

30.7102 Business Analytics

AI Report

CIP: 30.7102 Business Analytics

Market: National

Award Level: Masters and Grad Certs

The program demonstrates high demand and employment prospects but faces significant competitive challenges.

Overview

National Completions are remarkably strong at 44,318, placing the program in the 99th percentile, showcasing exceptional demand and success. However, the program's biggest challenge is its competitive intensity, with factors such as Campuses with Graduates at 316 ranking in the 1st percentile, indicating a highly competitive environment. Overall, while student demand and employment measures are positive, the competitive landscape remains a critical area to address.

Student Demand

The program showcases robust Student Demand with a Google Search Volume of 735,200, ranking in the 91st percentile. The momentum is emphasized by a Google Search YoY Unit Change value of 247,610, which is in the 93rd percentile, reflecting increasing interest. New Student Enrollment Volume is also impressive at 40,820, at the 99th percentile, indicating high interest and program attractiveness. The On-ground Completions at In-Market Institutions further underscore demand, with 34,558 completions ranking in the 99th percentile. However, the Google Search Cost per Click, valued at \$17.00 and in the 13th percentile, reflects a costly marketing landscape limiting visibility.

Employment

Employment outcomes for graduates are promising, with an Entry Level Salary of \$87,775 in the 90th percentile, indicating strong earning potential. Post Entry Level Median Salary impressively stands at \$119,289, in the 93rd percentile, confirming robust career advancement opportunities. For Job Postings per Graduate, the program achieves a ratio of 1.6, which ranks in the 89th percentile, suggesting favorable job market conditions. Additionally, the BLS 3-Year Historic Growth at 6% positions the program in the 93rd percentile, further showcasing growth prospects. Yet, the Underemployed Percent of Graduates at 34%, with a 63rd percentile ranking, reveals potential underemployment issues needing attention.

Competitive Intensity

The program faces significant Competitive Intensity, with Campuses with Graduates at 316, ranking in the 1st percentile. Furthermore, Institutions with Online In-Market Students value 164 also ranks in the 1st percentile, underscoring intense competition in the online sector. Meanwhile, the Google Competition Index of 0.61 places the program in the 7th percentile, indicating substantial advertising competition. Average Program Completions are high at 109, ranked in the 99th percentile, illustrating consolidated successes amidst competition. Despite these challenges, the National Online Percent of Institutions at 50% in the 91st percentile offers strong potential for online expansion.



Criterion	Value	Percentile
Student Demand		
Google Search Volume	735,200	91
Google Search YoY Unit Change	247,610	93
Google Search YoY Percentage Change	51%	89
New Student Enrollment Volume	40,820	99
New Student Enrollment Volume YoY Unit Change	6,641	100
New Student Enrollment Volume YoY Percentage Change	19%	81
On-ground Completions at In-Market Institutions	34,558	99
Online Completions by In-Market Students	9,760	99
Sum of On-ground and Online Completions	44,318	99
Completion Volume YoY Unit Change	8,367	99
Completion Volume YoY Percentage Change	23%	77
Employment		
Entry Level Salary	\$87,775	90
Post Entry Level Median Salary	\$119,289	93
Job Postings per Graduate	1.6	89
BLS 1-Year Historical Growth	5%	72
BLS 3-Year Historic Growth	6%	93
Underemployed Percent of Graduates	34%	63
Job Postings	70,020	99
BLS Current Employment	413,101	99
Competitive Intensity		
Campuses with Graduates	316	1
Campuses with Graduates YoY Unit Change	8	2
Institutions with Online In-Market Students	164	1
Average Program Completions	109	99
Median Program Completions	20	97
YoY Median Program Completions Unit Change	2	91
YoY Median Program Completions Percentage Change	12%	76
Google Search Cost per Click	\$17.00	13
Google Competition Index	0.61	7
National Online Institutions	203	1
National Online Percent of Institutions	50%	91
National Online Percent of Completions	22%	51
Degree Fit		
National Completions	44,318	99