Women in Data - Vancouver Chapter

6 : 00 - 6 : 30 pm :

      Networking

      Snacks

      Fill the guest check-in sheet (Volunteer Opportunity)

6 : 30 - 7 : 30 pm :

      Introduction to Women in Data (Ipsa)

      Presentation by Ethan Sim (Employee at Microsoft)

      Questions from audience ()

7 : 30 - 8 : 00 pm :

      Think Aloud

      Hand-Raises for future event category
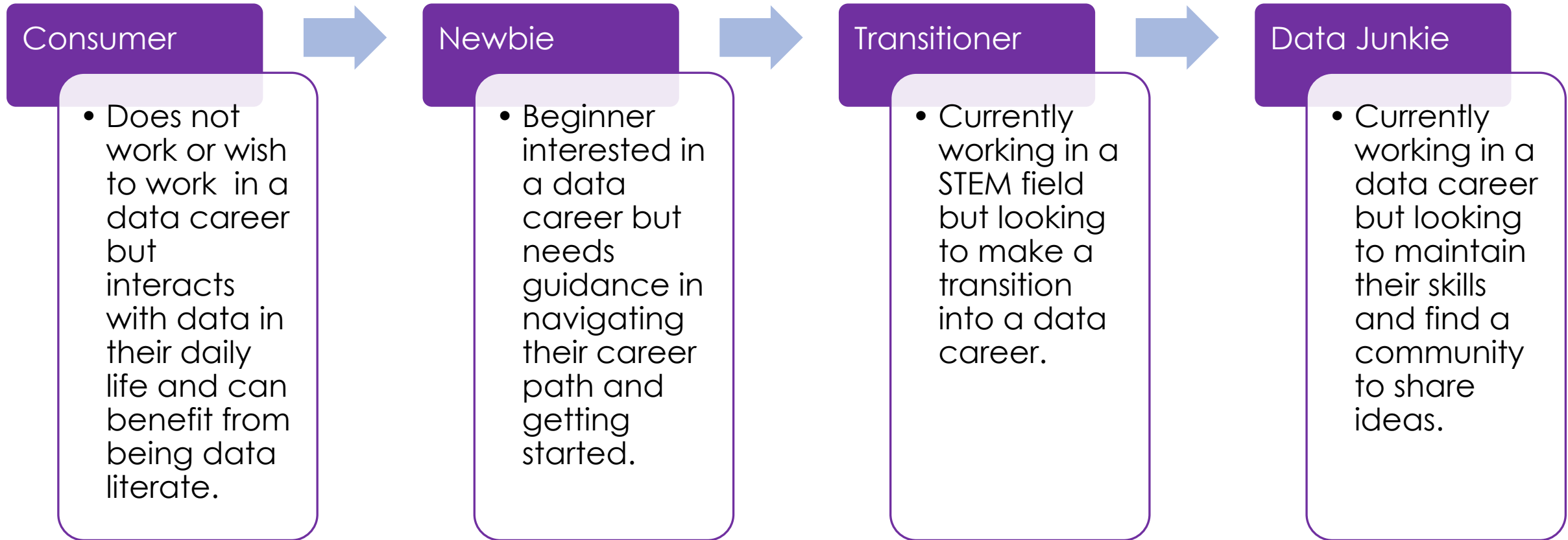
@ womenindataorg

WOMEN IN DATA

OUR MISSION:

