INSIDE BUSINESS ANALYTICS

INDUSTRY INSIGHTS & CAREER OUTCOMES

CREATING
SUCCESS
TOGETHER

KAPLAN | BUSINESS SCHOOL AUSTRALIA

DATA IS THE NEW CURRENCY OF THE CENTURY. WITH THE FAST ADOPTION OF DIGITAL TECHNOLOGY, BUSINESSES AND GOVERNMENTS NOW HAVE ACCESS TO VAST AMOUNTS OF DATA.

By 2025, more than 150 zettabytes of big data will need analysis, and the **annual revenue of the global big data analytics market** is predicted to reach $68.09 billion.

Business analysts are in high demand as they can interpret data and deliver valuable insights to help their organisation with strategic decision-making and gaining a competitive advantage. They can interpret raw data, identify patterns and make predictions and recommendations to help businesses improve their performance, streamline operations and reduce waste.

> Big data specialists will be the top fastest growing job by 2030
>
> World Economic Forum, Future of Jobs Report 2025

> The global analytics market was valued at US$65.57 billion in 2025 and is projected to reach US$426.75 billion by 2035 (20.6% CAGR).
>
> Expert Market Research, Data Analytics Market Size, Share and Growth Analysis Report - Forecast Trends and Outlook (2026-2035)
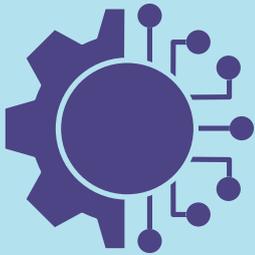
INDUSTRY INSIGHTS

28%
Yearly growth in demand for data science skills

ACS Digital Pulse 2025

230,000
Number of tech skilled workers needed by 2030

ACS Digital Pulse 2025

Australian data analytics market is projected to grow from AUD 2.51 billion in 2025 to AUD 23.94 billion by 2035 (25.3% CAGR).

Expert market research , Australia Data Analytics Market Size, Share Analysis: Forecast Trends and Growth Report (2026-2035)

A$110,000 - A$130,000 / year
Average salary for a business analyst in Australia

Seek 2026

23.2%
Growth in employment opportunities for business analysts in Australia over the next 5 years

Seek 2026

DATA ANALYTICS TOP TRENDS

AI AND MACHINE LEARNING

AI and Machine Learning have become mainstream tools that can automate complex processes, enhance the accuracy of analyses and provide insights from big data sets.

By leveraging predictive models and algorithms, businesses can forecast future trends and customer behaviour, streamline operations and customise marketing strategies to improve engagement and loyalty. Prescriptive analytics can be used to examine patterns and recommend actionable steps.

Advanced AI models are enabling businesses to leverage big data sets in real-time, allowing for faster and more informed decision-making.

EDGE ANALYTICS

Edge analytics is the practice of processing data at the location where it is generated instead of transmitting it to a centralised data centre; providing real-time insights. This is critical for applications such as self-driving vehicles and manufacturing. The edge computing market is expected to be valued at **US$87.3 billion by 2026**.

DATA ANALYTICS TOP TRENDS

DATA FABRIC ARCHITECTURE

Data fabric architecture enhances operational efficiency and innovation by integrating data from multiple sources (e.g. on premises, cloud, edge locations). This provides businesses a unified and comprehensive view of data to gain deeper insights and make decisions that drive growth.

DATA DEMOCRATISATION

Data democratisation has become a strong trend due to the rapid increase of self-service analytics platforms like Tableau, Power BI and Google Analytics. These tools empower non-technical employees (such as Marketing and Human Resources) to access and analyse data and extract actionable insights. Data democratisation helps build a collaborative culture of decision-making across the organisation.

CLOUD-BASED ANALYTICS

Cloud computing has transformed the way businesses store, process and analyse data. It enables companies to scale their data capabilities instead of using expensive infrastructure. Cloud-based platforms such as Microsoft Azure and Google Cloud are helping organisations optimise their analytics workflows and gain real-time insights.

DATA ANALYTICS TOP TRENDS

ENHANCED DATA VISUALISATION TOOLS

Interactive dashboards are changing how businesses explore and visualise data. They allow users to adjust parameters, delve into metrics and explore customised graphs and scenarios in real-time.

