



Business Technology & Analytics

*Using data, technology, and judgment to
make better decisions*

ACAP at Butler University | June 16, 2026

BUTLER

Today's challenge

By the end, you should be able to see yourself using data to solve real business problems.



You will do four things today

1

Notice

Find where data already shapes your everyday choices.

2

Decide

Work through a quick business analytics type problem.

3

Connect

See careers in technology, analytics, finance, sports, and consulting.

4

Imagine

Picture what your first year at Butler LSB could look like.

Quick poll: What business problem would you want to solve?

Analytics is already in your life

Everyday decisions leave data trails. Organizations use those trails to serve, sell, protect, and persuade.



Streaming

What should you watch next?

Banking

Is this purchase fraud?

Sports

Who gives the team the best chance?

Shopping

Which offer should you see?

Turn and talk: Where did data influence your life this week?

What is Business Technology & Analytics?

Butler BTA blends business judgment, technology skills, analytics, and communication.

BUSINESS

What should we do?

TECHNOLOGY

How do we build it?

ANALYTICS

What does the data show?

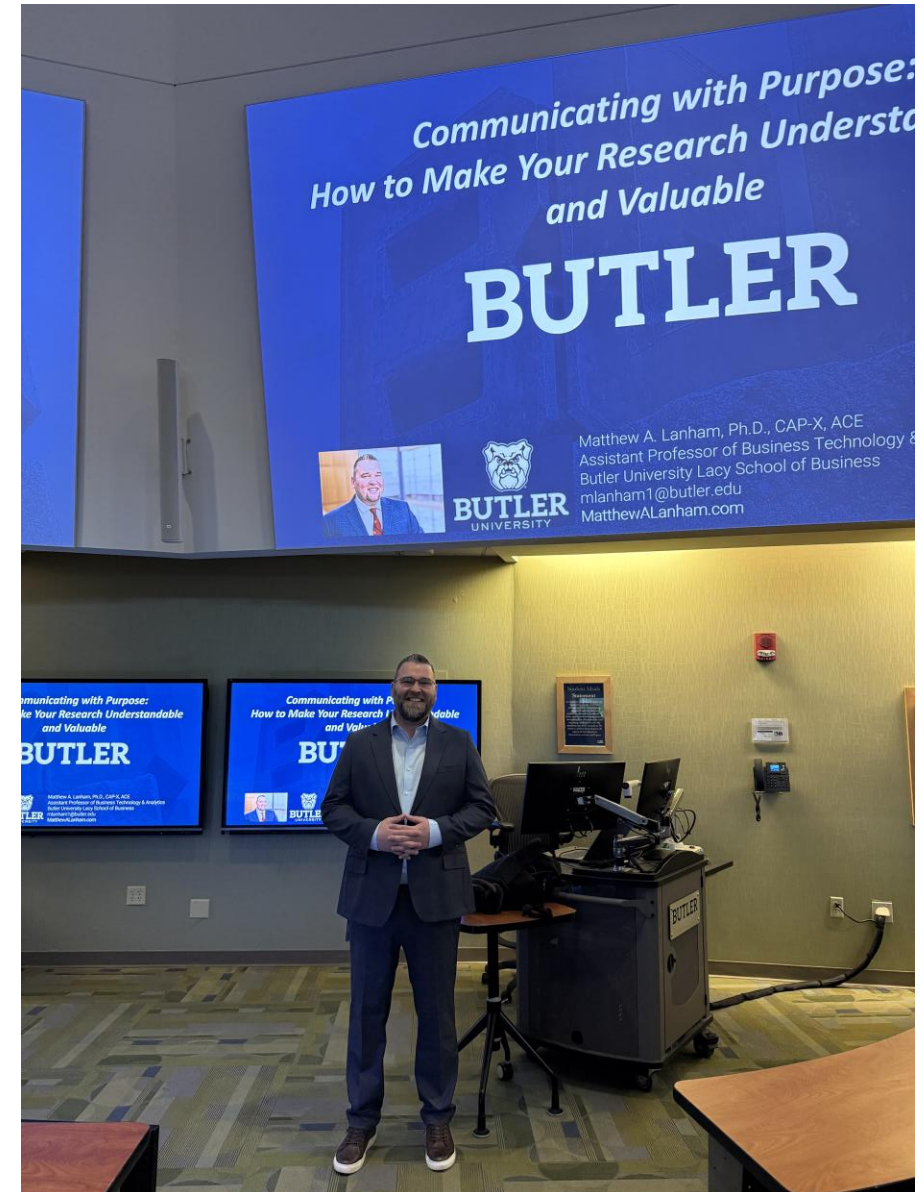
COMMUNICATION

Why should anyone act?

BTA lives in the middle.

A good analyst does not just “*get the answer.*”

A good analyst helps people make better decisions.



Mini case: Who should get the coupon?

A campus apparel shop has an online store and a limited-edition hoodie. You can send a discount to only 3 people.

