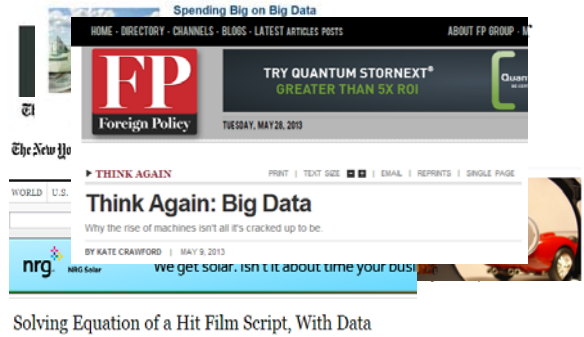


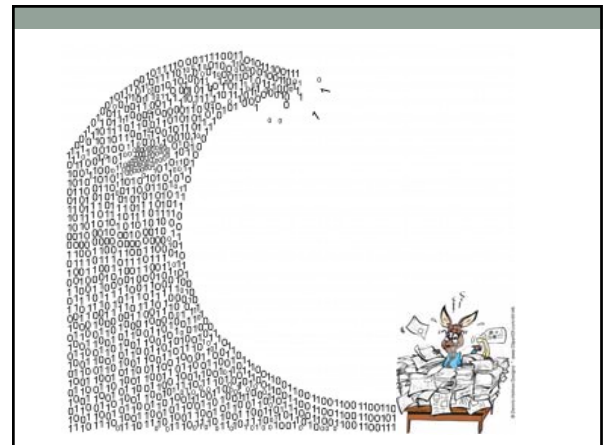
ANALYTICS EDUCATION AND THE EVOLVING WORKFORCE

Dr. Aric LaBarr
Institute for Advanced Analytics
North Carolina State University

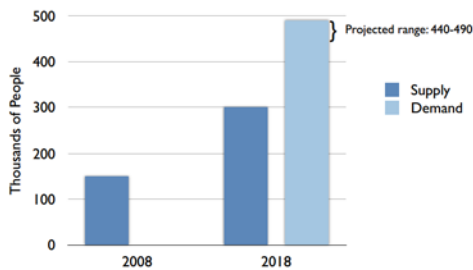
Outside Pressure to have Data



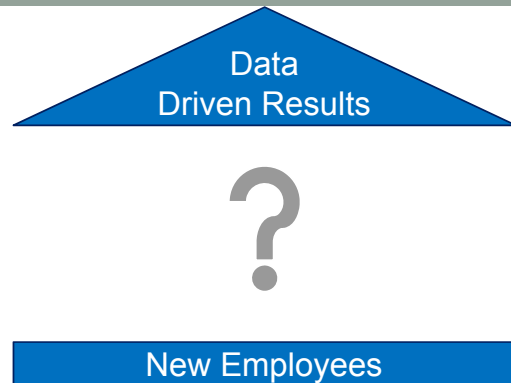
Data Flood

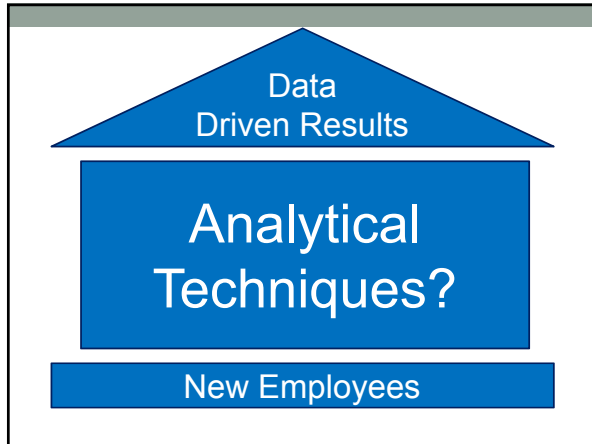


Demand for deep analytical talent in the U.S. could be 50-60% greater than its projected supply by 2018



McKinsey Global Institute, Big Data: The Next Frontier for Innovation, Competition and Productivity (May 2011)





Senior Marketing Research Analyst

Job Description

We are seeking a highly motivated **Senior Marketing Research Analyst** for our Business Analysis division to develop and present insightful and innovative solutions for a top fast moving consumer goods manufacturer located in the Richmond, VA area. The selected candidate will train at MSA's headquarters in Pittsburgh, PA for a period of three to six months. After which, the selected candidate will begin working on-site at the client location on a full-time basis, with occasional trips back to Pittsburgh to meet with the core team.

