

Placement Report Master in Business Analytics & Big Data 2020 Graduates

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Introduction

At IE University, the mission of our IE Talent and Careers team is to enhance and secure student success. By staying on top of the latest industry trends and insights, our career services help both students and alumni find their place in the professional world.

Each year, we take great pride in showcasing the professional accomplishments of our Master in Business Analytics & Big Data students.

This year is no exception, as we share insights on the various career paths of our 2020 graduates.

Against a challenging economic backdrop, our global recruiting outreach has proven effective at providing opportunities for candidates with extensive skills in tech and data. Combined with a wider business understanding, their holistic education has prepared them for maximum impact.

The advances in today's technological landscape have transformed how business is carried out and will have a huge impact on how they perform going forward. With data and artificial intelligence now key factors in both day-to-day and strategic operations, individuals who possess these skills are in a prime position to have an immense impact on a company's future.

This is why our graduates in Business Analytics & Big Data are such crucial assets in organizational success.

By mastering skills in data science, business transformation and big data technologies, they are able to turn data into a powerful driver of disruption—regardless of the industry. And this shows in the numbers. A high percentage of our students have found jobs, with 83% of them working within six months of graduating.

Of the employed students, 56% went on to work in information systems and technology positions. Some of the top recruiters for graduates of this program include AWS, IBM and Google. What's more, with entrepreneurship being one of IE University's main values, many of our students have gone on to start their own companies after finishing their program.

These graduates follow in the footsteps of those who make up IE University's impressive global network of over 65,000 alumni. Based in more than 100 countries around the globe, our alumni hold high-level positions in varying industries and leading organizations within the public, private and non-profit sector.

Eva Valbuena
Head of Talent & Careers IE University



Anup Raj Satyal Master in Business Analytics and Big Data

Nationality
Nepalese

Current Position
Co-Founder - Xabit Analytics

Position before the program
Analytics Lead



As someone new to the data domain, I was glad to see that the first few months of the MBD program provided enough breadth for me to grasp the landscape while the rest of the program allowed me to dive deeper into the parts I found most interesting. Overall, I came out with an understanding of all the moving parts behind Big Data and how they could be brought together to bring value to businesses.



