



Business Analytics

Key transferable skills

Skills you will obtain in this degree that are transferable across many career options.



BUSINESS ANALYTICS



INTERPRET EVIDENCE



TECHNOLOGY



IDENTIFY SOLUTIONS



QUANTITATIVE LITERACY



DATA ANALYSIS

Studying Business Analytics will provide the range of skills necessary to become a successful analytics professional. With a practice-focused curriculum and an emphasis on developing strong business acumen to complement data analytics skills, our graduates will be highly sought-after across a range of industries.

Career pathways

Graduates will be well placed to find employment in a range of roles directly or after further study. Common roles include:

- Data analyst
- Digital business analyst
- Market research analyst
- Business intelligence analyst
- Targeted marketing consultant
- Business risk assessor
- Data scientist
- Data engineer
- Management and change consultant
- Business development manager
- Analytics translator
- Management analyst

Discipline specific/technical skills

Technical skills that you will develop as part of your course.

- Advanced methods and principles of business analytics
- Understanding of the context in which analytics fits
- Use of Enterprise tools, including SAS, R & Python
- Management, marketing and statistics acumen
- Translate business requirements/initiatives into outcomes
- Predictive modelling and risk assessment techniques
- Data visualisation methods

Major employers

Graduates have found jobs in a range of organisations including:

- Financial institutions
- Telstra
- Deloitte Australia
- KPMG Australia
- nbn Australia
- Business consulting firms
- Insurance companies
- Advertising and marketing agencies
- Universities and research institutes
- Analytics service providers
- Analytics start-ups
- Public services

Source: LinkedIn Live Alumni, Burning Glass Technologies

Boost your employability



BROADEN YOUR SKILLS



CONNECT WITH INDUSTRY



MANAGE YOUR CAREER



GAIN EXPERIENCE