Greetings from the Carlson Business Career Center,

It is my pleasure to share the 2023 Employment Report for our Master of Science in Business Analytics (MSBA) students here at the Carlson School of Management. This year we diligently tracked signs of job growth slowdown, ensured we supported students and alumni who were impacted by layoffs and downsizing, and continued to find creative ways to support students in connecting with meaningful opportunities.

This year, 93% of our Class of 2023 MSBA graduates received offers within six months after graduation. The median starting base salary is $120,000 (a 20% increase compared to last year) with a mean signing bonus of $14,084. Other interesting things to note:

- Top industries are financial services, retail, and consulting (in this order).
- Most common job titles are Data Scientist, Senior Data Analyst, and Business Intelligence Engineer.
- Job location was more varied than last year’s graduating class with 37% staying in the Midwest, 24% heading to the West Coast and 12% accepting positions in the Northeast.

The CBCC held more than 950 employer meetings, sent out 720+ tailored resume books, and organized 471 events across 13 programs during the past year. Our coaches managed over 4,352 coaching appointments and delivered dozens of workshops. It was an exciting year as we worked creatively with our employer partners to create educational engagement experiences that brought work experiences and business functions to life. We strove to not only prepare our students well, but also deliver excellent customer service to our company partners.

Again, we continue our focus on inclusive recruiting with the goal that each student feels welcome and supported in the recruiting and job search process, both by our staff and employers. We were pleased to see strong turnout from our recruiting partners on various anti-bias and inclusive recruiting trainings we held this past year. We launched our first annual Carlson Inclusive Employers Program and welcomed more than 40 recruiting partners to work with us on ensuring their recruiting and onboarding processes are inclusive and equitable for all Carlson students. This program focuses on Carlson School students’ experience in recruiting and allows employers to discover best practices in avoiding bias, providing equitable and timely feedback during internships and onboarding, and delivering programming that is relevant to all generations of workers. We love working and learning with our employers as we continue to ensure we are living into our DEI mission.

As always, thank you for your ongoing partnership! Go maroon and gold!
of 2023 graduates **accepted** employment offers within six months after graduation

### Base Salary Range

<table>
<thead>
<tr>
<th>Mean</th>
<th>$117,507</th>
</tr>
</thead>
<tbody>
<tr>
<td>Median</td>
<td>$120,000</td>
</tr>
</tbody>
</table>

### Signing Bonus Range

<table>
<thead>
<tr>
<th>Mean</th>
<th>$14,084</th>
</tr>
</thead>
</table>

$102,477 mean salary with U.S. work authorization

$120,152 mean salary without U.S. work authorization

182 graduates seeking full-time employment

181 graduates

### BY INDUSTRY

<table>
<thead>
<tr>
<th>Industry</th>
<th>Percent</th>
<th>Average Salary</th>
</tr>
</thead>
<tbody>
<tr>
<td>Financial Services</td>
<td>27%</td>
<td>$111,932</td>
</tr>
<tr>
<td>Retail</td>
<td>21%</td>
<td>$129,648</td>
</tr>
<tr>
<td>Consulting</td>
<td>16%</td>
<td>$119,486</td>
</tr>
<tr>
<td>Technology</td>
<td>15%</td>
<td>$132,773</td>
</tr>
<tr>
<td>Healthcare</td>
<td>7%</td>
<td>$108,950</td>
</tr>
<tr>
<td>Media/Entertainment</td>
<td>3%</td>
<td>$111,000</td>
</tr>
<tr>
<td>Other (incl. CPG, Government, Manufacturing, Energy, Logistics)</td>
<td>11%</td>
<td>$89,615</td>
</tr>
</tbody>
</table>

### BY FUNCTION

<table>
<thead>
<tr>
<th>Function</th>
<th>Percent</th>
<th>Average Salary</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business/Data Analytics</td>
<td>N/A</td>
<td>$117,071</td>
</tr>
<tr>
<td>BA - Other</td>
<td>30%</td>
<td>$115,742</td>
</tr>
<tr>
<td>BA - Marketing</td>
<td>16%</td>
<td>$122,631</td>
</tr>
<tr>
<td>BA - Consulting/IT</td>
<td>12%</td>
<td>$120,475</td>
</tr>
<tr>
<td>BA - Finance</td>
<td>12%</td>
<td>$109,611</td>
</tr>
<tr>
<td>BA - Operations</td>
<td>9%</td>
<td>$116,692</td>
</tr>
<tr>
<td>Consulting</td>
<td>9%</td>
<td>$118,555</td>
</tr>
<tr>
<td>IT</td>
<td>7%</td>
<td>$111,111</td>
</tr>
<tr>
<td>Other (incl. Finance &amp; Marketing)</td>
<td>5%</td>
<td>$128,333</td>
</tr>
</tbody>
</table>

