



Find your path in analytics

CAREER DAY BY KUNAAL NAIK

Guidelines

First one hour

- Introduction
- Deliver Content
- No Questions

Next 50 Minutes

- Questions
- Answers
- Do not repeat questions

Last 10 Minutes

- Closing
- Feedback
- Keeping in touch

What you will take away from the session and expectations

Scope

- ▶ This is a special session organised by Jigsaw to provide you industry exposure to Analytics
- ▶ The more points you put into action the better the outcomes
- ▶ You have to be consistent and patient for opportunities to come your way

Navigating the Analytics world

- ▶ What I learned from my story
- ▶ Analytics Mindset – Discover your aptitude for Analytics
- ▶ Analytics Skills and Tools to master
- ▶ Begin with a your niche domain and then expand to others domain



My Story

My Story

Analytics Trainer

- Used simple if then else statement to target potential customers to get a job Reporting Analyst

Analyst for an Insurance company(WNS)

- Used the ARIMA and Customer Segmentation experience to land a job in Marketelligent

Started work on Forecasting For Dell(Marketelligent)

- Made automation tools for the process I used to build models – Faster turn around time

Marketing Analytics for Dell(Marketelligent)

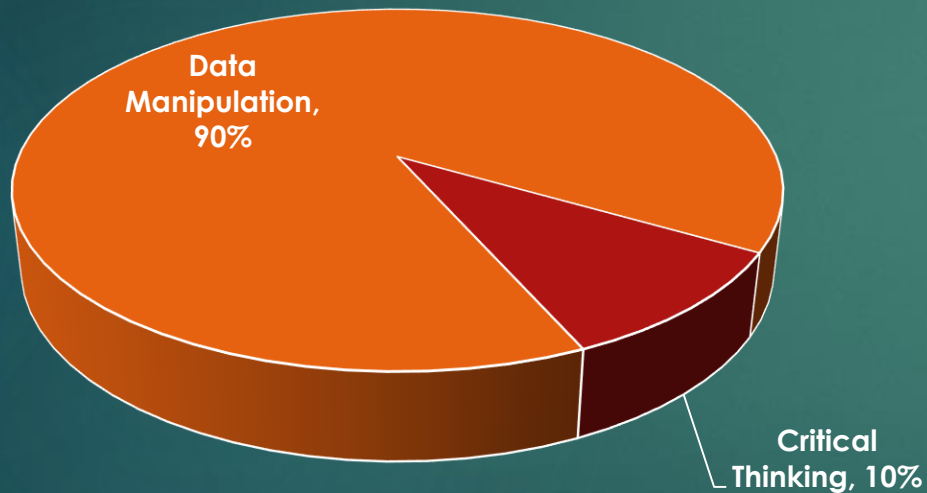
- Used my automation skills to churn out Budget Analysis within days

Product Management(Brillio)

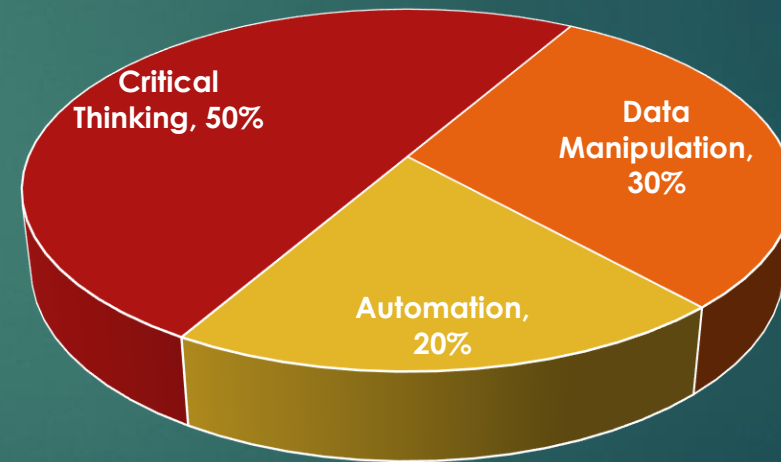
- Using data driven methods to build a Customer Governance tool to improve Customer Experience

