CAREER GUIDE

"Master in Business Analytics and Big Data" program

CAREER CENTER GSOM SpbU

Hard skills

"Hard" skills and specific knowledge necessary for a specialist in the described position

Soft skills

"Soft" skills necessary for a specialist (e.g., negotiation skills, efficient communication, teamwork organization, etc.)

Job title

→ Possible
→ Career
→ Transitions

XX-XXX thousand RU gross,
salary levels in Russia

Job Description

- One of the tasks for a specialist in the described position
- One of the tasks for a specialist in the described position
- One of the tasks for a specialist in the described position
- One of the tasks for a specialist in the described position

GSOM SPbU graduate in the described position

Professions described in the Career Navigator:

→ Business analyst, Data analyst

→ Business translator, Innovation manager

→ Data Governance manager/ Data Quality manager

→ Product manager

→ Project manager (ML/AI/Big Data based projects)

CAREER GUIDE 🧭

«MASTER IN BUSINESS ANALYTICS AND BIG DATA»

Hard skills

business data analysis	identification of significant business patterns and connections

ability to work with analytical tools: Excel, SQL, Power BI, Python

knowledge of statistics and statistical packages for data analysis and hypothesis testing

in-depth understanding of networks, databases, storage and processing technologies

Soft skills

excellent communication skills	detail-oriented thinking
problem-solving, data-driven decision making	analytical, structural thinking

general business knowledge, business expertise, industry knowledge

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Business analyst, Data analyst

→ Head of Business Analytics
→ Data Scientist

60-480 thousand. RU gross salary level in Russia

Job Description

- Development, implementation and support of data-driven processes in product teams
- Development and support of dashboards and metrics system
- Gathering requirements and formalizing them into tasks for data warehousing enhancements
- Ad hoc data analysis upon request from product teams
- Preparation of data for analysis: data collection, data uploading, converting data into an easy to research form, data quality validation, analytical conclusions
- Development of analytical reports
- Building data marts and dashboards

CAREER GUIDE

«MASTER IN BUSINESS ANALYTICS AND BIG DATA»

Hard skills

| project management | digital transformation of business processes in the company |

| understanding the process of innovation in advanced analytics and the impact of innovation on business performance |

| knowledge of fintech market solutions for digitalization of various industries and business areas |

Soft skills

| analytical, structural thinking | detail-oriented thinking |

| excellent communication skills | leadership skills |

| results-oriented |

Business translator, Innovation manager

→ CInO (Chief Innovation Officer)
→ Director / VP of innovations

150-500 thousand. RU gross
salary level in Russia

Job Description

- Promote efforts to improve access to information and the ability of business staff at all levels to use data to generate change and improvements

- Identify and implement advanced fintech solutions to improve business performance and create new products (corporate gas pedal)

- Defining requirements for analytical teams to meet the needs of business units

- Digitalization of business intelligence process, implementation of end-to-end data-driven approach on critical business processes

Hard skills

knowledge of company IT architecture principles	knowledge of business processes within the company
in-depth understanding of Data Governance	understanding of databases, knowledge of tools for working with them (SQL, NoSQL)

understanding of tools and frameworks for data and metadata processing

knowledge of general principles of data storage and transport organization, design checks and data quality metrics

Soft skills

excellent communication skills	analytical thinking

ability to present and interpret data

Data Governance manager/ Data Quality manager

→ CDO (Chief Data Officer)

100-300 thousand. RU gross
salary level in Russia

Job Description

- Development of a unified corporate information architecture, implementation of Data Governance principles

- Development of the system of data quality indicators (DQI) and development of requirements for data reporting, quality and use of data, the effectiveness of the data quality control system

- Provide guidance and supporting documentation on new or proposed metrics, data standards, business rules and policies

- Document, standardize and automate data information processes

- Developing an enterprise data management roadmap based on strategic business objectives, existing capabilities

CAREER GUIDE

«MASTER IN BUSINESS ANALYTICS AND BIG DATA»

Hard skills

skills in market and consumer research and analysis, data collection from external and internal sources

ability to work with analytical tools: Excel, SQL, Python

a deep understanding of the business processes in the chosen industry

knowledge of economics and finance, unit economics

knowledge of product, marketing, and user metrics

Soft skills

critical, structural and strategic thinking

creative problem solving

prioritizing work goals

leadership skills

the ability to build effective communication and organize teamwork

Product manager

→ Senior Product Manager
→ Director of Product
→ VP of Product

80-300 thousand. RU gross salary level in Russia

Job Description

- Analysis: market research, competitor analysis, identifying the customer problem and the value that the product/product feature offers
- Creating a product concept and agreeing it with stakeholders
- Creation of a product roadmap - a long-term and short-term plan according to which the team is working
- Choice of product metrics (product performance metrics)
- Management of product development process

GSOM SPbU graduates in the described position

Hard skills

- risk management
- knowledge of methods of work organization (SRCUM, Agile, etc.)
- knowledge of project management tools (Miro, Trello, Jira, etc.)
- knowledge of the basics of IT development
- understanding of all data processes and operations
- in-depth understanding of the development and implementation of machine learning models
- understanding of all the technical and business processes that make up the work on the project

Soft skills

- structural, strategic thinking
- focus on results, attention to detail
- ability to prioritize goals and areas of work, make decisions
- leadership
- organization of teamwork, effective communication, negotiation

Project manager (ML/AI/Big Data based projects)

→ Head of PMO (Project Management Office) for ML / AI / Big Data

60-250 thousand. RU gross salary level in Russia

Job Description

- Communication with a client, formulating and prioritizing requirements, maintaining communication with a client until the project is delivered
- Planning of all stages of work on the project and coordination of the teams involved in the implementation of the project
- Preparation of technical specifications for the project team specialists in accordance with the requirements of client's and company's goals
- Develop and implement the IT budget
- Monitoring the timing and quality of tasks, prompt resolution of emerging issues on processes and team interactions

GSOM SPbU graduates in the described position

Efimov Dmitry, MiM 2021
Alena Medushenko, MiM 2020