

CARLSON SCHOOL  
OF MANAGEMENT

UNIVERSITY OF MINNESOTA

MASTER OF SCIENCE  
IN BUSINESS ANALYTICS

Employment  
*Report*  
2023

# Letter from the Executive Director



**MAGGIE TOMAS**

Executive Director  
Carlson Business Career Center  
mtomas@umn.edu

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.

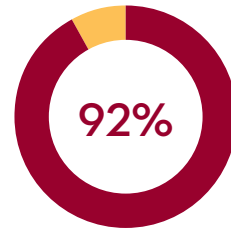
This year, 93% of our Class of 2023 MSBA graduates received offers within six months after graduation. **The median starting base salary is \$120,000 (a 20% increase compared to last year)** with a mean signing bonus of \$14,084. Other interesting things to note:

- 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.

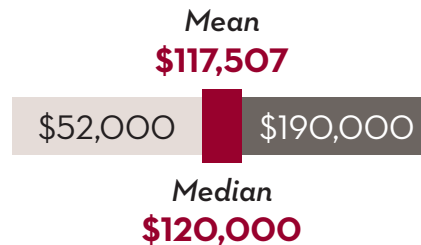
Again, we continue our focus on inclusive recruiting with the goal that each student feels welcome and supported in the recruiting and job search process, both by our staff and employers. We were pleased to see strong turnout from our recruiting partners on various anti-bias and inclusive recruiting 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!

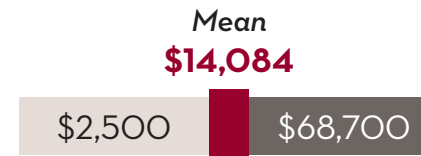


of 2023 graduates **accepted** employment offers within six months after graduation

## Base Salary Range



## Signing Bonus Range



**\$102,477** mean salary with U.S. work authorization  
**\$120,152** mean salary without U.S. work authorization

182

GRADUATES



181

GRADUATES SEEKING  
FULL-TIME EMPLOYMENT

# Employment Report



BY INDUSTRY	PERCENT	AVERAGE SALARY
Financial Services	27%	\$111,932
Retail	21%	\$129,648
Consulting	16%	\$119,486
Technology	15%	\$132,773
Healthcare	7%	\$108,950
Media/Entertainment	3%	\$111,000
Other (incl. CPG, Government, Manufacturing, Energy, Logistics)	11%	\$89,615

**UP 11%**  
YEAR-OVER-YEAR

**UP \$22K**  
YEAR-OVER-YEAR

BY FUNCTION	PERCENT	AVERAGE SALARY
Business/Data Analytics	N/A	\$117,071
BA - Other	30%	\$115,742
BA - Marketing	16%	\$122,631
BA - Consulting/IT	12%	\$120,475
BA - Finance	12%	\$109,611
BA - Operations	9%	\$116,692
Consulting	9%	\$118,555
IT	7%	\$111,111
Other (incl. Finance & Marketing)	5%	\$128,333

**UP 13%**  
YEAR-OVER-YEAR

YEARS OF EXPERIENCE	PERCENT	AVERAGE SALARY
One year or less	14%	\$102,452
1-3 Years	34%	\$110,535
3-5 Years	40%	\$124,031
5 or more years	12%	\$132,211