Percentage of Data Manipulation vs Critical Thinking

Where I spent my time initially



Where I needed to spend my time



What helped me navigate the Analytics industry

While a fresher

- ▶ The ability to reduce time to generate a report works in your favour
- ▶ Being a master in one tool boosts your confidence
- ▶ Knowledge of how other tools helps you being flexible when attending interviews
- ▶ A nicely formatted Resume (Now you need a good profile on LinkedIn too)

With Experience

- ▶ Deep knowledge of domain and how you solve a problem. It need not always be using Statistics
- ▶ Problem solving attitude rather than doing what was given
- ▶ Tailoring simple analysis to match Business objective
- ▶ Business looks at either saving costs or increasing revenue. Also, saving time in creating reports

Analytical Mindset/Skills

Skills to master – Change in mindset

Tasks Assigned

- ▶ Do what is given and be done
- ▶ E.g Driving a car from point A to B in a given path

Problem Solving

- ▶ Not only provide what was asked but give a perspective they cannot imagine
- ▶ E.g Drive from point A to B but find the shortest path and save fuel

Skills required by job category

	Data Analyst	Business Analytics Professional	Predictive Analytics Professional
Business Analytical Skill Making Decisions using data, Basic applied statistics, collaborate, influence and align with stakeholders, basic stat tool(Excel), Drive impact	Basic	Advanced	Advanced
Advanced Statistics Skill Machine learning, Deep learning, Logistic Regression, Forecasting etc...	N/A	Working	Advanced
Statistical Tools SAS, R Python, SPSS	Working	N/A	Advanced
Database Tools Oracle, Microsoft SQL	Advanced	Basic	Basic
Data Visualization/Presentation Power BI, Tableau, PowerPoint	Advanced	Working	Working

Tools

Tools to master – 80% of your time will go in manipulating data

Data Manipulation

- **Excel**
 - Pivot Tables
 - Lookup and Reference Functions
- SQL
 - Joins
 - Stored Procedures
- Importing Data from various sources