Instructions

With a partner, pick the 3 students where the coupon is most likely to change the decision. Be ready to defend your choices.

You have 3 minutes.



Student	Visited store?	Liked hoodie post?	Bought before?	Online cart \$	Your pick?
A	Yes	Yes	No	\$42	
B	No	Yes	Yes	\$18	
C	Yes	No	Yes	\$65	
D	Yes	Yes	Yes	\$25	
E	No	No	Yes	\$90	
F	Yes	No	No	\$12	

Online cart \$ = items currently sitting in their cart, not past spending.

Think like an analyst: who needs the nudge?

Likely answers: who should get the coupon?

Best discussion answer: target students who seem persuadable, not those who would probably buy anyway.

Strong coupon targets

A defensible answer is A, B, and C.

Pick	Signals	Why it makes sense
A	Visited + liked hoodie + \$42 cart, no past purchase	High interest, but first purchase may need a nudge.
B	Liked hoodie + bought before + \$18 cart	Past trust and product interest; coupon may restart buying.
C	Visited + bought before + \$65 cart	High cart value; coupon may close the sale. Debatable.

If the question were simply “who is most likely to buy?”

Then D, C, and A would be easier to defend. But coupon targeting is about incremental lift and margin.

Why not the others first?

D Probably buys anyway
Strong buying signals, but a discount may just reduce margin.

E High cart, weak hoodie signal
May be valuable, but no visit or hoodie like.

F Too few signals
Visited, but low cart and no buying history or hoodie like.

Key ideas

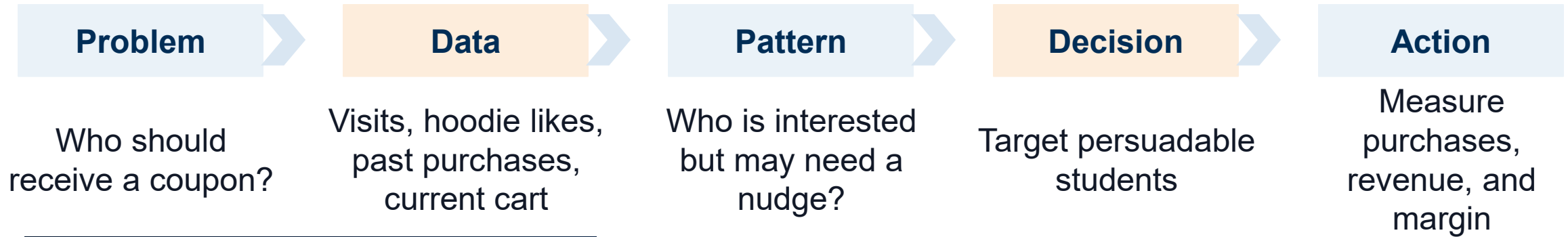
Prediction asks “who will buy?”

