TOP TALENT IN BUSINESS ANALYTICS

Solve real business challenges and meet tomorrow’s colleagues today.

Leaders across industry sectors now cite data analytics as a critical component of twenty-first century business. As demand for analytics professionals rises, forward-thinking companies seek creative ways to recruit new talent. At the Carlson Analytics Lab, partner companies work directly with high-achieving students earning advanced degrees in business analytics.

The Carlson School’s M.S. in Business Analytics degree combines advanced technical skills with foundational business knowledge. Students graduate with the ability to harness and analyze data in ways that address real business challenges. As part of the program, students complete experiential learning projects for client companies in the Carlson Analytics Lab, delivering in-depth analysis, insights, and solutions. During the semester-long projects, participating companies gain both high-quality project work and exposure to potential future colleagues.

Consider partnering with the Carlson Analytics Lab to:

**Build a pipeline to talent in business analytics**

- Meet skilled students before they enter the workforce
- Evaluate how potential candidates perform on real-world problems

**Augment internal analytics capabilities with faculty-supervised students**

- Get relevant, high-quality project work at a fraction of consulting costs
- Benefit from the insight of the Carlson School’s faculty experts

**INDUSTRY PARTNERS**

From start-ups to *Fortune* 500 companies, partners span sectors:

- Food and agriculture
- Healthcare
- Retail
- Beauty and personal care
- Air travel

**PROJECT OUTCOMES**

- Data-rich customer insights and segmentation
- Marketing strategies aligned to actual customer behaviors
- Promotion and pricing strategies optimized for profit
- Improved customer demand forecasting
- Cost-saving procurement across multiple vendors
CAPABILITIES

Students use a variety of techniques and tools. For example:

» Data storage and engineering (cleaning, integration, aggregation)
» Programming for data analytics and statistical computation
» Big data and cloud computing, web data extraction
» Data visualization, interactive dashboard development
» Exploratory analysis: statistics, inference, pattern detection, cluster analysis, rule discovery
» Predictive modeling: machine learning, classification, model performance assessment, ensemble methods
» Analysis of unstructured data, text mining, mining digital media and social networks
» Time series/regression analysis, forecasting, econometrics, analysis of variance simulation, decision technologies
» Example tools: Oracle, Microsoft SQL server, SQL, MySQL, Hadoop, MapReduce, Amazon Web Services, Python, R, SAS/JMP, RapidMiner, Tableau

LOGISTICS

Carlson School

- 8-10 projects per year
- 4-6 students per team, supervised by faculty and professional staff
- Students earn course credit

Partner Company

- Fee of $25,000-40,000 based on scope
- Projects must include real data
- Partners assign a project lead/liaison

TIMING

Jun-Aug
- Initial meetings with interested companies

Sep-Oct
- Project ideation and definition in collaboration with program faculty
- Determine data security, legal needs

Nov-Dec
- Detailed scoping of problem, deliverables, and client involvement
- Engagement agreements signed
- Data security, legal needs resolved

Jan-May
- Project duration (14 weeks)
- Regular check-in meetings
- Final delivery and knowledge transfer in May

CONTACT

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