### YEARS OF EXPERIENCE

<table>
<thead>
<tr>
<th>Experience</th>
<th>Percent</th>
<th>Average Salary</th>
</tr>
</thead>
<tbody>
<tr>
<td>One year or less</td>
<td>14%</td>
<td>$102,452</td>
</tr>
<tr>
<td>1-3 Years</td>
<td>34%</td>
<td>$110,535</td>
</tr>
<tr>
<td>3-5 Years</td>
<td>40%</td>
<td>$124,031</td>
</tr>
<tr>
<td>5 or more years</td>
<td>12%</td>
<td>$132,211</td>
</tr>
</tbody>
</table>

### Salary Increase

- **$22K**
  - Year-over-year salary increase in the consulting industry

### QS World University Ranking

- **#5**
  - QS World University ranking for Master of Science in Business Analytics in the United States among public universities (2024)
WHERE STUDENTS ACCEPTED JOBS

SOURCES OF JOBS ACCEPTED

75% GRADUATE-INITIATED JOB SEARCH ACTIVITIES
24% SCHOOL-FACILITATED RECRUITING ACTIVITIES
1% UNKNOWN

Top job titles include:

DATA SCIENTIST
SENIOR DATA ANALYST
BUSINESS INTELLIGENCE ENGINEER
Companies that Hire Carlson School MSBA Students

ADM
AHEAD
ALLIANZ LIFE
ALLY FINANCIAL
AMERICAN CREDIT ACCEPTANCE
AMERICAN EXPRESS
AMERIHOME MORTGAGE
AMGEN
ASSET MARKETING SERVICES
AXTRIA
BLUESTEM BRANDS
THE BOSTON CONSULTING GROUP
CAPITAL ONE
CARVAL INVESTORS
CHEWY INC.
CHIME
CHURCH & DWIGHT
CITI
CITIZENS BANK
CVS HEALTH CORPORATION
DELOITTE
DISCOVER
DIVERSE BRANDS
EBAY
ENACT SYSTEMS
ESSEX LAKE GROUP
EXL
EXPEDIA INC
EY
FEDEX SERVICES
FIFTH THIRD BANK
GAP
GENERAL MILLS, INC.
GLASSDOOR
GOLDMAN SACHS
GOOGLE
HEALTH CARE SERVICE CORPORATION (HCSC)
HEALTHPARTNERS
THE HOME DEPOT
HORMEL FOODS
HOUZZ.COM
INSPIRE BRANDS
IPSOS MMA
JPMORGAN CHASE
KOHL’S
LATENTVIEW ANALYTICS
LEXISNEXIS
LG
LSEG
MACY’S
MAK CAPITAL ONE LLC
MCDONALD’S
MCKINSEY & COMPANY
MEDALLIA
MILLE LACS CORPORATE VENTURES
MINNESOTA DEPARTMENT OF HUMAN SERVICES
MOLINA HEALTHCARE
MONEYTREE
NESTLE
THE NEW YORK TIMES
OPTUM
OVATIVE GROUP
PAYPAL
PETERBILT
POLITICO
RELX
SCHNEIDER ELECTRIC
SEMPRIS LLC
SLALOM CONSULTING
SUCCESSKPI
SUN COUNTRY AIRLINES
TARGET CORPORATION
THEMATHCOMPANY
TIKTOK
TWELVE CONSULTING GROUP
UBER TECHNOLOGIES, INC.
UNIVERSITY OF TEXAS
US BANK
VENTURE GLOBAL LNG
VIRGIN PULSE
VISA, INC.
WW. GRAINGER INC.
WALMART, INC.
WAYFAIR
WEBULL FINANCIAL
WUNDERMAN THOMPSON

Bold companies were top hirers in 2023

MOST OFFERS MADE:

BEST BRANDING:
MSBA
Class Profiles

CLASS OF 2023

- 55% Men
- 35% Women
- 10% Unknown/Do Not Identify
- 87% International

Average GMAT Score: 690
Average Full-Time Work Experience: 2.9 Years

UNDERGRADUATE MAJORS

- 55% Engineering
- 22% Business/Management
- 14% Science
- 6% Economics
- 3% Other

CLASS OF 2024

- 45% Men
- 47% Women
- 8% Unknown/Do Not Identify
- 88% International

Average GMAT Score: 690
Average Full-Time Work Experience: 3.3 Years

UNDERGRADUATE MAJORS

- 42% Business/Management
- 30% Engineering
- 18% Science
- 5% Economics
- 5% Other