Decision analytics asks “whose behavior will our action change?”

Coupons should be aimed at the persuadable middle, not only the obvious buyers.

What did you just do?

You practiced following a logical **process** without writing code.



amazon

Important lesson

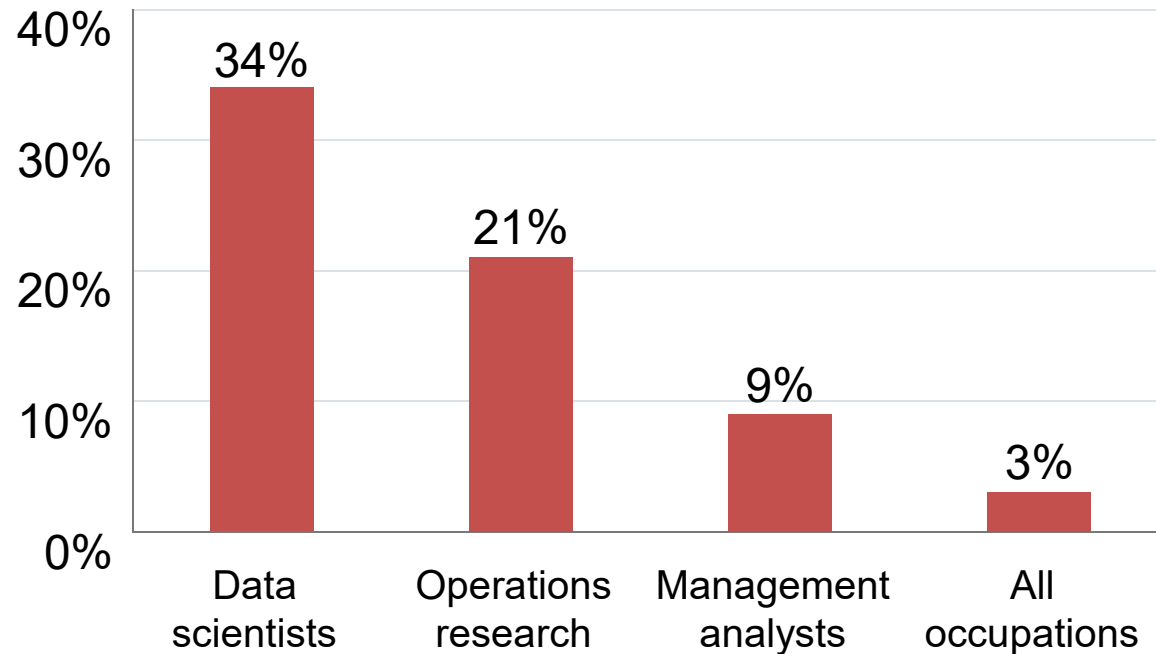
- ✓ Analytics is not just predicting who will buy.
- ✓ **Analytics asks:** which action will improve key business outcome(s)?

Question: Would this person buy anyway?

Why this field is growing

Every organization has more data, more technology, and more pressure to make better decisions.

Projected employment growth, 2024 to 2034 (%)



BTA connects to many paths

Data analyst

Find patterns and explain what they mean

Business analyst

Translate business needs into technology solutions

Operations analyst

Improve schedules, systems, and decisions

AI consultant

Help organizations use AI responsibly

Which path sounds most like you?

Pick your analyst personality

There is not one type of analytics student. Different strengths can become different career paths.

Builder

I like tools, systems,
and making things
work.

Systems analyst
Data engineer
AI builder

Investigator

I like asking why and
finding hidden
patterns.

Data analyst
Fraud analyst
Market researcher

Storyteller

I like explaining ideas
and persuading
people.

Business analyst
Consultant
Product analyst

Optimizer

I like improving
decisions, schedules,
and resources.