2020 Graduates' Profile

118

TOTAL NUMBER OF STUDENTS

27

AVERAGE AGE

4

YEARS AVERAGE WORK EXPERIENCE

41

NUMBER OF NATIONALITIES

80%

INTERNATIONAL

GENDER

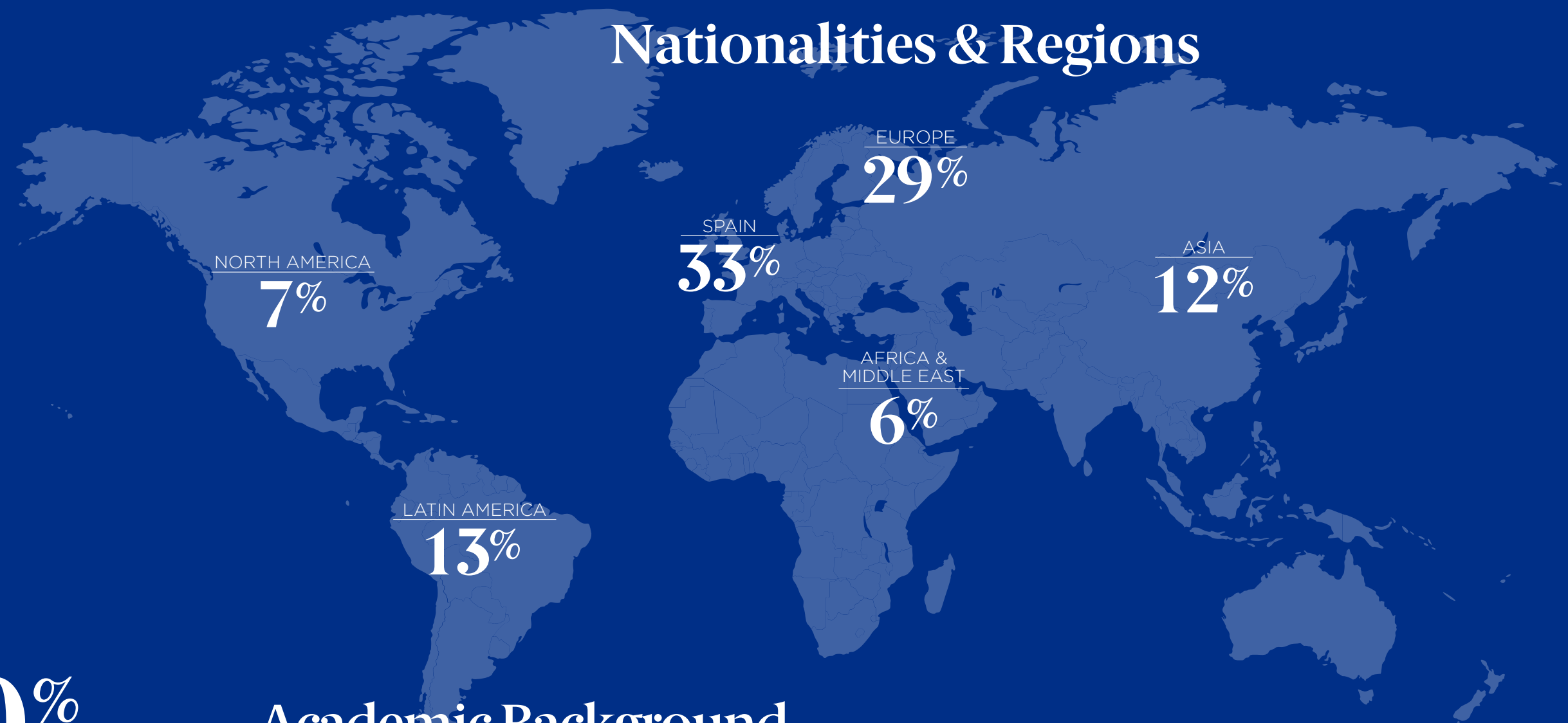
70%

MALE

30%

FEMALE

Nationalities & Regions



Academic Background



BUSINESS

30%



ENGINEERING

20%



OTHERS

13%



ECONOMICS

12%



SCIENCE

10%



TECHNOLOGY

6%



HUMANITIES

4%



SOCIAL SCIENCES

4%



LEGAL

1%

Where our students were working before starting the program

Industry / Sector

Background	% of students	Background	% of students
Banking Insurance Financial Services	19%	Media	3%
Consulting	13%	Automotive	3%
Consumer Product and Retail	12%	Fashion	3%
Technology / Telecommunications	9%	Real Estate Construction	3%
Other	6%	Tourism	3%
Education	5%	Agribusiness	2%
Marketing	5%	Chemical / Energy & Utility	2%
Auditing	4%	Industrial Products	2%
Healthcare	4%	Aerospace	2%



Companies represented in class











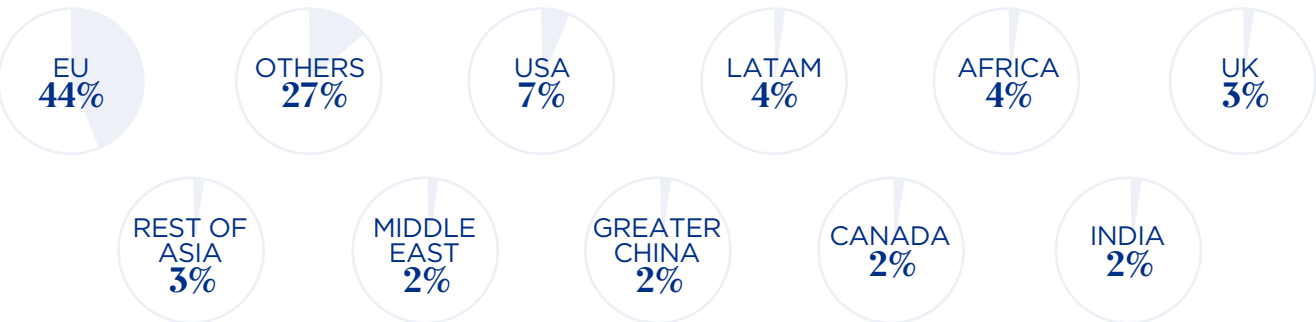


Where our graduates are working now

Sector	% of Alumni
Technology	39,0%
Others	17,9%
Consulting	9,5%
Industrial	8,4%
Costumer Products & Retail	7,4%
Finance / Banking / Insurance / Fin.Services	7,4%
Media / Entertainment	5,6%
Non - Profit Organization	5,3%

Function	% of Alumni
Information Systems & Technology	55,8%
Others	17,9%
Consulting	7,4%
Operations / Logistics / Supply Chain	6,3%
Finance & Markets Research	3,2%
Product Management	3,2%
Marketing - Brand Marketing	2,1%
Business Development	2,1%
Sales / Key Account Management	1,5%
Engineer (Technical)	1,0%