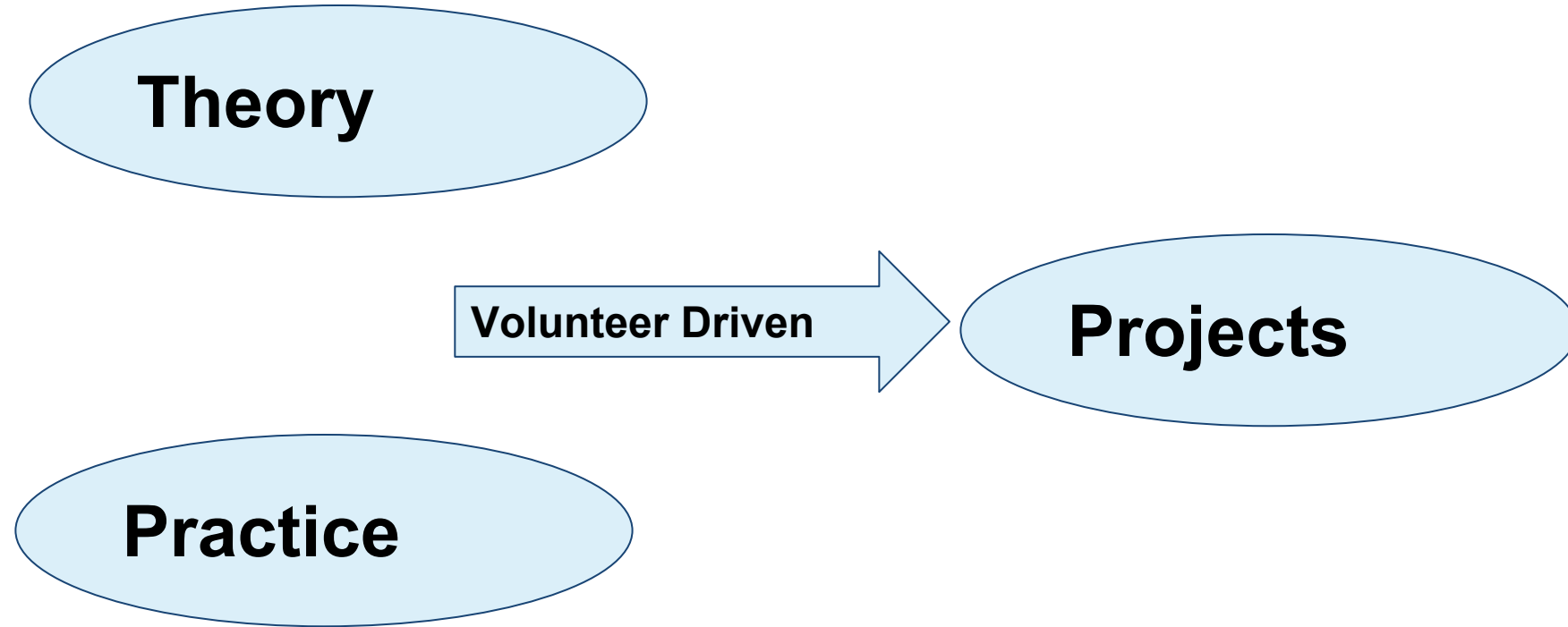WE FOSTER AND CELEBRATE DIVERSITY TO CREATE CONNECTION AND GIVE MEANING TO DATA

@ womenindataorg

OUR COMMUNITY

Consumer
- Does not work or wish to work in a data career but interacts with data in their daily life and can benefit from being data literate.

Newbie
- Beginner interested in a data career but needs guidance in navigating their career path and getting started.

Transitioner
- Currently working in a STEM field but looking to make a transition into a data career.

Data Junkie
- Currently working in a data career but looking to maintain their skills and find a community to share ideas.

Structure of **WID@Vancouver**

Theory

Practice

Volunteer Driven → Projects

Data Analyst at Microsoft Corp.

Ethan is a data analyst within the **Office Media Group of Microsoft**, an umbrella that **develops media applications with Artificial Intelligence** that **position the company competitively in the market.**

At work, Ethan has been involved in data applications end to end of the product development, **from research and ideation through to live release management.**

Data Science

What is data science?

- Developing complicated models

- Awesome visualizations

- Writing code

Data Science

What is data science?

- ~~Developing complicated models~~
- ~~Awesome visualizations~~
- ~~Writing code~~

Data Science

What is data science?

