

# Certificate in Business Analytics

*"Information is the oil of the 21st century,  
and analytics is the combustion engine."*

—PETER SONDERGAARD, FORMER EVP OF  
GARTNER, INC., 2011

Business analytics combines three areas of expertise: data analysis, information systems, and business knowledge. Organizations need people with this skill set in a variety of roles and business domains.

The Certificate in Business Analytics provides students with the opportunity to become good data storytellers who can translate complex findings into specific strategic recommendations. The certificate program includes a combination of courses in computer applications, programming, data-driven decision-making, and business analytics.

This certificate program is open to undergraduates, graduates, and post-baccalaureate students and may be completed fully online.

## Career Paths and Salary Ranges in Business Analytics

### *Market Research Analysts*

Median Pay \$63,920 per year • \$30.73 per hour

### *Budget Analysts*

Median Pay \$79,940 per year • \$38.43 per hour

### *Medical and Health Services Managers*

Median Pay \$101,340 per year • \$48.72 per hour

### *Data Scientist*

Median Pay \$100,910 per year • \$48.52 per hour

### *Management Analysts*

Median Pay \$93,000 per year • \$44.71 per hour

### *Computer Systems Analysts*

Median Pay \$99,270 per year • \$47.73 per hour



Data Source:

<https://www.bls.gov/ooh/a-z-index.htm>



For more details, explore the Southern Oregon University website: <https://sou.edu/academics/business/programs/certificate-in-business-analytics/>



Career Paths: <https://www.bls.gov/OOH/business-and-financial/>



<https://www.bls.gov/ooh/computer-and-information-technology/>

## CONTACT THE BUSINESS PROGRAM

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