Region



**Rebecca Rosser
Tomas**

Master in Business
Analytics and
Big Data

Nationality
Spanish

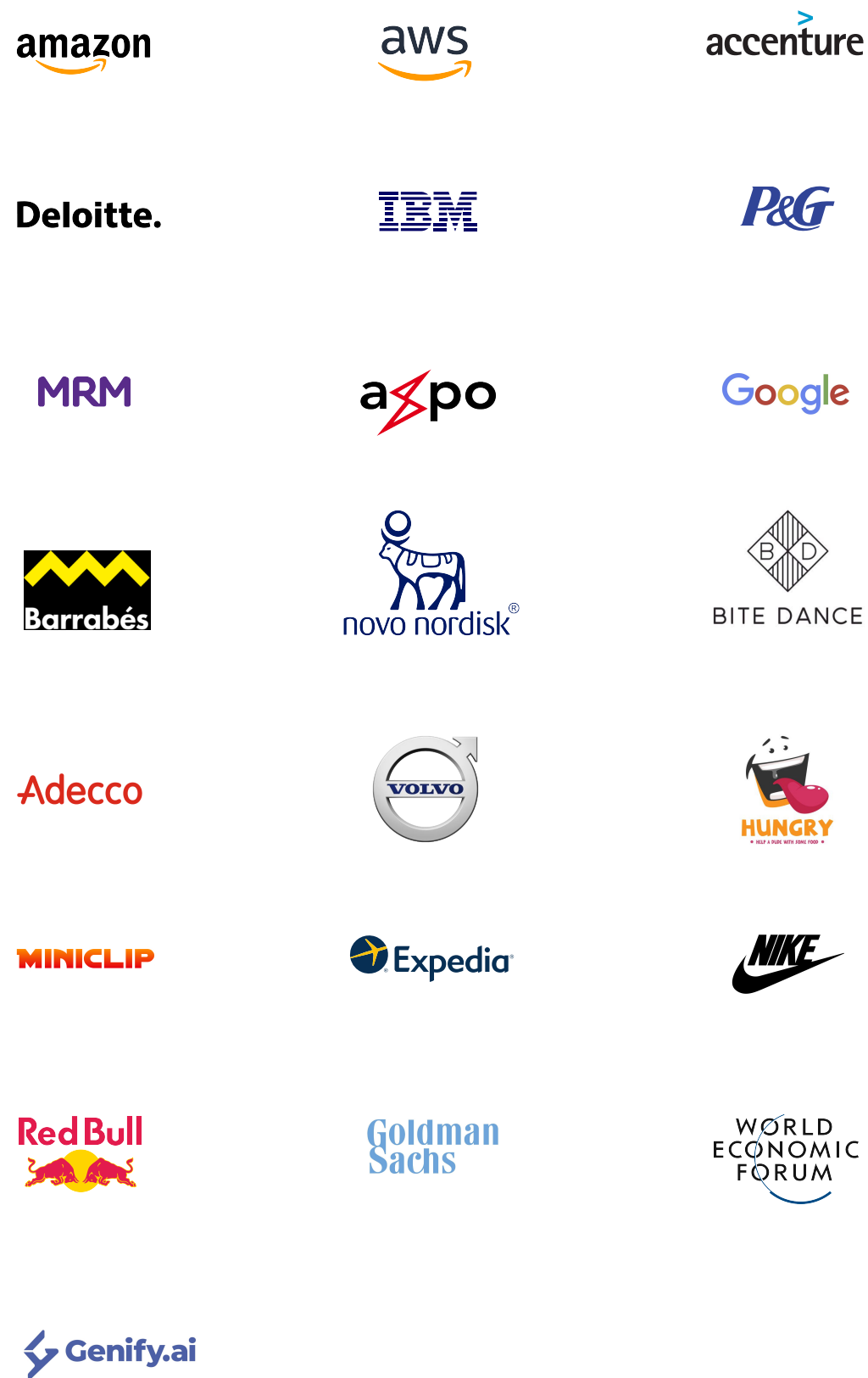
Current Position
Data Strategist Analyst, BTS



This program has marked a turning point in my professional career. I have learnt how to turn data into insights and how to navigate through the complexities of turning insights into impactful decisions through unique courses, such as Smart Cities & Government. This has helped me better understand how to transform uncertainty into opportunities and results. It has certainly been the most profitable investment in education that I have made and I am enormously grateful as it has opened me numerous doors to international organisations.



Top Hiring Companies



In 2020, more than **83%** of students received a job offer within 6 months after graduation

Job Role Titles

- Data Scientist
- Data Analyst
- Business Analyst
- Market Intelligence and Data Visualisation Analyst
- Analytics Manager
- Code Product Application Manager
- Analytics Consultant
- Business Intelligence Engineer
- Head of Data & Analytics
- Business Intelligence Partner
- Corporate Development & International
- Marketing Data Analyst
- Operational Excellence Manager
- Data Engineer Tech
- Data Governance Specialist
- Solutions Architect

YOUR SUCCESS, OUR PURPOSE

IE University is considered one of the world's leading universities by international journals such as Bloomberg Businessweek, Financial Times, The Economist, and The Wall Street Journal, and by international companies actively recruiting our graduates. By studying at IE University, students graduate with a brand recognized for its excellence among recruiters.

