I will discuss the accelerating need for analytics skills across a broad set of industries, and the fundamental role mathematics plays in the statistics, operations research, and computer science disciplines that together make up the relatively new field of Business Analytics. Additionally, I will discuss the importance of problem formulation and communication to the success of any business analytics project. The ideas will be illustrated using examples of business analytic initiatives carried out at IBM Research, both with IBM clients as well as with other organizations within IBM.