Statistical Software's

- SAS
- **Python**
- R
- SPSS

Visualization

- Tableau
- Power BI
- **Excel**

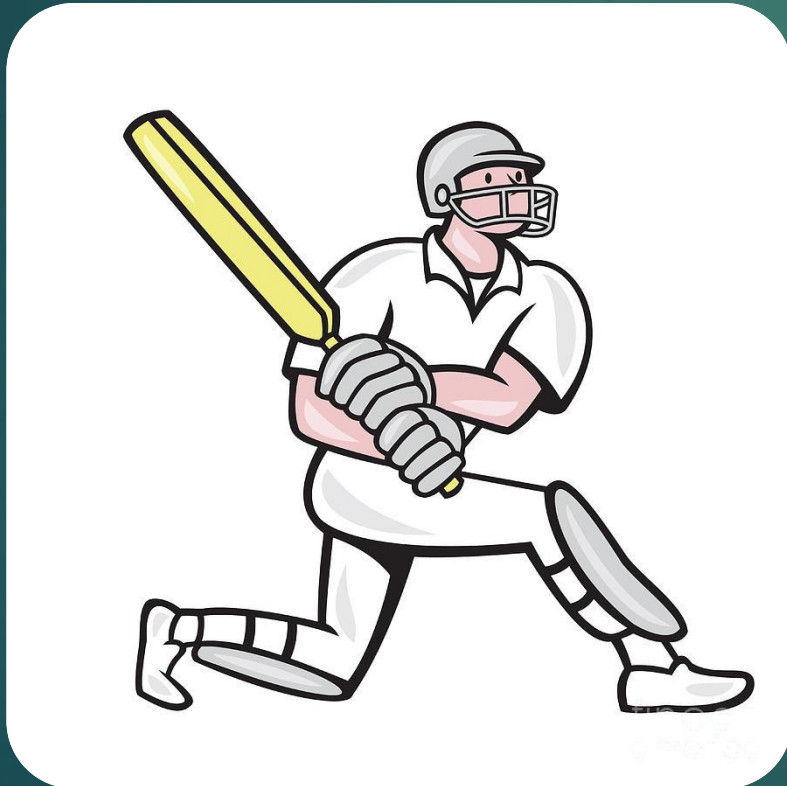
Presentation

- **PowerPoint**
- Word
- Dashboards

Gaining Mastery in Analytics

Play every game to master and not be an average

Master of Cricket



Can he be a master of Football?

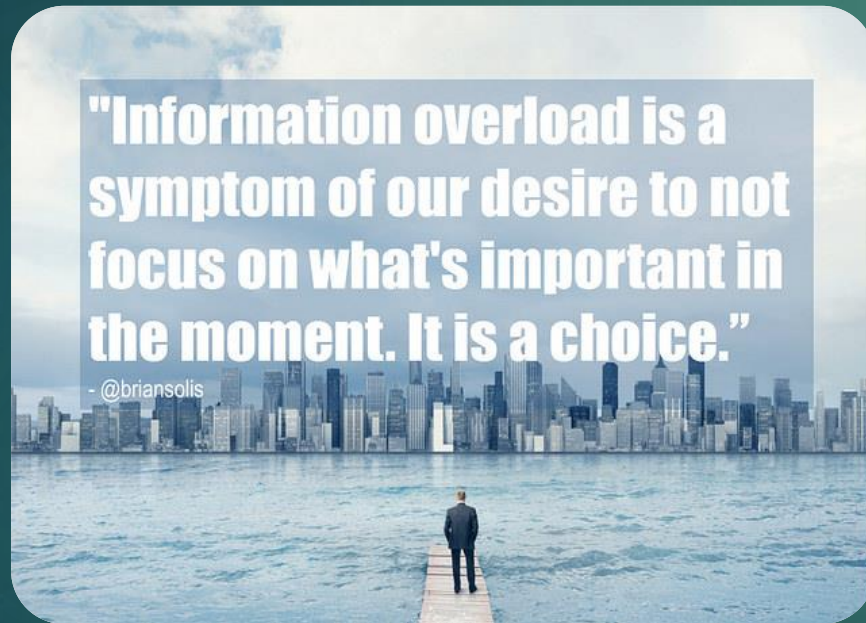


Can you be a master in one game and expect to master another one immediately?

