitive is it to enter Business Analytics?**
 - Casing is a barrier to entry
 - Timing is essential
 - UVA's demand for these positions is high
- **Risks**
- **Next Steps**

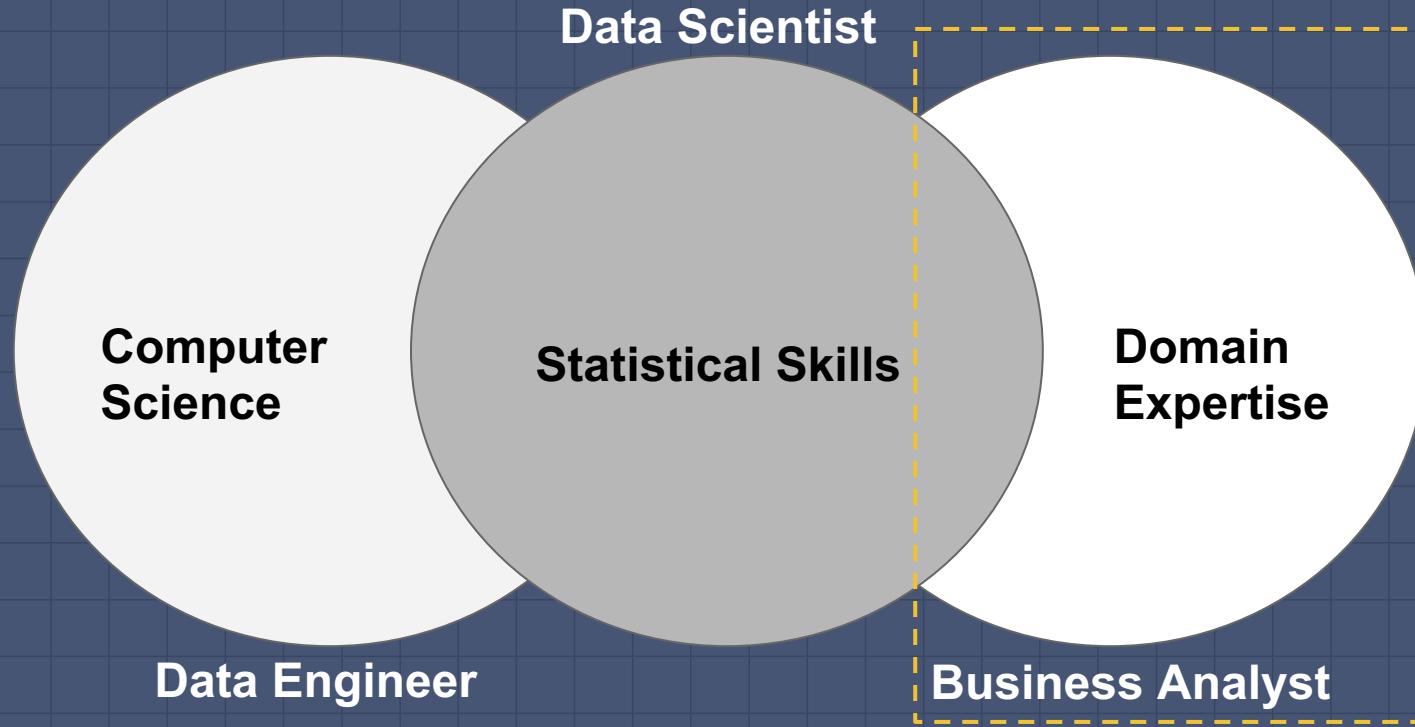
What is Business Analytics?

"What should I consider while entering this market?"

"Should I acquire X company?"

"Should I expand my product line to also include X?"

Business analysts differ from data engineers and data scientists



Executive Summary

Recommendation

Pursue entry in the
Business Analytics
consulting job market

UVA students have ample access to both resources and recruiters.



The industry offers relatively high compensation and diverse set of exit opportunities.



Networking and casing will make UVA students stand out in the competitive recruiting process.



ASSETS

How do you stand out as a Business Analytics recruit?



