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Professions in the Data Analytics Job Market – Australia and New Zealand

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Abstract

This article investigates the data analytics job market in Australia and Aotearoa New Zealand with a focus on finding the major professions that exist and how they are distinguished one from another in technical competencies. The main purposes are to inform data analytics curriculum design and development to enhance market relevance and graduate employability, as well as to provide advice to assist quality assurance for the associated professional course accreditations. Currently, data analytics, either as a course or as a specialised programme, is offered by different schools and in different disciplines. The variances and discrepancies among them are large and concerning. This article is the first part and partial literature review of a larger study, which later includes text mining and examination (using R) of 540 job advertisements in five industries that demand data analytics skills the most. It is found that business analyst, data analyst and data scientist are three major professions in Australia and Aotearoa New Zealand. The larger study fills a gap in the data analytics literature by focusing on countries other than the United States. It also offers key specific competencies for universities and the professional accrediting bodies to focus on when developing and evaluating data analytic courses and programmes. The article will benefit students, practitioners, employers and other parties interested in achieving better outcomes for professional development, employment and economics in capitalising values, capabilities and potentials pertaining to data analytics.

Keywords: Business analyst, data analyst, data scientist, technical competencies, text mining