**\$22K**

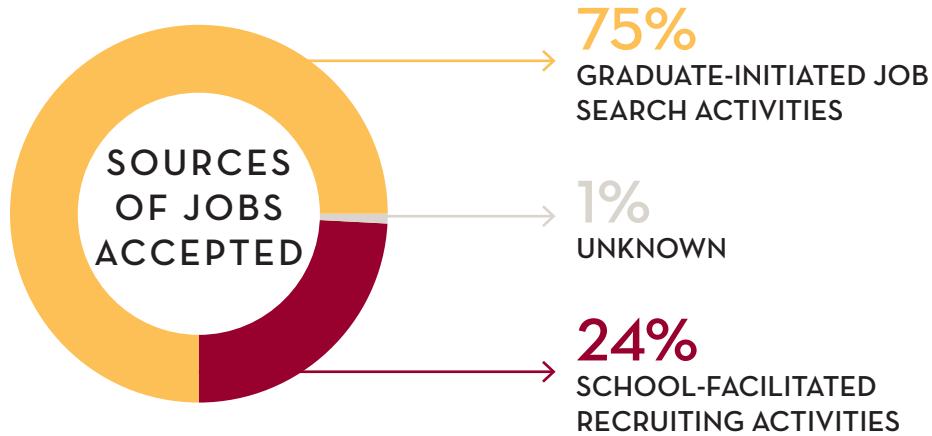
SALARY INCREASE IN THE  
CONSULTING INDUSTRY  
YEAR-OVER-YEAR



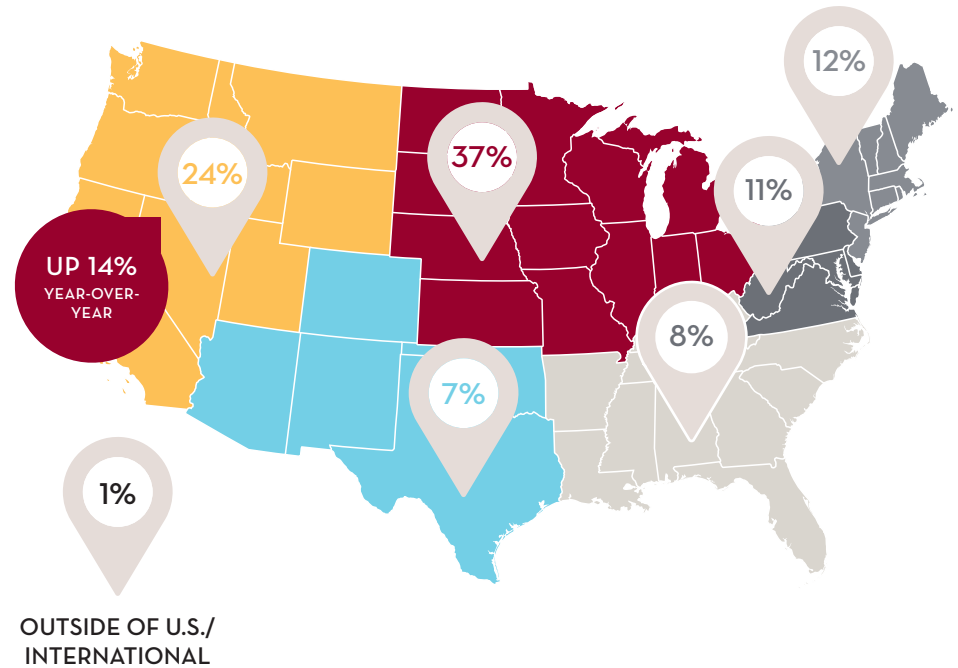
**#5**

QS WORLD UNIVERSITY RANKING  
FOR MASTER OF SCIENCE IN BUSINESS  
ANALYTICS IN THE UNITED STATES  
AMONG PUBLIC UNIVERSITIES (2024)

# Employment Report



## WHERE STUDENTS ACCEPTED JOBS



Top job titles include:

DATA SCIENTIST  
SENIOR DATA ANALYST  
BUSINESS INTELLIGENCE ENGINEER





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

*Bold companies were top hirers in 2023*

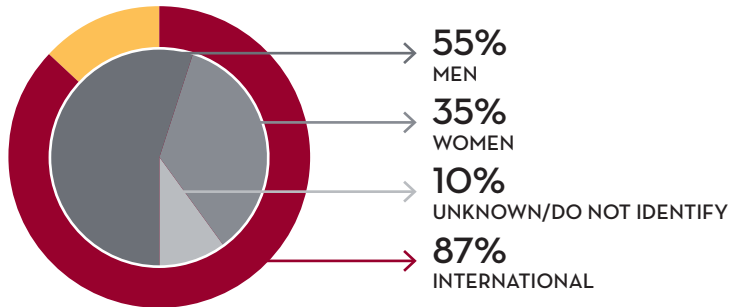
MOST OFFERS MADE:



