



in BUSINESS ANALYTICS

WAKE TECHNICAL COMMUNITY COLLEGE



Name: Si Wong

Status: Currently enrolled in BAS accelerated program as of August 2013

Achievements since participating in WTCC Business Analytics program:

- Completed both the Business Intelligence and Business Analytics Certificates
- Obtained a raise in pay after completing his certificates
- Accepted into an MBA program

Prior to enrolling in the Business Analytics (BAS) program at Wake Technical Community College (WTCC), Si Wong pursued a degree in environmental science, with a concentration in economic policy. Mr. Wong graduated from North Carolina State University (NCSU) in 2012, but was unable to find a job right away. That is when his parents recommended the BAS program. Mr. Wong noted *“it was within my budget, was reasonably priced and I liked that it was online.”*

Mr. Wong enrolled in the accelerated program in August 2013. Shortly after he found employment with a marketing agency and realized he was able to immediately apply what he was learning in the BAS program: *“It provided a lot of insights and reinforced what I had learned.”* Mr. Wong completed all the coursework online because he lived and worked in Greensboro. He recently completed the second certificate in spring 2015.

When asked about his experience in the BAS program, Mr. Wong said he *“loved it.”* Taking the course online gave him the flexibility he needed to concentrate on his work and pursue the courses within his own timeline. Mr. Wong indicated that he has learned a lot, mostly in the field of predictive analytics, which is essential to his work in marketing research. The practical experience he gained in class helped him tremendously in his job: *“... practicing in class and then applying that at work is what helped me the most.”* He also learned several programming languages, including R and SAS.

As a result of taking BAS courses, Mr. Wong earned a substantial raise in his job. His employer has been very supportive, encouraging his and other colleagues to take advantage of educational opportunities that impact the company’s growth. Additionally, Mr. Wong was accepted into an MBA program. He believes that his training in analytics made him a stronger applicant.

Mr. Wong encourages new BAS students to take advantage of the opportunities offered in the program, especially the support and dedication that the faculty offers students. *“The faculty are there to help you,”* he says. *“They’ll take their personal time to help you out rather than designating office hours where you can come.”*

“a lot of things I learned in the program I was able to apply right into what I was doing everyday at work. It provided a lot of insights and reinforced what I had learned and what I was doing.”