

MBA18

Business Analytics Jobs: A Comparative Analysis of Job Descriptions and Required Skills

zhenning xu¹, Fernando Parra²

¹California State University Bakersfield, California, Bakersfield, USA. ²Fresno State University, California, Fresno, USA

Abstract

What jobs are available for students majoring in business analytics? What skills are required for these jobs? These questions may be important for practitioners, scholars, and students as we explore the uncertainties of the current economy that is driven by automation and AI. In this study, we collected about 1200 job posts from LinkedIn and analyzed the patterns of job skill requirements and job descriptions from a text analytics perspective. The preliminary results show that all jobs require skills in Excel while SQL, Power BI, and Tableau follow the rank closely. In addition, Python and R seem to be the dominating programming skills required by these positions.

Conference Track

MIS and Business Analytics