

# STEM Career Profile: Business Analyst

Do statistics make you smile? Do you like to look at the numbers and data before you make a decision? Would you love to use these skills to help solve complex business problems at EA Sports: Madden NFL to help build, revise, and market games to delight more players? Then a career as an analyst might be for you!

## CAREER STATS

### How much do they make?

\$62,560-81,760

(median income)

### What skills do I need?

Analytical skills

Experience in statistical models and research methods

Interpersonal skills

Math, statistics, and economics background

Problem-solving and strategic thinking skills

Strong presentation, written, and verbal communication skills

Understanding of regression analysis

### What are similar careers?

Business intelligence analyst

Data scientist

Financial analyst

Games analyst

Market research analyst

Quantitative analyst

Strategic decision support analyst

Technology analyst

### What do they do?

EA Sports: Madden NFL analysts use data, statistical analysis, and business judgement to better understand how to create a more enjoyable gameplay experience. They work closely with the game development team, the marketing team, and the leaders of EA Sports: Madden NFL to help them make important decisions and bring to life the Magic of Madden.

### How do I get this job?

- High school diploma required
- BS, MS, MBA, or PHD required (statistics, economics, mathematics, CS, marketing or related field)
- Database knowledge and experience with big data platforms like Hadoop, MongoDB, or Splunk
- Experience with one or more statistical software programs including SAS, R, SPSS, or Tableau

### What else helps?

- Experience with statistical computer programs
- High school courses in statistics or advanced math
- [Internship at EA Sports](#) or as an analyst in another industry
- Master's degree in mathematics, statistics, or business administration
- Passion for using data to drive decisions
- Understanding of microeconomics



# STEM

## STEM Career Challenge: Business Analyst

### Background:

An interest in math, statistics and data can often be a great fit for students looking for a fulfilling career with EA Sports: Madden NFL. There are various types of analysts that partner with the technology, marketing, finance and business teams to make informed strategic decisions.

### Challenge:

Your task is to take on the role of a business analyst with EA Sports: Madden NFL. The company sold over 3.27 million copies of the 2016 PS4 version of the game alone, however, they are always looking to expand their market. Your task is to analyze trends in sales history for all sports video games, viewership of sports, and current/history of EA Sports games. Using all this data, you will need to make a recommendation to EA Sports leadership on the next game for expansion (with supporting evidence).

### Explore:

- Go Behind the Scenes At EA Sports with the Virtual Field Trip:  
<http://footballbythenumbers.discoveryeducation.com/educator-resources>
- Review video game sales history:  
<http://bit.ly/2ptt6xb>
- Analyze the sales history for sports featured in video games, game platforms, and general audience/revenue of professional sports.
- Based on the past sales analysis, decide on the next most profitable game release for EA Sports.

### Share:

- Create a visual representation (poster, Board Builder, PowerPoint, etc.) of your selection.
- Include the rationale behind your selection. Use data to back up the choice of sport as well as the choice of game platform.
- Join the larger conversation and have your teacher tweet a picture of your recommendations along with a short explanation of your team's thinking using #DESTEM. As a class, browse and comment on other game recommendations tagged with #DESTEM.

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Extend your learning:

- Watch the following Discovery Education video on market research analysis:  
<http://bit.ly/2r9iJen>
- Strengthen Math Skills with the Football By The Numbers Lesson Plan:  
[http://footballbythenumbers.discoveryeducation.com/sites/footballbythenumbers.discoveryeducation.com/files/DE\\_EAMadden\\_WinningWithMath.pdf](http://footballbythenumbers.discoveryeducation.com/sites/footballbythenumbers.discoveryeducation.com/files/DE_EAMadden_WinningWithMath.pdf)
- Go Behind the Scenes at EA Sports with the Virtual Field Trip:  
<http://footballbythenumbers.discoveryeducation.com/educator-resources>
- Play the Interactive EA Sports: Madden NFL Game:  
<http://footballbythenumbers.discoveryeducation.com/sites/footballbythenumbers.discoveryeducation.com/files/interactive/index.html>
- Review game cover art design and design a new cover for your recommendation.

References:

<http://www.bls.gov/ooh/>

\*Median income based on United States Department of Labor Bureau of Labor Statistics. Not based on EA Sports: Madden NFL salaries.