- Using data to create impact for the company

- Impact

  - Insights

  - Data Products

  - Product Recommendations

Data Science

What does a data analyst/scientist do?

Solve real company problem using data

Tool: Anything

You are a problem solver not a data cruncher
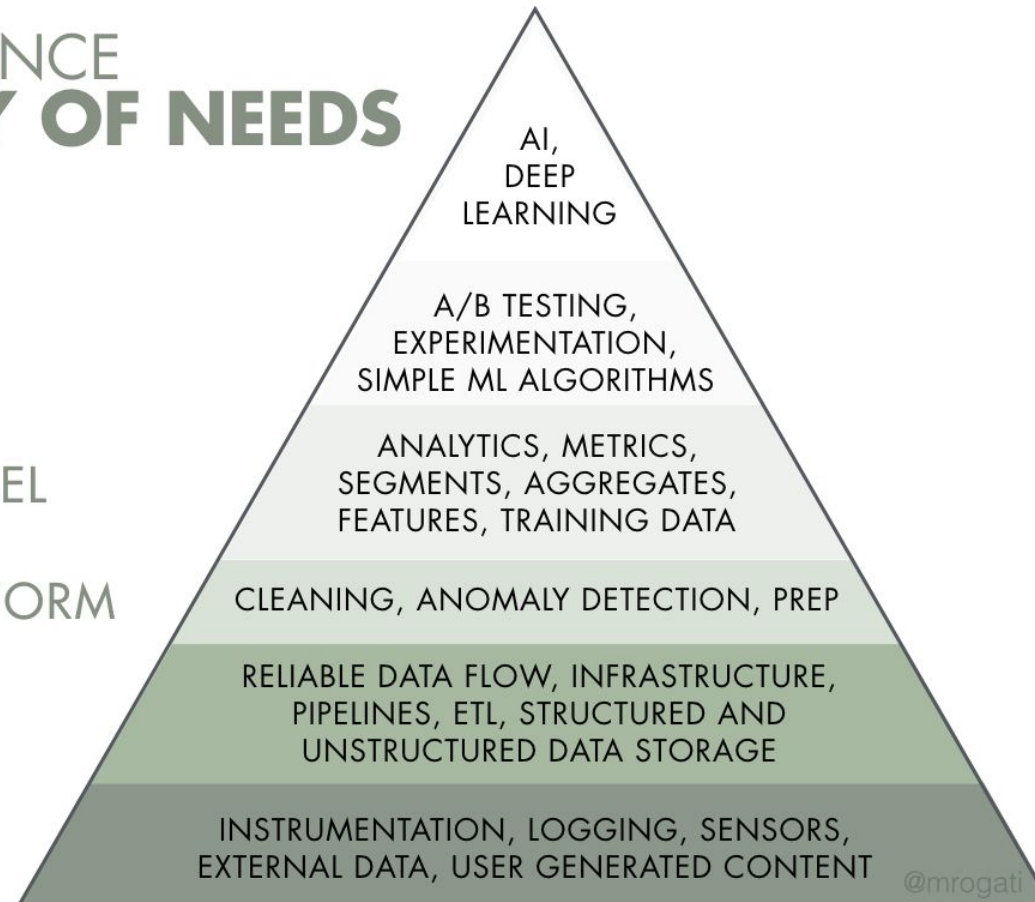
Data Science

THE DATA SCIENCE
HIERARCHY OF NEEDS

LEARN/OPTIMIZE

AGGREGATE/LABEL

EXPLORE/TRANSFORM

MOVE/STORE

COLLECT

AI, DEEP LEARNING

A/B TESTING, EXPERIMENTATION, SIMPLE ML ALGORITHMS

ANALYTICS, METRICS, SEGMENTS, AGGREGATES, FEATURES, TRAINING DATA

CLEANING, ANOMALY DETECTION, PREP

RELIABLE DATA FLOW, INFRASTRUCTURE, PIPELINES, ETL, STRUCTURED AND UNSTRUCTURED DATA STORAGE

INSTRUMENTATION, LOGGING, SENSORS, EXTERNAL DATA, USER GENERATED CONTENT

@mrogati

Day to Day Activities

What does a data analyst/scientist do?