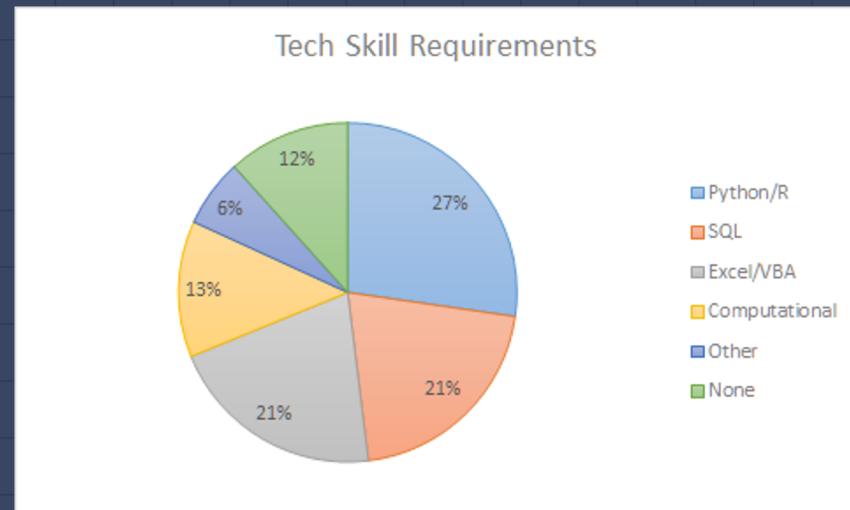
Handshake study shows recruiters emphasize analytical background