Operations analyst
Supply chain analyst
Sports analyst

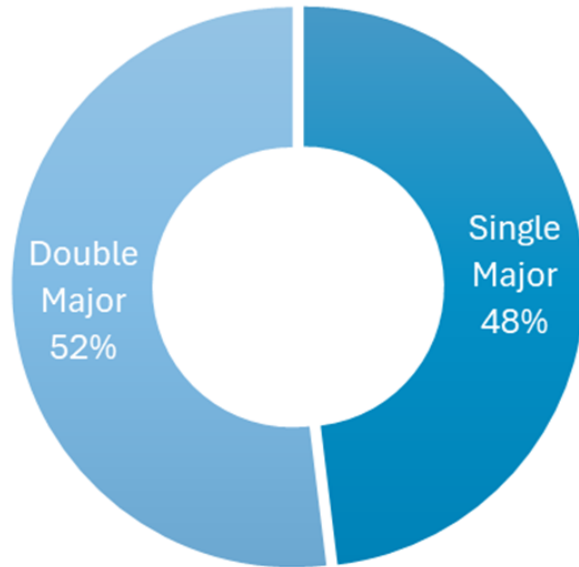
Stand up or raise your hand for the one that fits you best.

Most people are a mix. That is a strength.

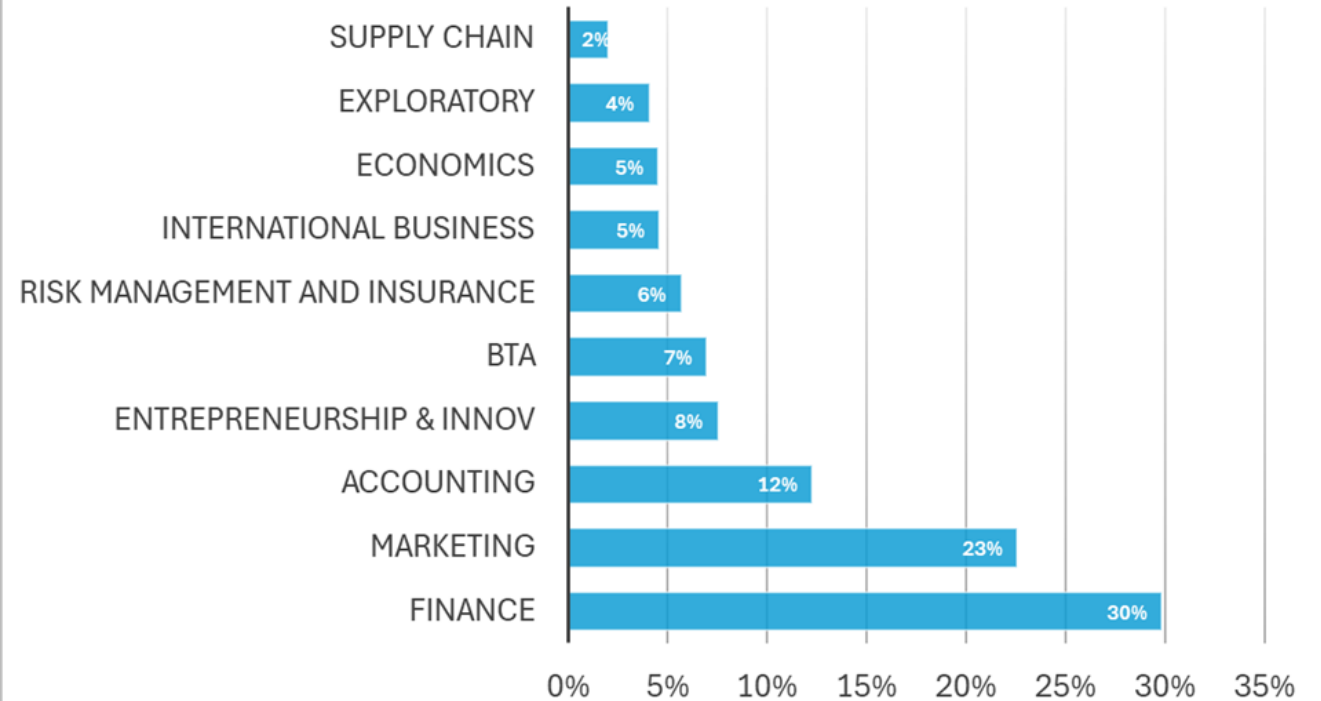
BTA is a wonderful double-major option

Butler LSB is very unique!

