

HUB INSIGHTS

For Ted Rogers Faculty & Staff

March 2022 Issue

Developing Bootcamps: Tableau

Overview

Our primary focus in the Business Career Hub (BCH) is to prepare students for a career in industry, and one of the best ways we can achieve this is by providing them the opportunity to practice their technical skills.

Over the last several years, interest in bootcamp programming has grown significantly among Ted Rogers students. In 2020-2021 alone we processed 19,689 student registrations and delivered 472 scheduled offerings on 21 different technical subject areas, representing a 150% increase in engagement, year over year.

Total Attendees	Unique Attendees	Bootcamps Delivered	Bootcamp Topics
19,689	3,627	472	21

Students have learned the value of acquiring new technical skill sets. They have experienced, first-hand, that this knowledge helped them land more interviews. During our Co-op Check-In meetings, hiring managers have shared that they felt our students out-performed students from other Universities, and that the BCH bootcamps offered a tremendous competitive advantage.

Over the last several years, we have learned that the best model for bootcamp development is to look for opportunities to complement the academic curriculum thereby helping students build on the knowledge they are learning in the classroom.

Faculty often ask us how we prioritize the development of bootcamps – this Hub Insights report shares our process for identifying the skills we feel students need most, based on industry data.

The Richness of our Employer Data



We Start with Scraping Data

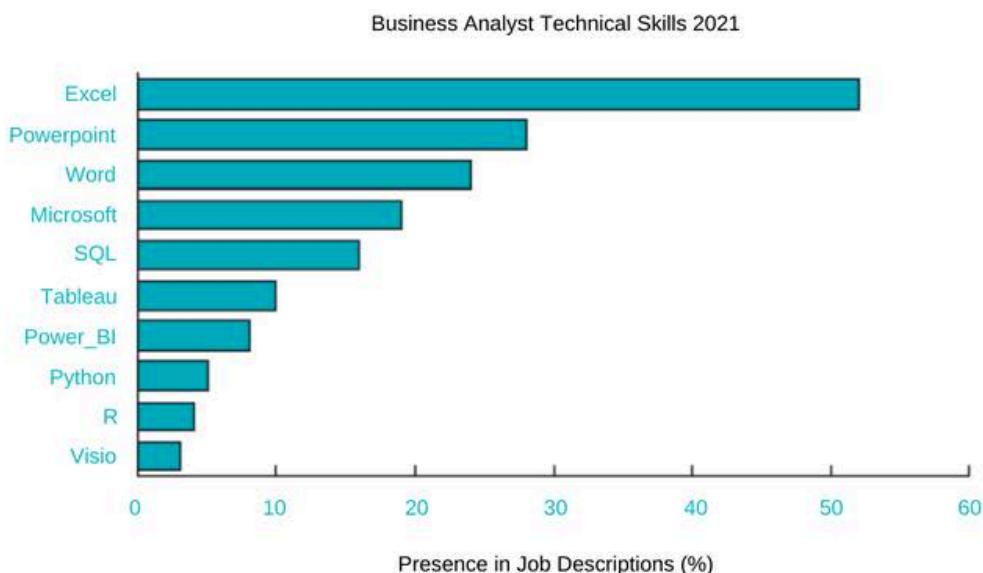
One of the most common position titles posted by employers is the role of 'business analyst'. Many students and graduates enter the marketplace as a 'junior analyst', and so we started the process of discovery by scraping data from job descriptions posted in the BCH portal. Our process included:

1. Exporting BA job descriptions, posted within a specified period time, and scraping the data to identify the list of technical requirements
2. Comparing these requirements against core academic curriculum to identify potential gaps in student knowledge
3. Reaching out to Ted Rogers alumni and employer partners to confirm the need and to identify content partners
4. Working with partners to develop content and review content
5. Identifying students who have the knowledge and skills to facilitate the student-led program
6. Piloting the program with students before finalizing it content

