

Business Intelligence



School of Business Administration

Business Intelligence is the combination of computer science, statistics, and information systems with business. It focuses on the application of statistical analysis and machine learning techniques to data, often stored in specialized databases, resulting in information that businesses can use to improve operations, reduce costs, attract and retain customers, and increase revenue.

The increasing use of business intelligence creates a demand for workers who are not only adept in the storage, manipulation, and analysis of data but also in understanding business, its data needs, and the business value of the analyzed data. A student graduating with a concentration in Business Intelligence will be prepared to create and maintain the information systems as well as to analyze data and report discovered trends in a way that increases the business value of the information.

Business Intelligence Careers

Nationwide demand for Business Intelligence professionals is verified in several prominent business resources:

InformationWeek, wrote on a report from Pringle and Company, a technology research firm, that “the market for services provided by business and technology consultancies to develop and implement the systems required to generate data insights, is growing at a compound annual rate of more than 15%. The global market for these services will almost double over the next four years, from an estimated \$54.5 billion in 2012 to \$96.9 billion in 2016.”

A report by **McKinsey Global Institute** indicates “There will be a shortage of talent necessary for organizations to take advantage of big data. By 2018, the United States alone could face a shortage of 140,000 to 190,000 people with deep analytical skills as well as 1.5 million managers and analysts with the know-how to use the analysis of big data to make effective decisions.” Business Intelligence combines the study of business administration with data science. The career website, Glassdoor.com, in 2016 has listed data scientist as the number one job based on demand, salary, and satisfaction, indicating a median salary of \$116,840.

Areas that business intelligence professionals are employed are in traditional areas such as banking, marketing, health care, as well as unique areas such as sports, academics, or aerospace. The positions within these areas can be as a database administrator, data warehouse designer, business analyst, statistical programmer, or market researcher.

Program Goals

- Utilize current statistical packages and languages to manipulate, analyze, and visualize data;
- Apply advanced statistical and machine learning techniques to glean trends within data;
- Construct database systems and specialized storage frameworks to store and analyze normal and large datasets;
- Apply the correct statistical and scientific methodology based on the data and intended research;
- Develop data-driven business decisions and strategies.

Courses

Information Management
Structured Programming
Statistical Computing
Database Management
Data Warehousing
Data Mining
Systems Analysis and Design
Quantitative Methods
Market Research
Senior Seminar

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