ADVANCED DATA PRIVACY AND GOVERNANCE

As businesses collect more personal and sensitive information, ensuring that this data is protected and used responsibility is critical for maintaining customer trust and complying with increasingly tougher regulations. Companies need to be able to balance innovation with compliance.
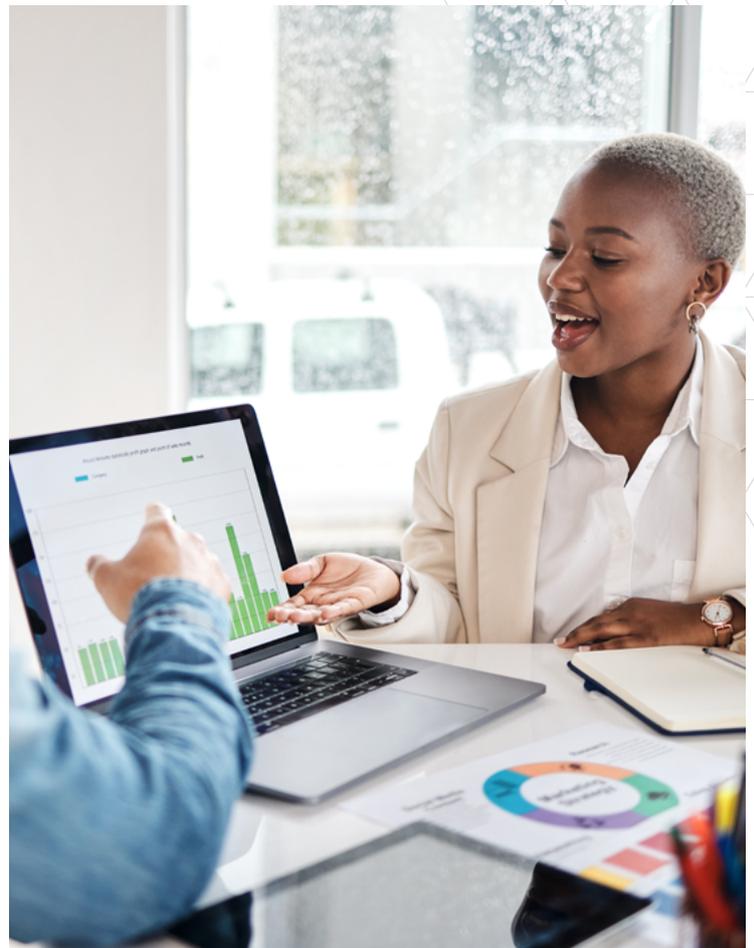
MASTER OF BUSINESS ANALYTICS

OUR **MASTER OF BUSINESS ANALYTICS** IS DESIGNED FOR STUDENTS TO BECOME SPECIALISTS IN BUSINESS ANALYTICS. YOU WILL LEARN HOW TO:

- Investigate business opportunities by applying off-the-shelf analytics tools to business data.

- Formulate, advise and implement business solutions via the aid of data-driven, evidence-based approaches.

- Communicate complex business data outcomes to diverse, specialist and non-specialist stakeholders.

- Evaluate ethical, privacy and security issues of smart technology and data acquisition, management and distribution.

- Manage diverse expert teams to oversee data-driven initiatives.

Learn about our other Business Analytics courses.

CAREER OUTCOMES

Graduates are equipped for a wide range of roles including:

DATA ANALYST

DATA SCIENTIST

RESEARCH SCIENTIST

AI/MACHINE LEARNING ENGINEER

BUSINESS INTELLIGENCE ANALYST

PRODUCT INTELLIGENCE SPECIALIST

WEB DEVELOPER

SOFTWARE DEVELOPER

UX/UI RESEARCHER

FINANCIAL ANALYST

OPERATIONS ANALYST

MARKETING ANALYST

SALE ANALYST

PRODUCT MANAGER

PROJECT MANAGER

BUSINESS CONSULTANT

AI'S IMPACT ON THE BUSINESS ANALYTICS INDUSTRY

AI has had a huge impact on the business analytics industry, transforming how organisations analyse data and make decisions. AI can process and analyse vast amounts of data quickly, automate repetitive tasks such as data cleaning and reporting and improve data visualisation. AI models can predict future trends and tailor products and services to individual preferences.

In our **Master of Business Analytics** course, we teach a subject titled 'Artificial Intelligence Programming for Business Analytics' which will equip you with skills to apply AI in data-driven decision-making processes.

In our **Master of Business Analytics (Information Technology)** course, we integrate AI and machine learning concepts, preparing you to leverage these technologies in the IT sector.

SOFTWARE & AI TOOLS

Our courses provide the latest data software and AI tools to extract and communicate key data insights to business leadership such as:

Coding & Programming
Python
R

Data Analysis, Management & Visualisation
Exploratory Desktop
Orange
Power BI Desktop
Tableau Desktop
Excel

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