Percentage of LSB Double Majors



% of LSB Students by Major



Why Butler LSB?

The Lacy School of Business is built around real experience, mentoring, and career outcomes.



98%

overall Butler
placement rate
for Class of 2025
graduates

\$62K

median starting
salary for Class
of 2025
graduates

75%+

with one or more
internships
before graduation

What that means for you

- ✓ You learn business by doing business.
- ✓ You build career evidence before graduation.
- ✓ Faculty and career mentors know your name.
- ✓ Indianapolis gives you access to employers and internships.

Question: What would you want your first internship to teach you?

What would you study?

The BTA major builds practical skills through courses in programming, data, systems, analytics, and capstone.

Python

Automate tasks
and analyze
data

Databases

Store and query
real information

Business analytics

Model patterns
and explain
results

Systems thinking

Turn needs into
working
solutions

Capstone

Solve a real
project



Course to career

- ✓ You do not learn tools just to pass a test.
- ✓ You learn tools so you can build useful **evidence**, explain decisions, and create value for people.

What makes a strong analytics student?

Employers need more than software skills. They need people who can think clearly and communicate.

Curiosity

Ask better questions

Care

Remember data represents people

Clarity

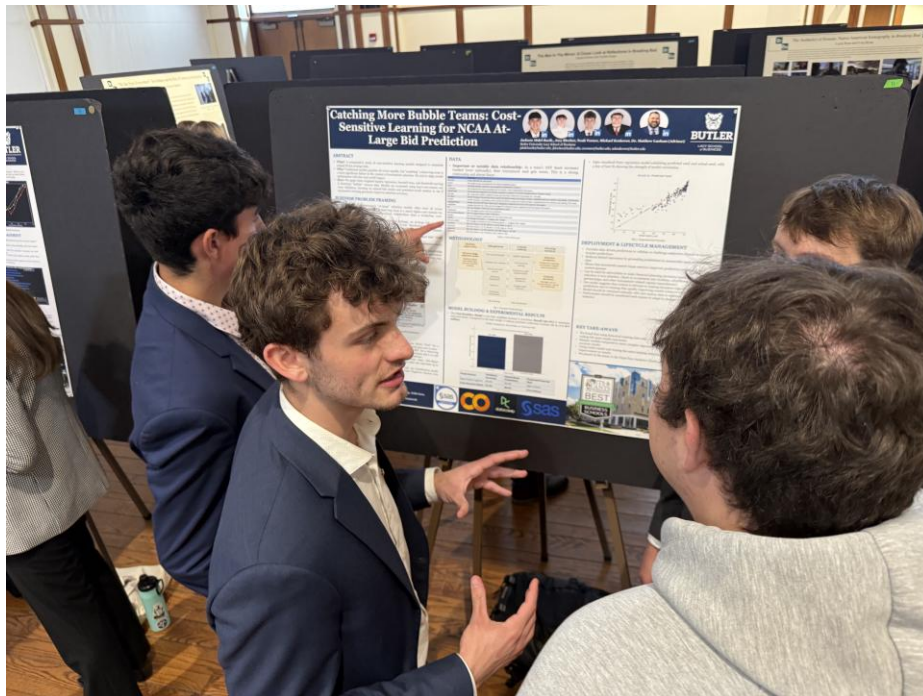
Explain what matters

Courage

Make a recommendation

Craft

Practice with tools



The question behind every tool

☐ Who needs to make a decision, and what would help them decide wisely?