Scrum / Sprint planning

Meetings

More meetings

Execution (Coding, Querying, Visualization, Modelling, etc)

Execution

What does a data science team do?

Collaborate with software engineers

- Implement telemetry hooks

- Fix telemetry bugs

Collaborate with program managers

- Align data questions towards overall product vision

- Work towards product release timeline

Execution

What does a data science team do?

Collaborate with designers

- Align data questions towards feature planning

- Understand wireframe and navigation flows of design

- Understand use cases

Collaborate with test engineers

- Define test cases and regression

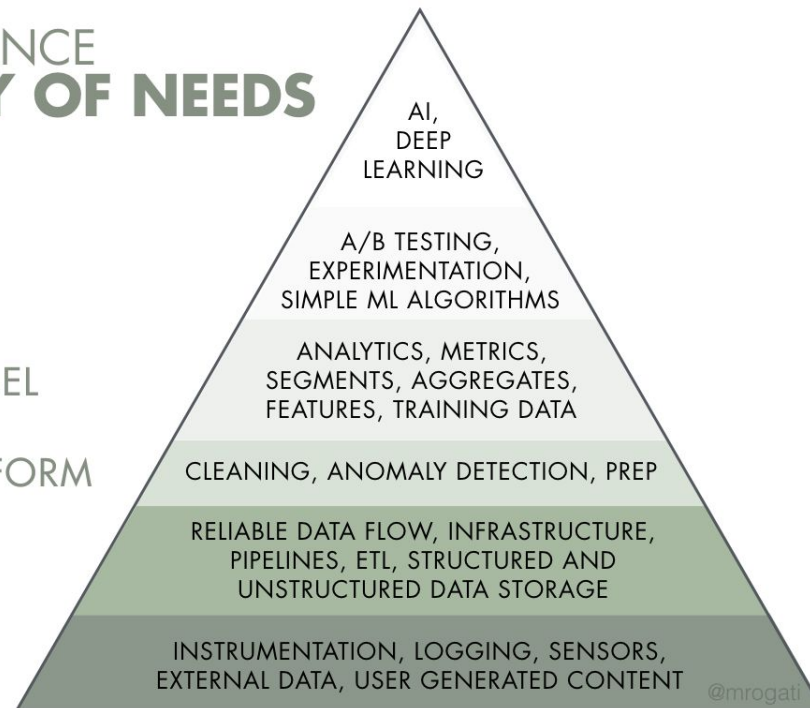What does a data science team do?

THE DATA SCIENCE
HIERARCHY OF NEEDS

AI,
DEEP
LEARNING

A/B TESTING,
EXPERIMENTATION,
SIMPLE ML ALGORITHMS

LEARN/OPTIMIZE

ANALYTICS, METRICS,
SEGMENTS, AGGREGATES,
FEATURES, TRAINING DATA

AGGREGATE/LABEL

EXPLORE/TRANSFORM

CLEANING, ANOMALY DETECTION, PREP

MOVE/STORE

RELIABLE DATA FLOW, INFRASTRUCTURE,
PIPELINES, ETL, STRUCTURED AND
UNSTRUCTURED DATA STORAGE

COLLECT

INSTRUMENTATION, LOGGING, SENSORS,
EXTERNAL DATA, USER GENERATED CONTENT

@mrogati

Desired skills

What are some important skills?

- Communication

- Metrics definition

- Data Query

- Data Visualization

How do you see yourself involved?

1.   Volunteer to be a speaker at our events
2.   Be open to be LinkedIn network to our members
3.   Conduct Women in Data workshops
4.   Conduct Women in Data hackathons
5.   Sponsor our events with your ideas
6.   Sponsor with Venue
7.   Sponsor with resources

You tell me!

@ womenindataorg