88% of jobs require some form of technical skills

- Excel/VBA, SQL, and Python/R preferred

66% of interviews had a Business Case portion

- Emphasis on analytical skills over technical coding knowledge



Capitalize on your coursework

Capitalize on your coursework

Get the right degree

B.A. Economics, Mathematics, Statistics

B.S.Commerce, Engineering

M.S. in Commerce

CS 1110

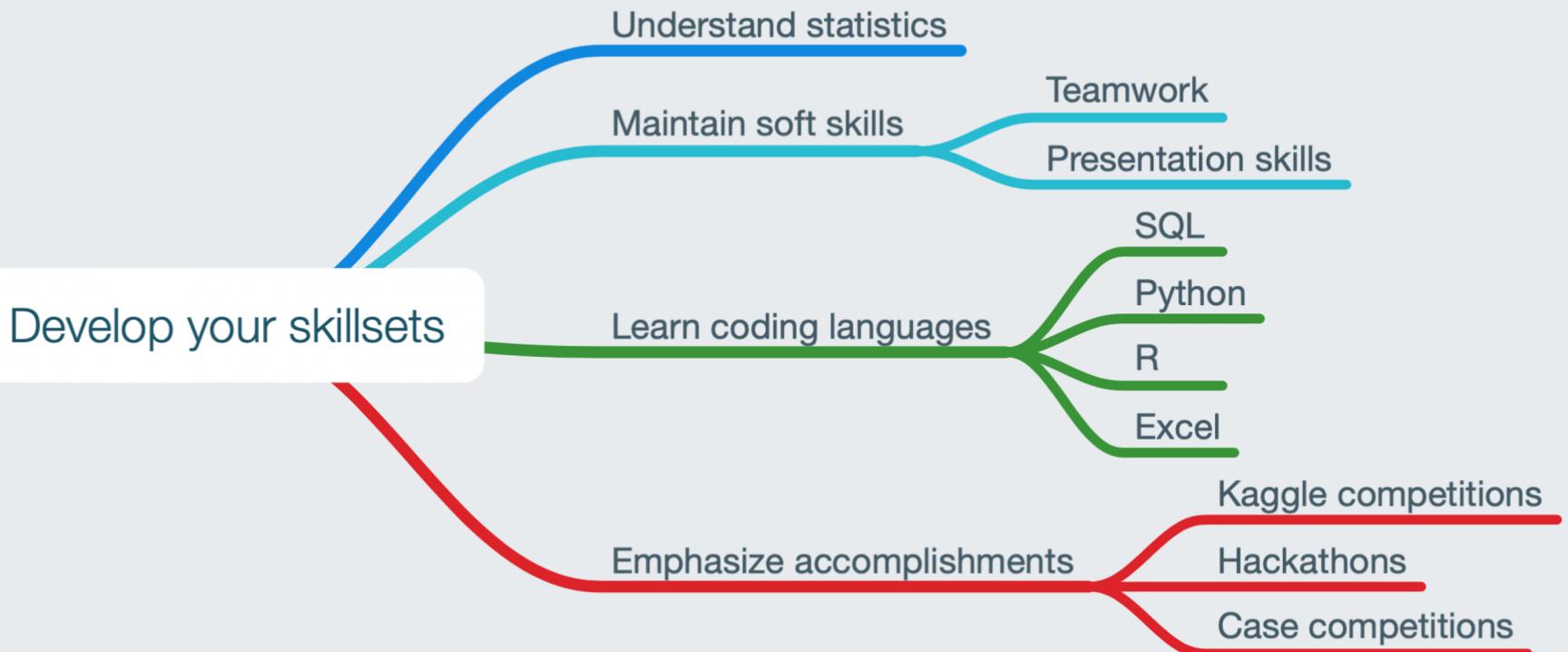
STAT 3220

STAT 1601

MATH 3100

Take relevant classes

Develop your skillsets



Gain work experience

Gain work experience

Highlight internship experience

Data analyst

Research fellow

Engineering intern

Do academic research

Under professor

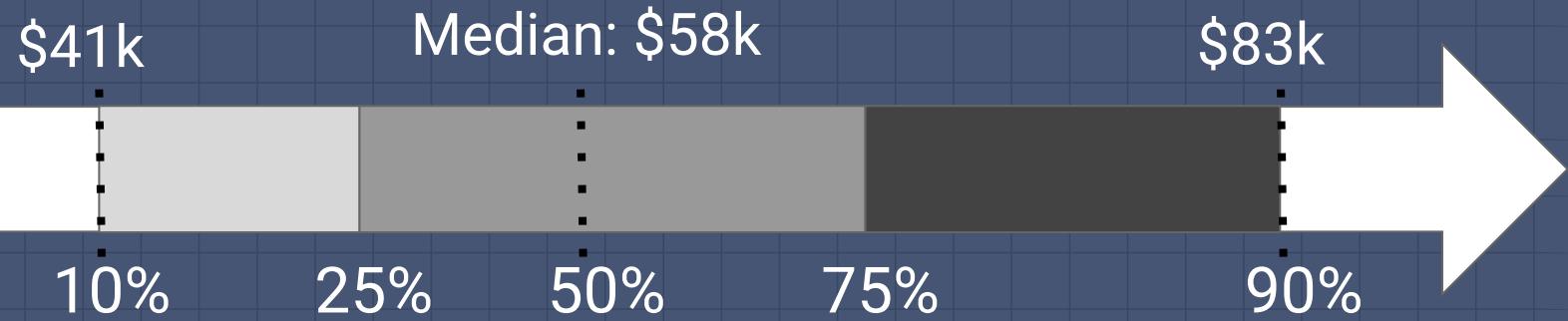
Individually

ASPIRATIONS

Why work in Business Analytics?

2

Nationally, Business Analysts make high salaries



Business Analysts make **\$58k**, which is **16%** more than the average starting salary of college grads.

UVA McIntire students make even more



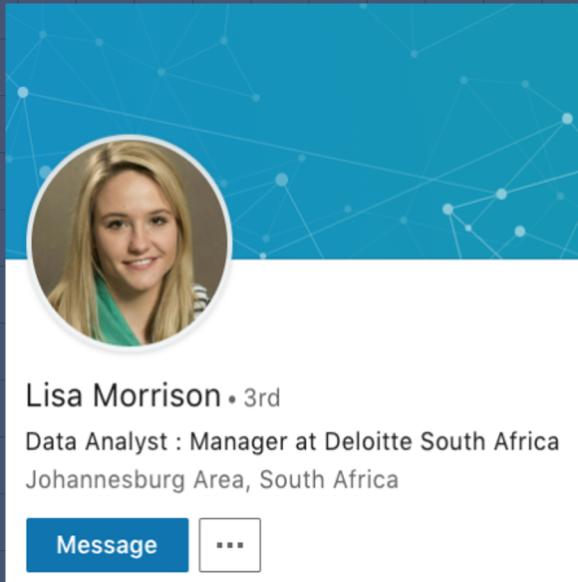
Data analytics increases fulfillment because it's being used for good