That mindset travels across ALL business areas: accounting, finance, marketing, sports, operations, healthcare, nonprofits, and entrepreneurship.

Analytics for good: Data4Good

Students can use analytics to build skills and serve real communities.

Data4Good mission

Provide students an opportunity to improve their knowledge, skills, and abilities of data analytics for good.

1,106 **105** **96%** **\$31K**
students universities AI-900 pass rate prizes

Past cases

- ✓ Children's book image captions
- ✓ Healthcare language models
- ✓ Stages of grief
- ✓ Generative AI reliability

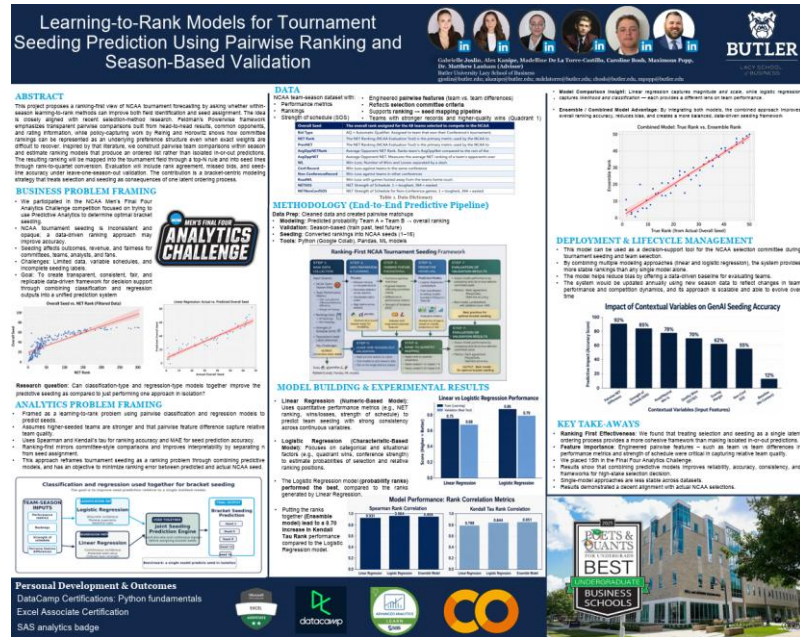


What problem in your community could data help solve?

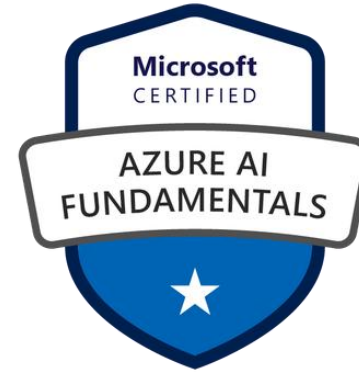
Evidence beats empty claims

A strong college experience helps you build proof of what you can do.

Ways students can stand out



- ✓ Course projects
- ✓ Posters and presentations
- ✓ Competitions
- ✓ Certifications
- ✓ LinkedIn portfolio evidence



A resume says what you studied.
A portfolio shows what you can do.

Butler LSB is a place to build that evidence with guidance.

<https://matthewalanham.github.io/experiential-learning.html>

Your first 90 days as a BTA student

You do not need to have everything figured out. You need a start.

First 30 days

Meet faculty, career mentors, and classmates.
Ask questions early.

Days 31 to 60

Build one small project in Excel, Python, or a dashboard tool.

