

## **Graduate IT Careers: 3 More Reasons Why Business Intelligence is the Only Option**

For those hoping to turn their education into a career in IT, these are hard times. That feeling of "the hard work is behind me" has turned into "there is a brick wall in front of me", and that is just to get a job to start proper work!

Business Intelligence is an alternative route into the IT industry which many graduates will overlook but should consider.

Business Intelligence is the fastest growing sector in IT and centers around extracting information from existing databases to allow informed business decisions.

Here are three good reasons which set BI apart as an option for graduates.

### **1. Existing Business Intelligence Experts Are Busy**

Whether companies are trying to expand or just survive, Business Intelligence experts are needed.

There is literally not enough expertise to go round. This shortage is ideal for anyone wanting to get into the industry. Potential employers do not have the choice to hire someone with experience because there aren't any available.

### **2. Business Intelligence Has Less Competition**

How many letters/emails do you think HR departments get from graduates enquiring about Database Administrator, Programming or Web Designer? Lots!

It is easy to get lost in the pile, and even harder to stand out.

Declaring yourself to be interested in Business Intelligence really sets you apart.

Especially in the case of smaller companies, a business will already have the standard IT employees but not a dedicated Business Intelligence expert.

All this aids in getting an all important foot in the door.

### **3. Business Intelligence Software Is Easy To Master**

Ok, that is not strictly true!

But the software used for Business Intelligence (Crystal Reports is the de facto standard, though there are many more) is written in such a way that a lot of basic, though powerful, analysis is possible without the in depth knowledge.

But do not be misled by this easy start! To actually get the most from BI software a great deal of skill and knowledge is needed.

## **Summary**

This secret of the IT industry will come to the attention of the masses at some point and have the dedicated degree subjects it deserves. But at the moment it is the back door into one of the best industries in the world.

Due to the desperation in the Business Intelligence, with the correct base knowledge, even the most minimal experience is enough to secure a starting point in the IT industry.

### **About the Author**



Jason Dove is the author of 'Crystal Reports Formulas Explained' and a Business Intelligence expert who has worked as a consultant for over a decade providing top notch assistance for the world's leading companies.

Jason is also the mastermind behind the revolutionary Scry Career Primer, the only product on the market dedicated to launching your IT career, covering everything from gaining industry experience and writing a killer résumé to exploiting the most popular IT sectors.

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