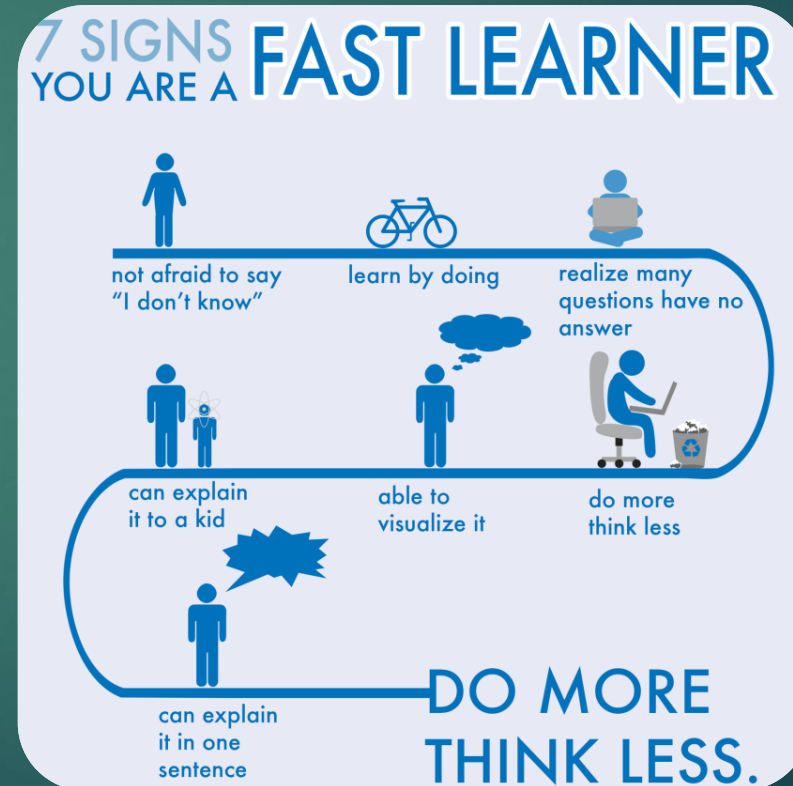
Advice

Advice to Freshers

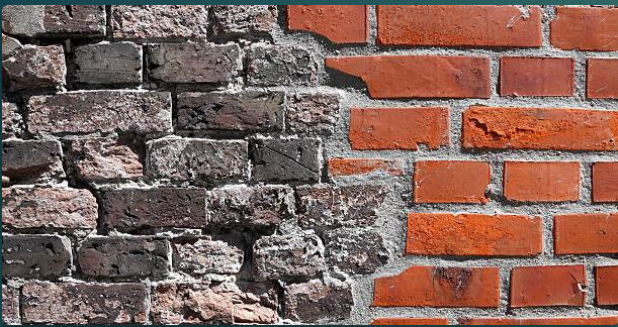
Information Overload



Ability to learn quickly



Advice for people who want to shift to the Analytics world



Residue

