

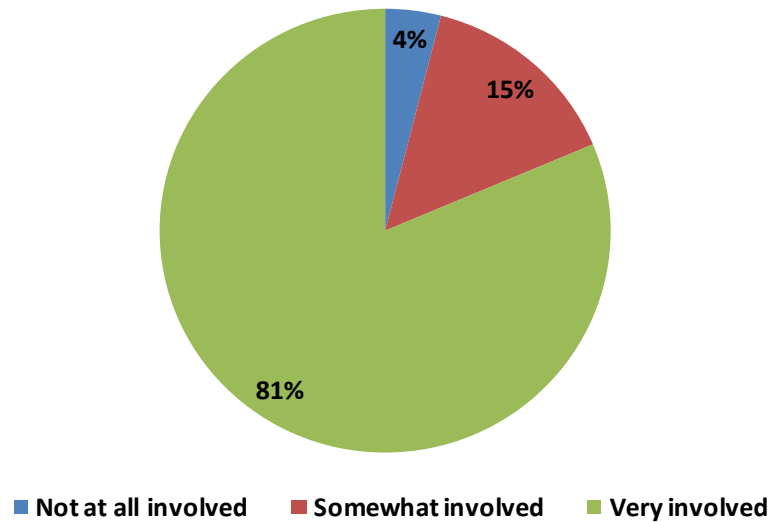
The Future of Business Analytics: What Corporate Canada Is Looking For

By David Dobson

The talk was based on the survey findings from a market feasibility study for a graduate program in business analytics at SFU. The following are the key findings of that survey:

I. Respondents Involvement in Analytical Projects

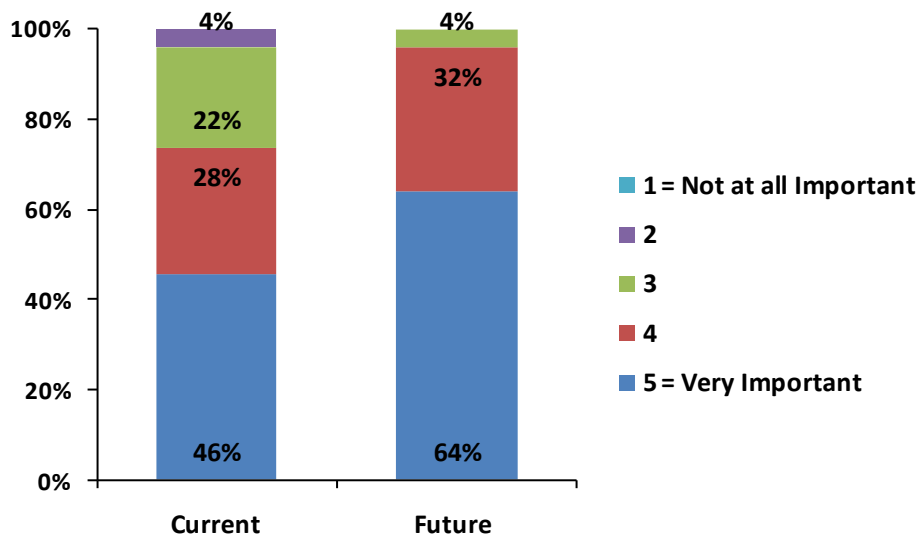
Exhibit 1: Involvement in analytical projects



Base = 75

II. Importance of Business Analytics

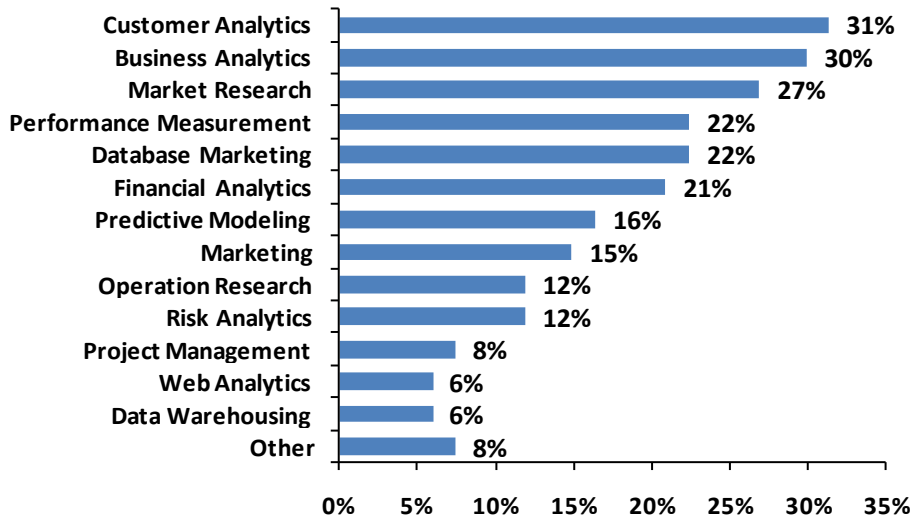
Exhibit 2: Importance of business analytics in an organization's decision-making