WE'RE HERE TO HELP YOU KICK START YOUR CAREER

Our Talent & Careers Department's mission is to guide and empower our community of students and alumni in their career journey.

Our growing team works closely with more than 1,800 international recruiters, with the constant aim to match and connect directly the right talent with the right need.

IE Talent & Careers makes a two-fold commitment: with students and with companies.

OUR EVENTS

The incredible variety of our events allows students to engage with companies at a whole other level. In 2021, we hosted more than 180 virtual and physical events with recruiting partners.

- Talent Forums
- Company Presentations
- Interviews and Assessment Centers
- Business Competitions
- Panels
- Workshops
- Conferences
- Networking activities with IE clubs
- Webinars
- Livestreams



1,800

RECRUITING PARTNERS

5,600

JOB OPPORTUNITIES

MAKE THE MOST OF IT

During your time at IE, you will meet with us throughout career education workshops and events, designed to help students land the job of their dreams.

Reach out to our dedicated Careers Team and we will assist you in defining your very own career strategy via personalized career advising sessions.

On the IE Career Portal, find a curated collection of resources and access exclusive job offers.

IE's bi-annual Talent Forum is the largest of our recruiting events. All attending companies are actively recruiting for positions matching IE profiles.

VISITING COMPANIES

In the academic year 2019/2020 we welcomed +190 recruiting partners on our on-campus facilities, including:

TECH



FINANCE



CONSULTING



PHARMA



FMCG / LUXURY / RETAIL



INDUSTRIAL / ENERGY



INTERNATIONAL DEVELOPMENT



REAL STATE / ARCHITECTURE AND DESIGN



IE FOR LIFE

Belonging to IE alumni comes with essential benefits

IE benefits continue on for life; as an IE alumni, you are an integral part of our family and we are here to help guide you at every stage of your professional journey. IE for Life is a suite of benefits designed to give back to our alumni community with exclusive ongoing education, career and networking resources.

Discover and connect to IE alumni around the world

- Search our online Alumni directory
- Join more than 60 clubs worldwide

Take advantage of the following career services

- Career advising at IE, included up to two years after graduation
- Lifetime access to IE's Career Portal, over 7,000 positions posted annually and leadership skills resources

Loyalty discounts just for you

- on further studies at IE of up to 25%
- on purchases at the official IE Store (15%)
- on third party services (Spain, Italy, Portugal, Greece, Mexico)
<https://benefits.ie.edu/>

Keep learning with us:

- Access to webinars and research insights



Enhance your alumni benefits



ALUMNI PLUS

1-hour Executive Career coaching (online or face-to-face) and Career webinars.

Up to 40 lectures (online or face-to-face) with prominent IE professors.

Online subscription to El País, Expansión, El Mundo and the Wall Street Journal (valued at € 750).

Speed-networking events and preferential pricing to IE Alumni flagship events.

*Included during 2 years upon graduation.



CAREER BOOSTER

Premium access to Korn Ferry Advance platform with:

- unlimited, personalized 1-to-1 coaching sessions.
- resume parsing analysis to see how recruiters process your resume.
- AI-based interview preparation app.

Premium access to GeniusMesh, a confidential Executive MBA talent network of 20 top business schools and unpublished leadership roles.

*Alumni Plus Membership required.



LIFELONG LEARNING BOOSTER

Access to one Executive Education short program or one High Impact Online Program (list price up to €4,000).

50% scholarship for a second program or Executive Summer School.

*Alumni Plus Membership required.

International Offices

IE INTERNATIONAL DEVELOPMENT: BUILDING COMMUNITY AND NETWORKING AROUND THE WORLD

Based in 30+ offices worldwide, our 150-strong recruitment staff search far and wide for top international talent. This begins a life-long relationship that lasts even after graduation. With over 5,000 events per year in more than 100 countries, our International Development team provides support to our candidates, students and alumni.



*Attend one
of our events*

CLOSE TO YOU, CLOSE TO COMPANIES

Close relationships with leading global companies and start-ups place us in the heart of corporate and entrepreneurial ecosystems. Join over 1,000 career-focused events, including industry-oriented conversations with IE experts, or take part in career fairs organized alongside IE Talent and Careers. Beyond the events, you can connect with top alumni or tap into local entrepreneurial ecosystems in your region, all the while benefiting from expert research on the future of the workplace.

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