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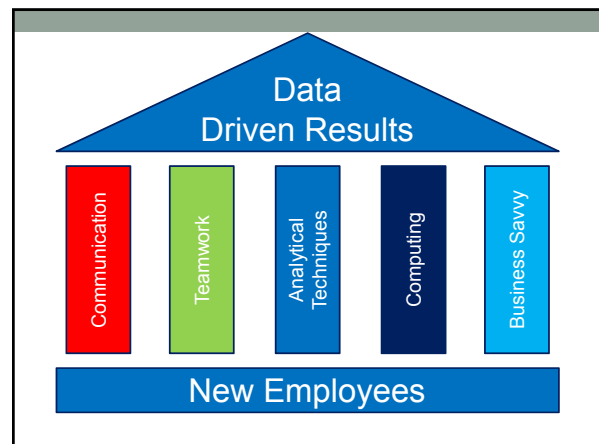
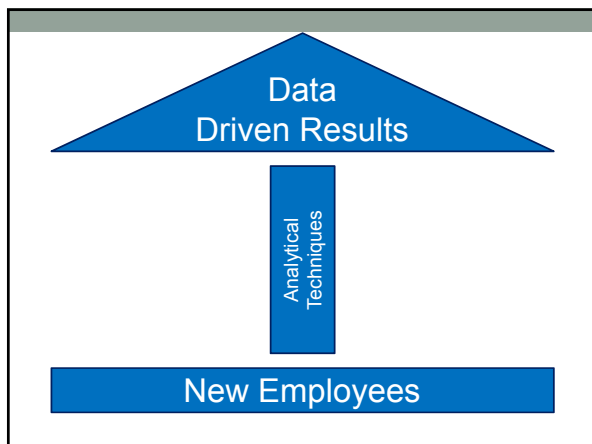
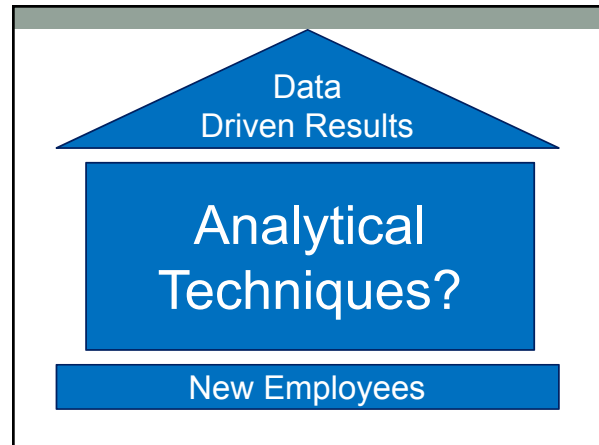
Required Skills

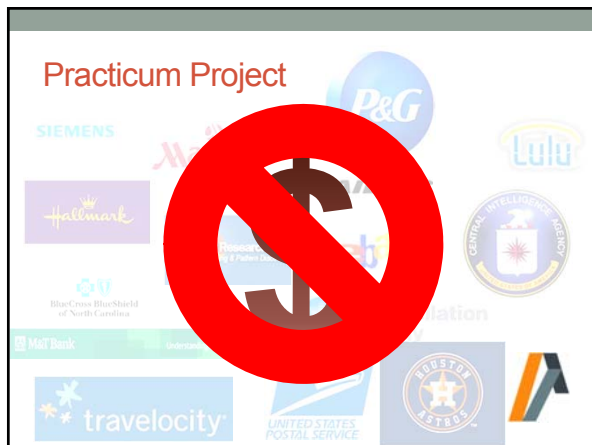
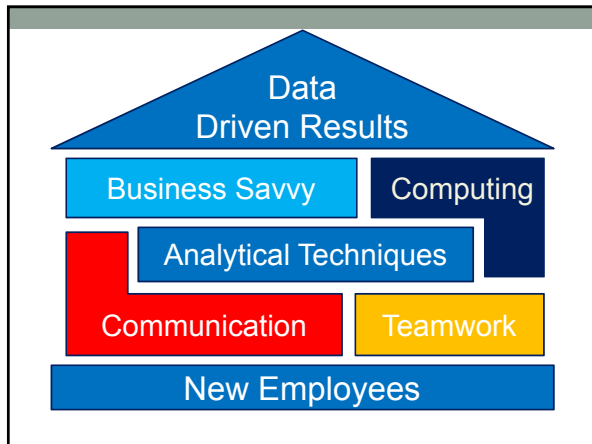
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- ### 3 Benefits of Practicum Projects
1. Unparalleled Educational Experience
 2. Companies Understand Student Abilities
 3. Build Relationship with Company