Remove all the residue you have from your old profile and match it to the profile you want to move into



Opportunity

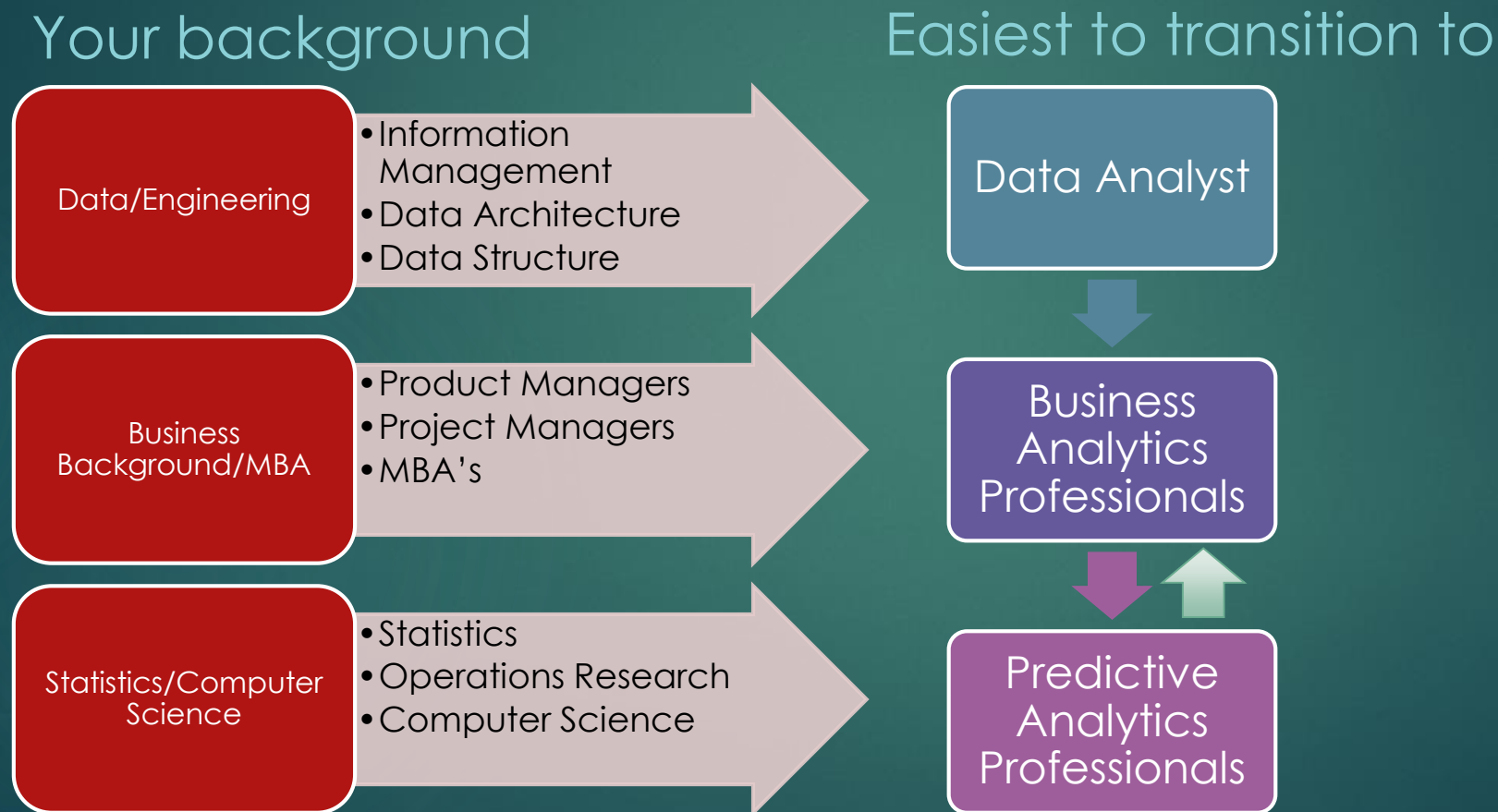
Find opportunities in the current work that you can convincingly speak about and build a coherent story around it