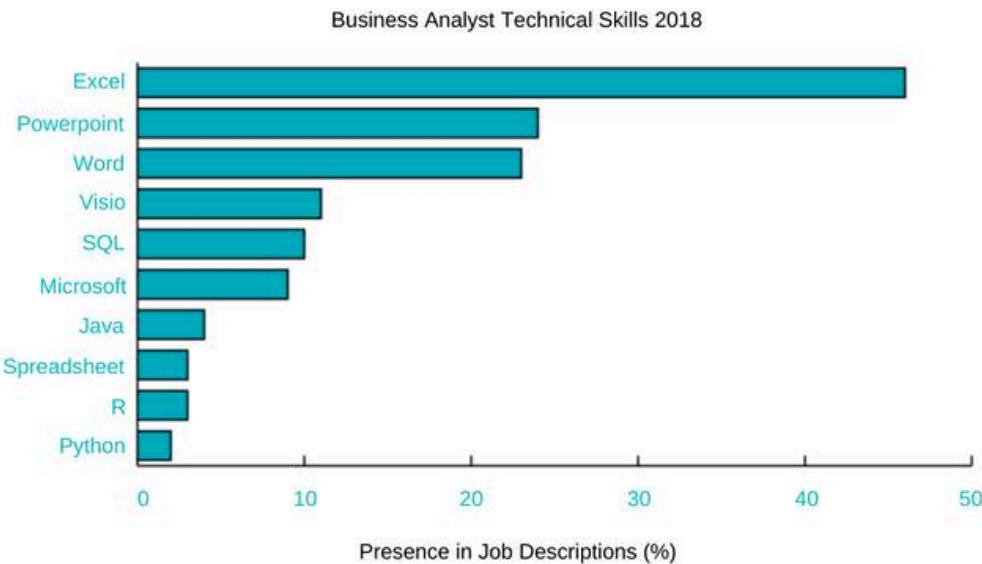
Business Analyst: What We Learned

In order to support our decision making, we scraped 527 job descriptions (across 358 unique employers) that had 'business analyst' in the job title - for the period 2018-2021. We used python to help us extract the technical skill sets expected by employers, as stated in these postings.

Within the period September 2020- September 2021 alone, 119 BA roles were posted in our portal with the following summary:

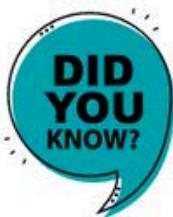


We then compared this 2021 summary against the same query for 2018 and found a few interesting trends and shifts in desired skill sets.



1. Excel is becoming more important in the workforce (in 2018, 46% of JD's required it compared to 52% in 2021) - we currently offer several strong Excel offerings including Power BI.
2. Powerpoint is one of the top desired skills - we currently offer a bootcamp in this area.
3. SQL is important as well, and for this reason we are exploring the viability of developing a new bootcamp to allow students more practice time outside the classroom.
4. Tableau is becoming more desirable- in 2018, it did not rank at all: in 2021 it was listed in more than 10% of the job descriptions.

Based on this analysis, we proceeded with the development of a bootcamp in Tableau to ensure that students are well positioned for this type of role moving forward.



More than **one third** of BCH's Bootcamp offerings are delivered on the weekends...and most of them are sold out!

Tableau Engagement, To Date

Based on student engagement data in [Hub360](#), the Tableau bootcamp is now ranked third in popularity based on participation levels. To date, 1,073 students have completed the program, many of whom have taken it more than once.

2,991**1,073****92****24**

Total Attendees

Unique Attendees

Bootcamps Delivered

Bootcamp Topics

Select a **Fiscal Year** to see a breakdown of engagement:

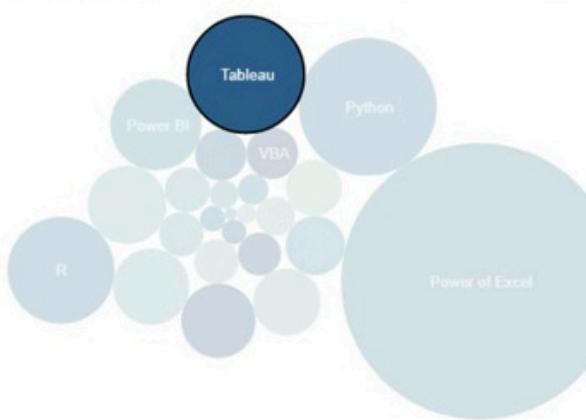
Fiscal Year

- (All)
- 2017-2018
- 2018-2019
- 2019-2020
- 2020-2021
- 2021-2022

Top 5 Bootcamps by Academic Major | Choose an Academic Major to see the top 5 bootcamps taken.



Bootcamp Topics | Click a bubble to view the breakdown by academic major and year of study for a Bootcamp topic.

**Undergraduate Year of Study**

	1st	2nd	3rd	4th
Accounting	4	130	57	107
Business Technology Management	183	312	173	141
Economics & Management Science	9	54	165	104
Entrepreneurship & Strategy	4	6	11	33
Finance	5	85	21	24
Global Management Studies	10	81	108	117
Hospitality & Tourism Management	5	13	25	22
Human Resources Management	2	39	42	53
Law & Business	6	34	47	36
Marketing Management	11	87	109	169
Real Estate Management		10	20	22
Retail Management	13	12	21	14
SAF - Undeclared	101	80		
SBM - Undeclared	53			

SBM - Undeclared represents School of Business Management students who have not declared a major.
SAF - Undeclared represents School of Accounting and Finance students who have not declared a major.



Wish to Learn More?

If you are interested in employment data, or would like access to further analysis, we would welcome the opportunity to collaborate with Faculty.

Please contact Donna Muirhead for more information: dmuirhead@torontomu.ca