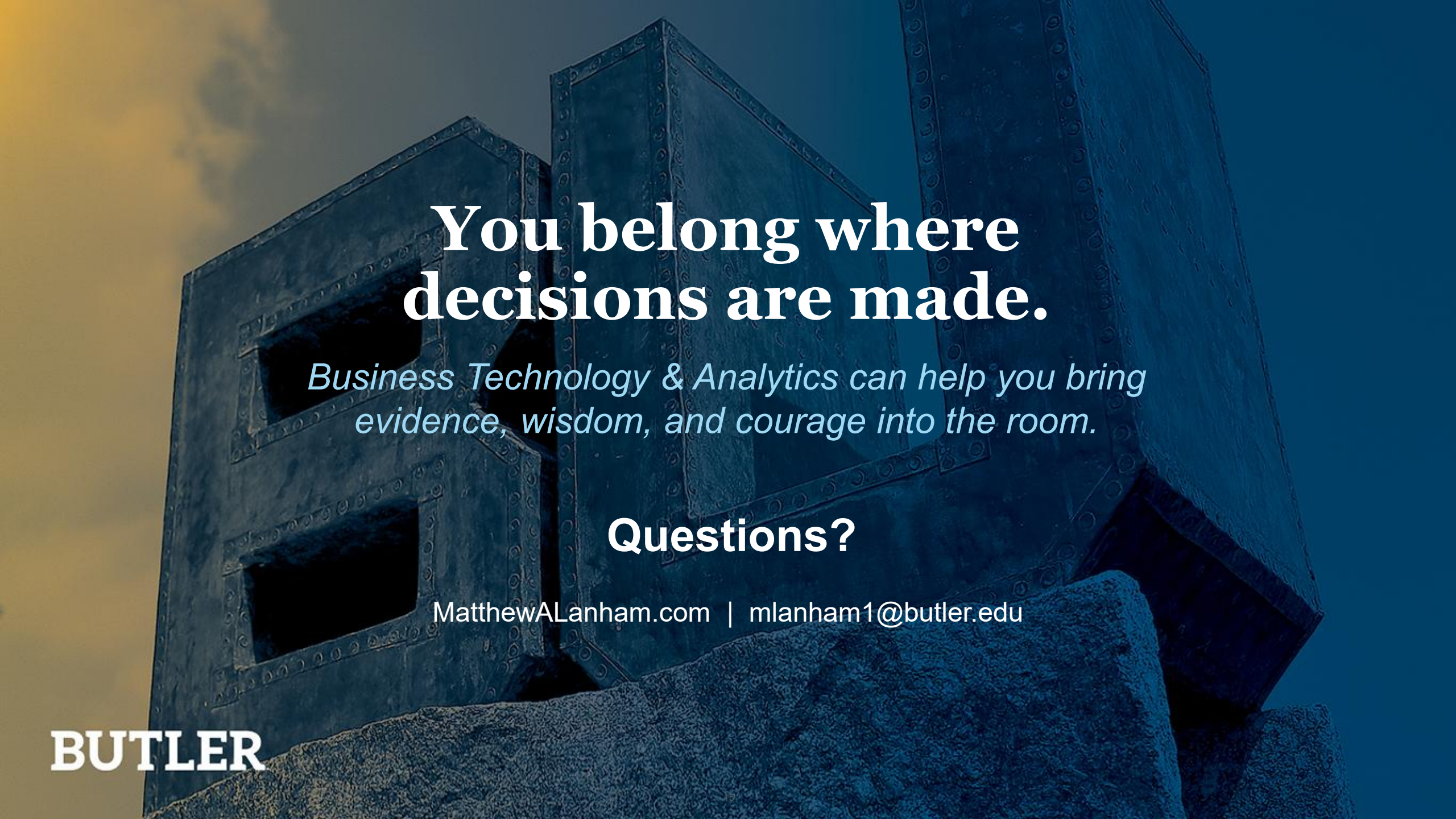
Days 61 to 90

Join a student group, attend a speaker, and put one project on LinkedIn.

Small actions compound.

The students who grow the most are often the students who keep showing up, asking questions, and practicing.

Write one sentence: I could use analytics to...



You belong where decisions are made.

*Business Technology & Analytics can help you bring
evidence, wisdom, and courage into the room.*

Questions?

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