"It's being used to **save** and **improve** lives"

- *Lillian Pierson,
Founder of
Data-Mania, LLC*



Job Mobility Use Case #1: Deloitte Analytics



Lisa Morrison • 3rd
Data Analyst : Manager at Deloitte South Africa
Johannesburg Area, South Africa

[Message](#) [...](#)

A LinkedIn profile card for Lisa Morrison. It features a circular profile picture of a young woman with blonde hair, a teal background with a network graph, and white text for her name, title, and location. At the bottom, there are blue "Message" and "..." buttons.

"Roughly **60%** of those leaving Deloitte [data analytics] end up in a banking institution in a multitude of roles, including 'customer analytics' [and] 'pricing analytics'"

Job Mobility Use Case #2: Deloitte's GSAP

Deloitte.

HARVARD
UNIVERSITY



THE UNIVERSITY OF
CHICAGO

Wharton
UNIVERSITY of PENNSYLVANIA

UNIVERSITY
of VIRGINIA
DARDEN SCHOOL OF BUSINESS



Kellogg
School of Management

Deloitte acceptance rates
for the top 20 business
schools 3x national
average

Deloitte offers tuition
reimbursement, technology
stipend, and access to MBA
admissions directors

MARKET REALITIES

How competitive is it to enter Business Analytics?

3

Casing is a barrier to entry

"There was no good reason to spend 250 hours every quarter studying academics that alone would not directly get me a job; I needed to put **at least as much effort** into learning the one skill that could get me hired. " - *Victor Cheng, Case Interview Secrets*

"Generally, people recommend that you do **roughly 20 practice case interviews** before your first real one. If you've got an interview coming up soon, relax- it can be done in less, but to your best to aim for 20 - there's a big difference and they'll be able to tell" - *Matthew Dell, Deloitte Business Analyst*

Casing Use Case: McKinsey's Process

"I got help from people who were more experienced. I guess for the most part the main barriers are learning how to case, and the time commitment - you need to put in time to get better at cases." - ***UVA Student, McKinsey Summer Business Analyst***

McKinsey's Recruitment Process:

- 1st Round: 2 case interviews on Grounds
- 2nd Round: 3 case interviews on site

Getting an offer depends on timing



Not only does recruiting start early, but full-time peaks never exceed a level of **25%**

Source: *TransparentCareer's* guide to recruiting timeline

UVA's demand for these positions is high

4,000 fourth-year UVA students

- Approx. **30%** are pursuing majors in Business, Technology, and Economics: **1,200 students** with relevant majors
- Approx. **30%** of those apply for Business Analyst positions: **360 students** in the market for Business Analyst positions
- Last year, McKinsey and Bain took 4 and 9 first year analysts, respectively. That's an **acceptance rate of 3.6%**.

Students need to prepare to enter this field

1. Diversify and hone in your skillset

To gain competitive edge, it helps to have an understanding of data analysis, or at the very least, and interest in it! One should seek out opportunities to add more tools to one's toolbox.

2. Analyze factors that constitute personal success

Prior alignment of one's personal view of success and what the business/data analytics field has to offer will best ensure one's continued happiness in this career field.

3. Perform due diligence in case interview preparation

Casing well is a critical component to securing a job offer in this career field. Practice can only add to one's confidence and competence in one's case interviewing performance.

Network and seek data-related job openings

Seek jobs that provide exposure to data analytics, data science, or other areas of business.



**ALIGN YOUR
ASSETS,
ASPIRATIONS,
MARKET REALITIES**

**TAKE
ACTION**

**GO FORTH
AND
ENTER THE
MARKET**