BEST BRANDING:

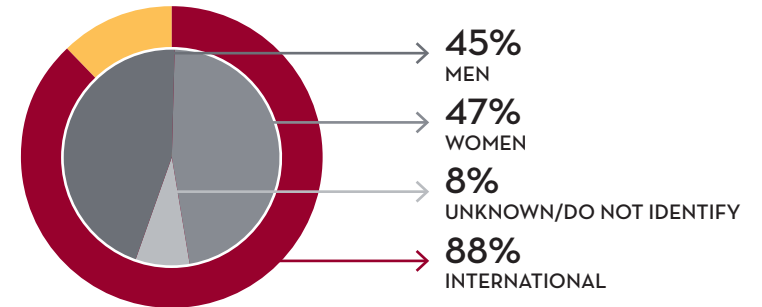


### CLASS OF 2023



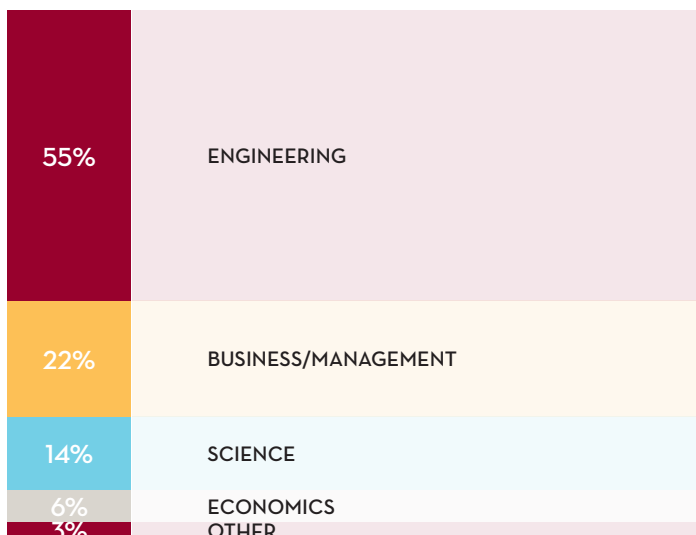
AVERAGE GMAT SCORE **690**  
AVERAGE FULL-TIME WORK EXPERIENCE **2.9 YEARS**

### CLASS OF 2024

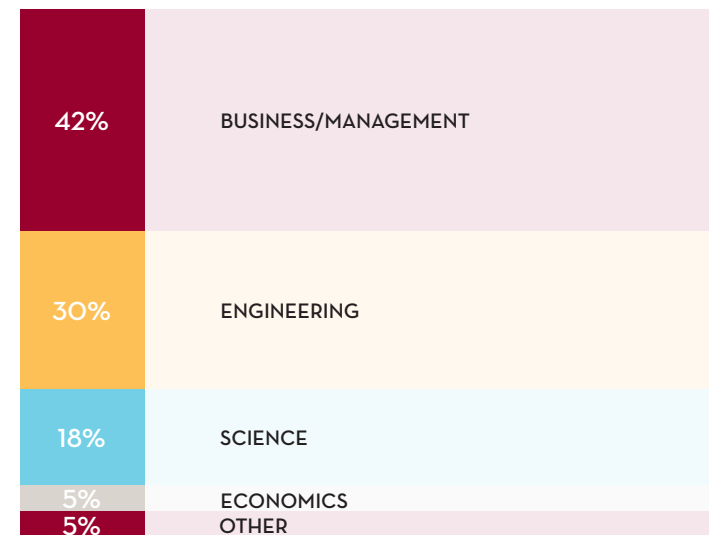


AVERAGE GMAT SCORE **690**  
AVERAGE FULL-TIME WORK EXPERIENCE **3.3 YEARS**

### UNDERGRADUATE MAJORS



### UNDERGRADUATE MAJORS





CARLSON SCHOOL  
OF MANAGEMENT

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UNIVERSITY OF MINNESOTA

**Carlson MBA and MS Programs**  
Carlson School of Management  
University of Minnesota

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