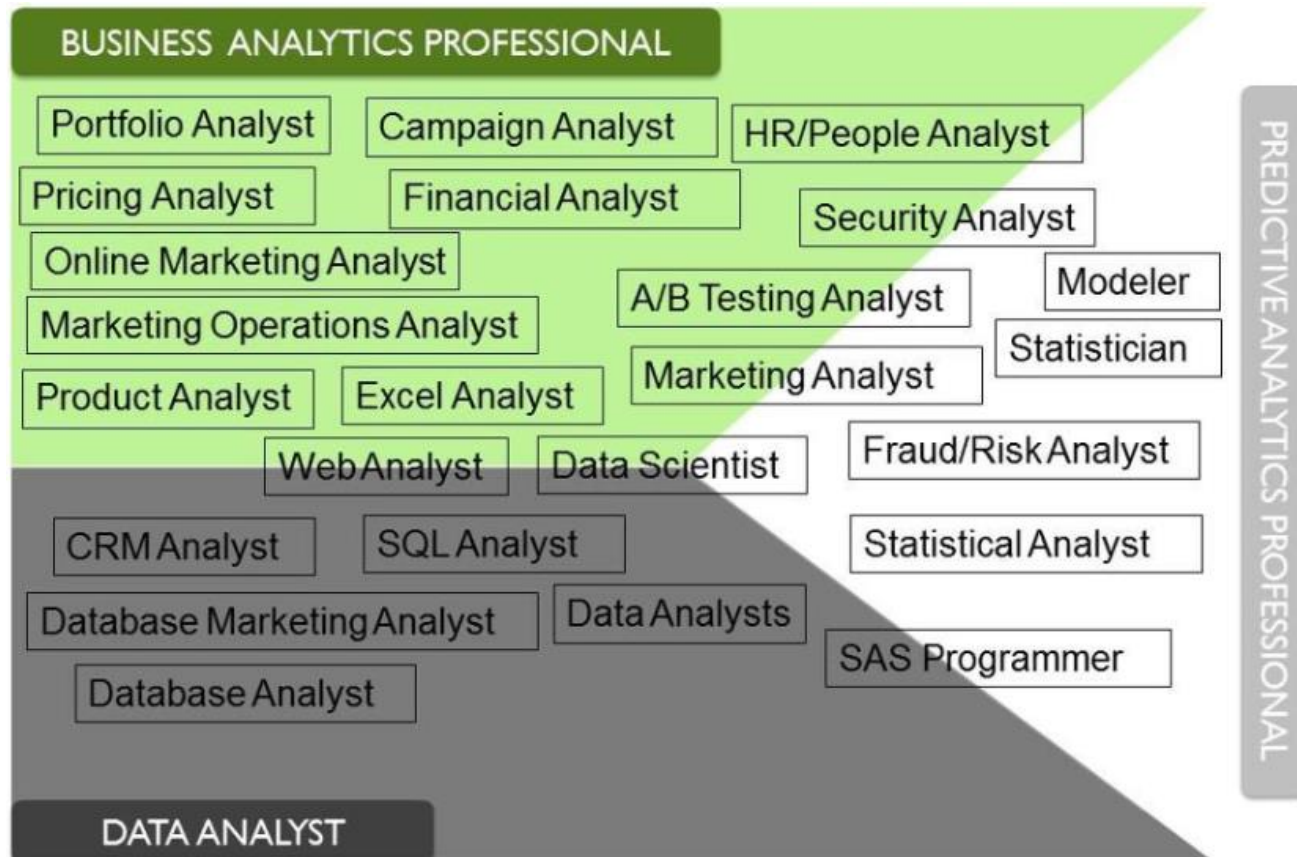


Niche domain

Asses the domain you are in and find what kind of Analytics gets done in your domain. Build problem statements and speak about it in the interview

Jobs you should aim for





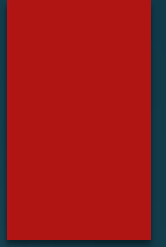
Job titles
mapped to
Analytical
Job
categories

Personal Branding

If you are a fresher or experienced Personal Branding always works

WORK ON YOUR RESUME, LINKEDIN PROFILE AND ELEMENTS OF YOUR PASSION ON BOTH THESE PLACES TO START OFF WITH

What is Personal Branding and Why do we need it?



Your perception about yourself
might not be what others always
get to see.



Start Small

DO NOT EXPECT TO GET INTO ROLE WHERE YOU
CAN GET TO APPLY YOUR STATISTICAL SKILLS

How to start?

Crawl

- Learn to make simple reports
- Learn to derive metrics in a specific domain/Become familiar with the metrics
- Learn to make reports across the tools you know

Walk

- Learn to automate reports
- Learn why business looks at each metrics and how it impacts the business
- Learn to choose tools for a specific business problem

Run

- Learn to prepare data for Analytics
- Learn how you can influence each metric using Statistics
- Learn to identify a statistical method to solve the problem

Fly

- Learn to apply Advance Analytics
- Learn to find identify complex metrics and identify the relations between various metrics
- Learn to identify the right approach and advanced methods to solve business problems

You have 2 options
after this session


CHOOSE CAREFULLY!

Consider this a
good session and
do nothing (or)

IN WHICH CASE YOU WILL REMAIN WHERE YOU ARE AND FAR FROM
GETTING INTO THE ANALYTICS WORLD

Get into action and
improve yourself 1%
daily

IN WHICH CASE YOU WILL GRADUALLY MOVE CLOSURE TO GETTING
INTO THE ANALYTICS INDUSTRY



“THE first BEST TIME TO START was 10 years back. The second best time to start is today so that 10 years later you have no regrets.”

CHOICE IS YOURS ...

It is not easy that easy to survive in this industry without constant learning. Even today I am challenged to involve statistical methods into tools.

Lifeaholic Channel



LinkedIn profile of Kunaal Naik. The profile picture shows a man with glasses and a dark suit. The background of the profile is a colorful abstract painting. The profile name is Kunaal Naik, and the headline is Analytics Practitioner, Lifeaholic Evangelist, Learner, YouTuber and Apprentice Philosopher. The location is Brillio • Institute of Aeronautical Engineering, Bengaluru, Karnataka, India • 500+ connections.



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