Results

| MSA Class of: | 2013 |
|---|----------------|
| Number of graduates: | 81 |
| Students with one or more offers of employment by graduation (%): | 96 |
| Number of employers interviewing: | 136 |
| Average number of initial job interviews: | 15 |
| Students with 2 or more job offers (%): | 73 |
| Students with 3 or more job offers (%): | 53 |
| Students with 4 or more job offers (%): | 31 |
| Average base salary offer (\$): | 95,700 |
| Range of salary offers for candidates (\$): | 65,000-140,000 |
| Students receiving a signing bonus (%): | 76 |
| Average amount of signing bonus (\$): | 11,600 |

- ### IAA Information
- Website:
 - <http://analytics.ncsu.edu/>
 - Contact Information:
 - eric_labarr@ncsu.edu



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Outside Pressure to have Data

The screenshot shows a news article page with several key elements:

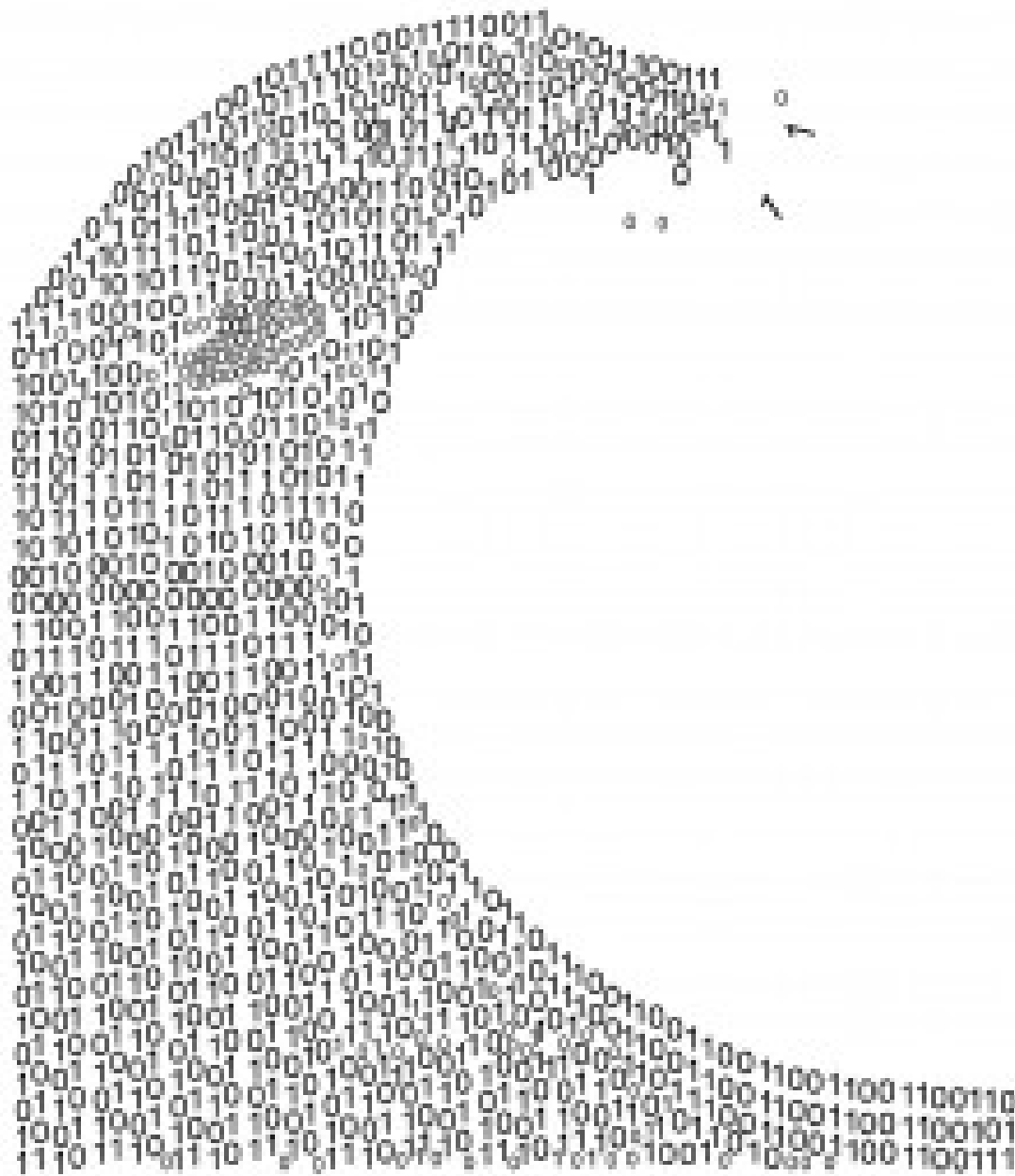
- Navigation:** A black bar at the top contains links for HOME, DIRECTORY, CHANNELS, BLOGS, LATEST ARTICLES, and POSTS. On the right, there is a link for ABOUT FP GROUP.
- Logos:** The Foreign Policy logo (FP) is prominently displayed in a red box. To the left, there is a logo for 'The New York Times' and a small 'EI' logo.
- Advertisement:** A dark grey banner features the text 'TRY QUANTUM STORNEXT® GREATER THAN 5X ROI'.
- Date:** The date 'TUESDAY, MAY 28, 2013' is shown below the advertisement.
- Article Header:** A red arrow icon is followed by the text 'THINK AGAIN'. To the right are links for PRINT, TEXT SIZE (with minus and plus icons), EMAIL, REPRINTS, and SINGLE PAGE.
- Article Title:** The main title is 'Think Again: Big Data' in a large, bold, black font.
- Article Subtitle:** Below the title is the text 'Why the rise of machines isn't all it's cracked up to be.'
- Author and Date:** The byline reads 'BY KATE CRAWFORD | MAY 9, 2013'.
- Footer:** At the bottom, there is a blue banner with the 'nrg' logo and the text 'NRG Solar we get solar. Isn't it about time your busi...'. To the right, a partial image of a red car is visible.

