BSc Business Analytics

always assumed to be from business school...
About Me

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What is Business Analytics?

● 3 Specialisation
  ○ Machine Learning-based Analytics Specialization
  ○ Financial Analytics Specialisation
  ○ Marketing Analytics Specialisation

● Using Statistical and Analytical methods to determine trends, patterns to predict behaviours.
Why SoC’s Business Analytics

- **Embrace Technical Courses:**
  - You can opt for courses that are more technical to deepen your skill set.

- **Explore CS Theories:**
  - Gain foundational CS knowledge to complement your core expertise.

- **Career Opportunities in Tech:**
  - Pursue roles such as Software Engineer, Data Scientist, Quantitative Analyst, etc.

- **Preferred Candidates:**
  - Technical skills can make you a strong candidate, but preferred candidates often have a blend of technical and business acumen.

- **Balanced Curriculum:**
  - Combine technical courses with business-oriented courses to maintain a well-rounded profile.

- **Suggestions for Electives:**
  - Consider courses about algorithms, data structures, machine learning, or database systems under the UE section.
Why BZA for me?

- Came in with zero coding background
- Wasn’t sure if I wanted to code for the rest of my life
- Was more interested in gathering domain / industry knowledge rather than coding
- I like talking to people and bringing in new ideas
- Coding was my “tool” to build / test ideas
My Y1 Summer

ETP3205 - Innovation & Enterprise Internship (NOC)

NOC Vietnam! Most of you might opt for Orbital instead!
My Y1 Summer

Some Reflections

- Grew as a software engineer - gained hands-on experience in software development building from scratch.
- Adaptability in a Fast-Paced Environment:
  ○ Thrived in a dynamic and rapidly changing startup environment.
- Collaborated with an international team, improving communication and teamwork skills with diverse groups.
- Self-Discovery and Personal Growth:
  ○ Gained deeper insights into personal strengths and areas for improvement.
- Cultural Competence:
  ○ Developed a broader understanding of Vietnamese culture and business practices.
- Made many new friends that I still keep in touch with!
Y1 Summer

Alternative: Orbital

- 2-people team where you choose your groupmates
- Orbital proposals start mid-Y1S2 so you can start thinking of teammates by then!
Jobs?

Pretty much any coding job you want. Except, you have to understand that you will lack deep technical skill sets unless you tailor your courses to be more technical.

Your role / intended role as a business analyst isn’t one that is highly technical such that you work with optimising codes and runtime, but rather the application of the tools and techniques to get the data / recommendations for your company.
Jobs?

- Software Engineer
- Data Analyst / Scientist / Engineer
- ML Engineer
- Business Analyst...
- Quantitative Trader / Researcher
- Consulting
- Technology Consulting
- Start Up
- ... many more ...
Final Words / Advice

- Choose 2 - Enough Sleep, Social Life, Academics
- Get multiple mentors → From school, work, anywhere.
  - They should guide you in your career, or life choices.
  - They can also guide you in non-professional aspects e.g. values, self-growth.
- Coding language is important, but the fundamentals behind it is more important.
- Have some life and join student life activities!
- Do not overload unless you can handle it!
- Seek to discover yourself rather than discovering the job
Questions?
ask me about anything under the sun and i might have your answer…

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