Base=72

III. Functional Area and Number of Employees

Exhibit 3: Functional area that perform analytic work

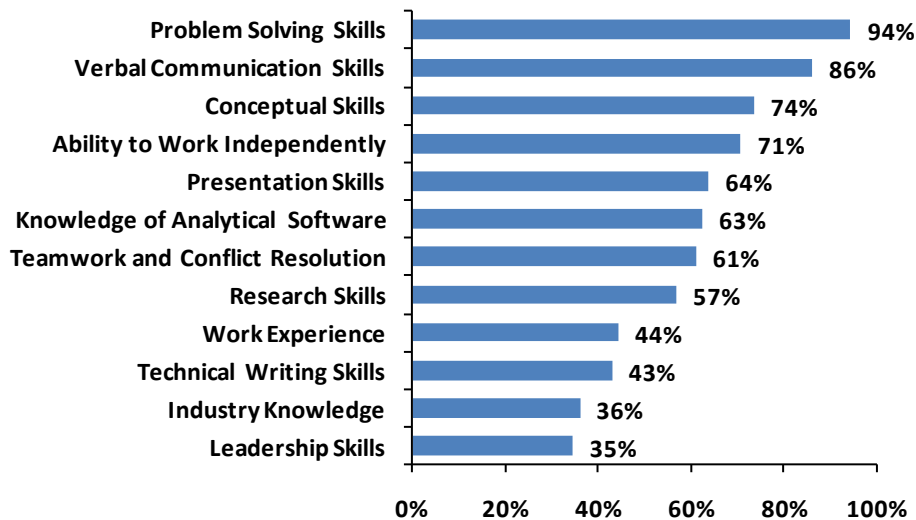


Base =67

IV. Skills Importance when Hiring an Analytic Graduate

The following exhibit shows the top-2 box scores (4 or 5, where 5 = Very Important Skill) results which show the importance of individual skills sets when hiring a business analytics graduate.

Exhibit 4: Importance of skills when hiring a graduate

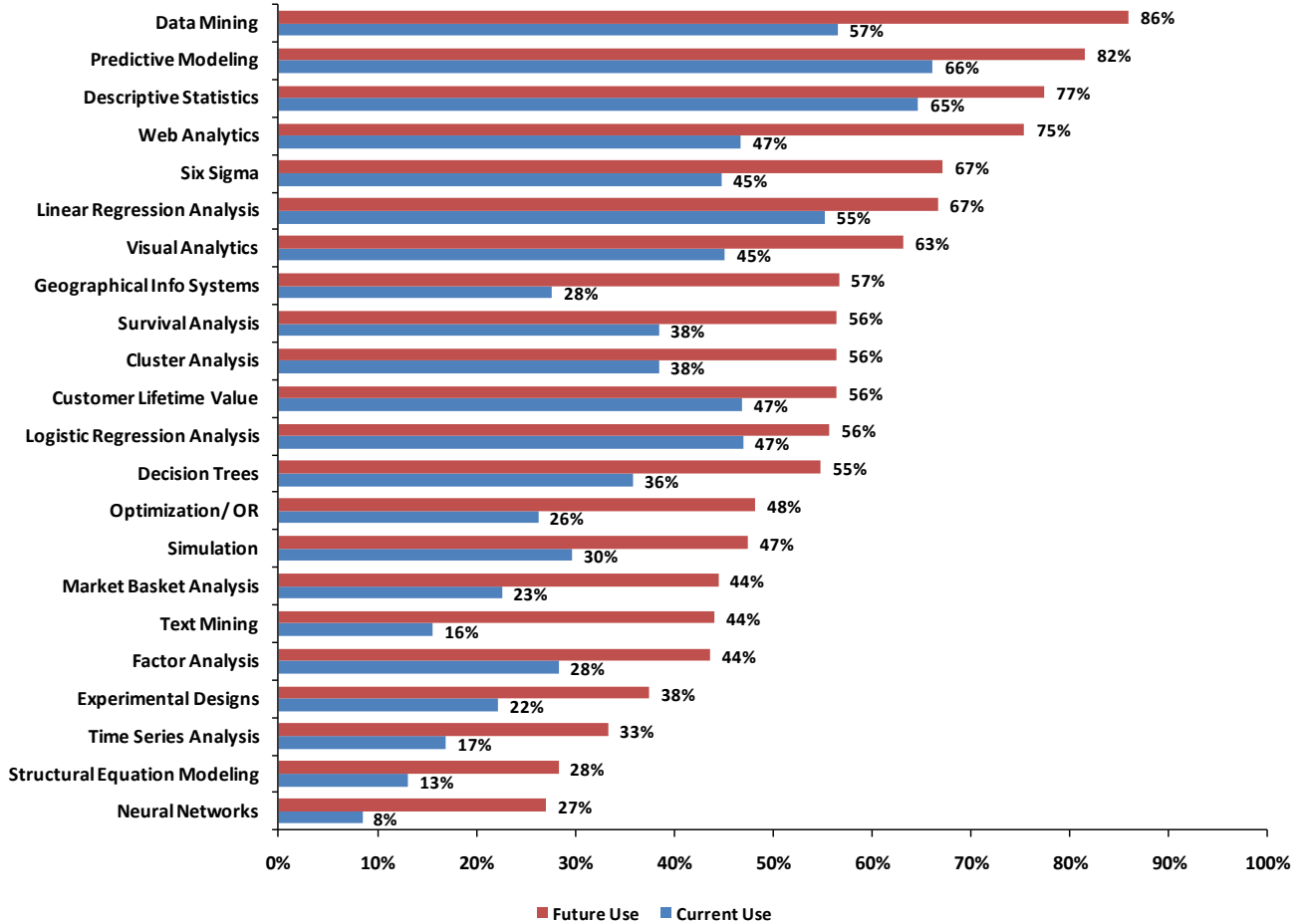


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V. Applications of Analytical Procedures

The exhibit below shows the top 2 box scores (scale 4 or 5, where 5 = Extensive Use) results of an organization's current and future applications of analytical procedures.

Exhibit 5: Current and future use of analytical procedures



Base = 62

VI. Analytical Tools

The following exhibit shows the top 2 box scores (scale 4 or 5, where 5 is Always Use) results of analytical tools currently used in businesses.