Solving Equation of a Hit Film Script, With Data

Data Flood

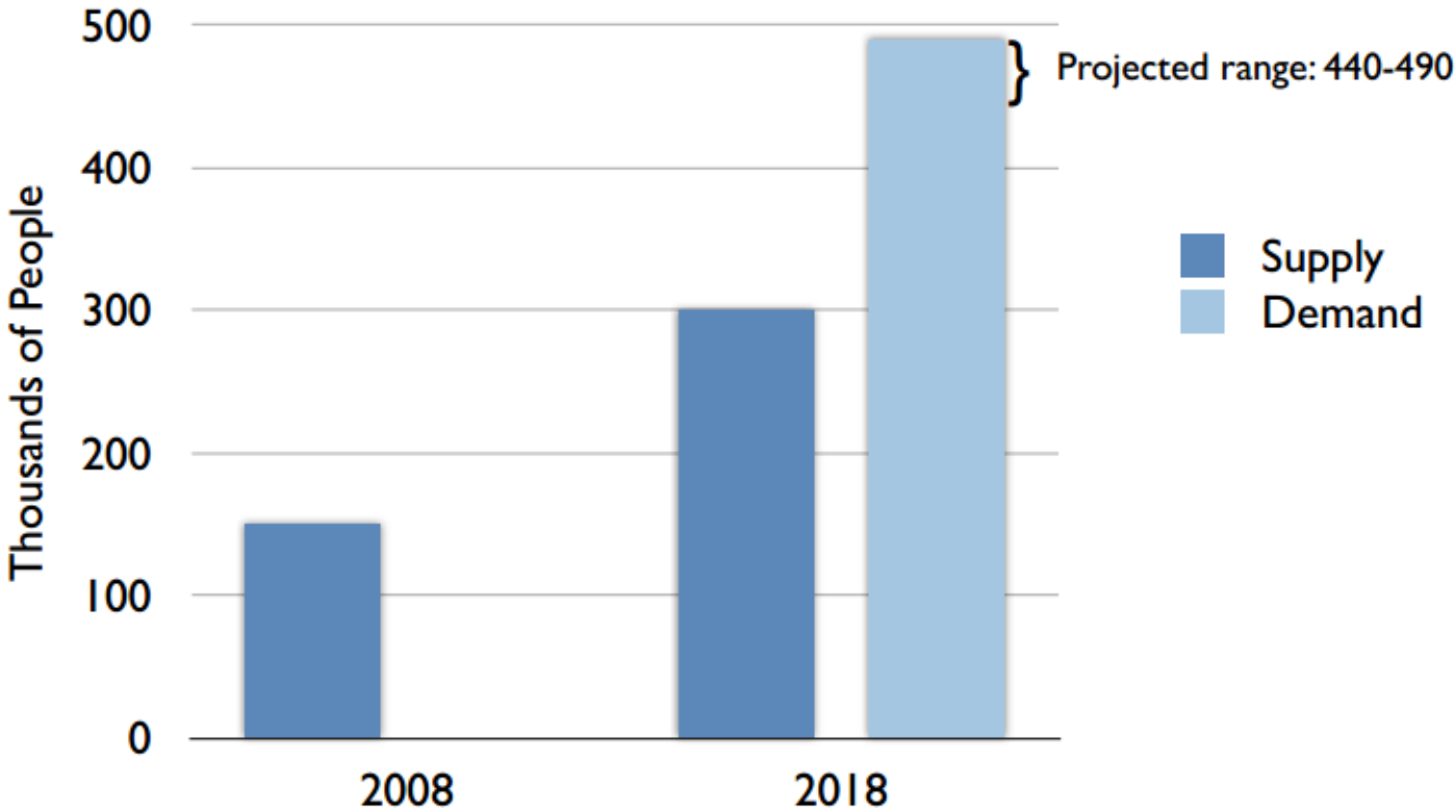


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Data
Driven Results



New Employees



Data
Driven Results

Analytical
Techniques?

New Employees

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Data
Driven Results

Analytical
Techniques?

New Employees

The diagram consists of three main blue elements: a large upward-pointing triangle at the top, a vertical rectangle in the middle, and a horizontal rectangle at the bottom. A grey horizontal bar is positioned at the very top of the page. The text 'Data Driven Results' is centered within the triangle, 'Analytical Techniques' is written vertically within the middle rectangle, and 'New Employees' is centered within the bottom rectangle.

Data
Driven Results

Analytical
Techniques

New Employees

Data
Driven Results

Communication

Teamwork

Analytical
Techniques

Computing

Business Savvy

New Employees

Data
Driven Results

Business Savvy

Computing

Analytical Techniques

Communication

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New Employees

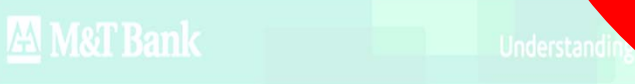
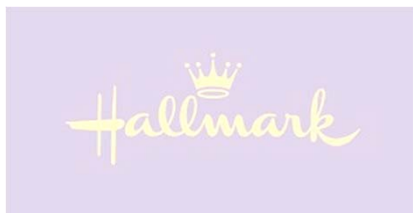
Practicum Project

SIEMENS



Practicum Project

SIEMENS





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