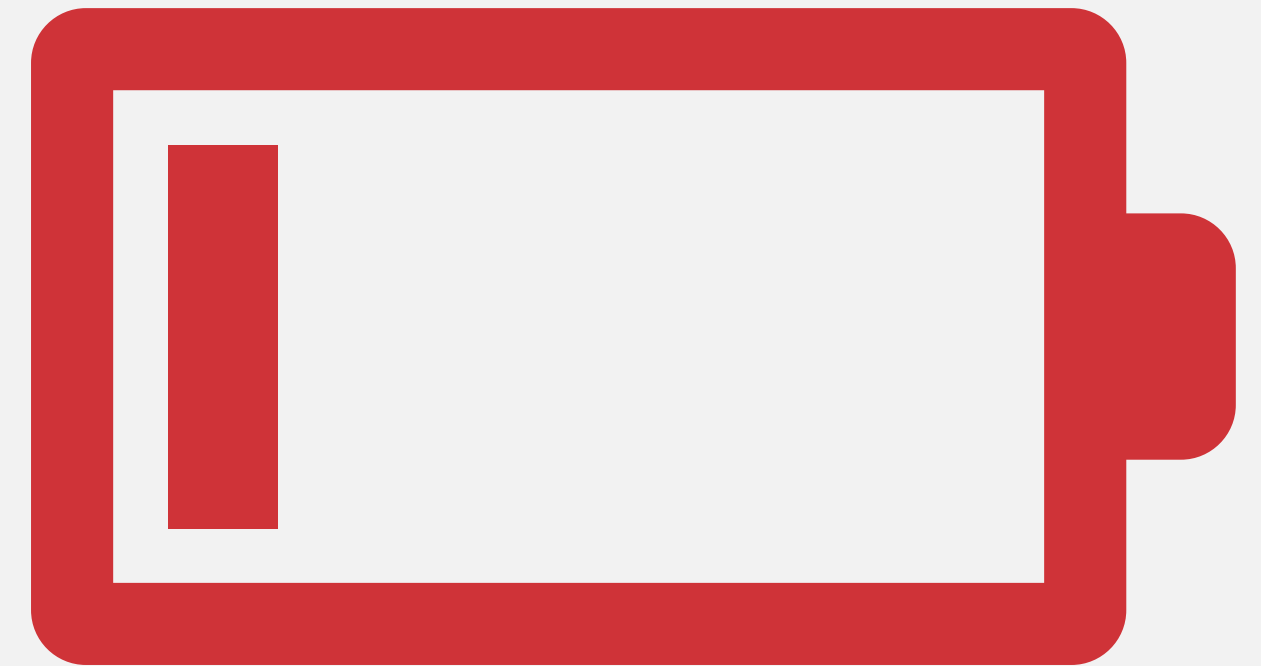


Building your data academy: Identifying students

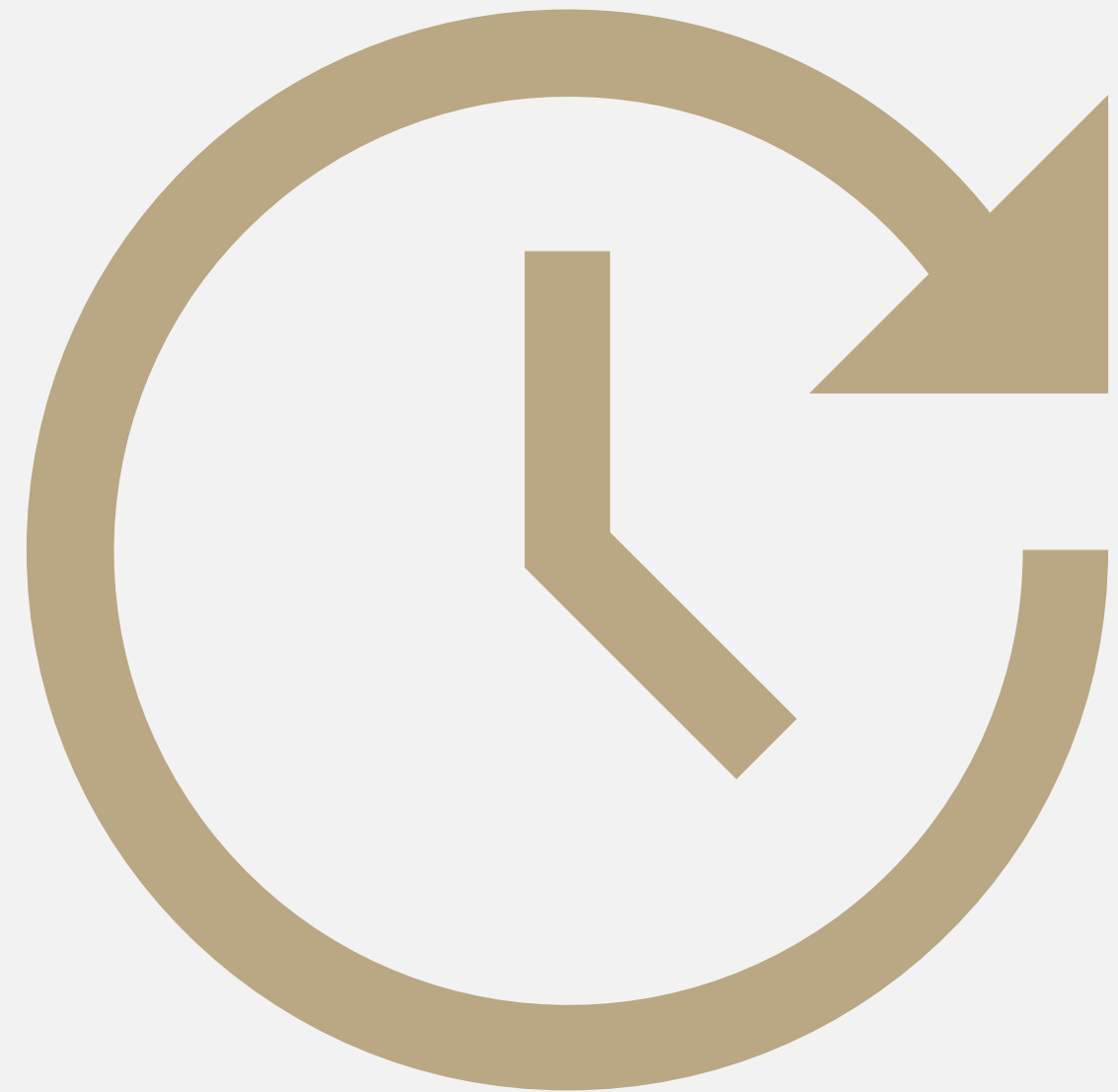
Where the expectations gap is wide

- Analysts who were educated to analyze data but instead clean it all day
- Keep your rising talent by bringing the bootcamp to *them*



They know there's a problem but...

- Not necessarily “data people,” but logical & savvy
- They are concerned & eager to future-proof themselves
- Give them the resources to do it!



The analytics myth-busters

- Deep domain expertise, allegedly “math-phobic”
- Show them that analytics is way more than high school math!
- Without strong domain knowledge, your academy will fail



LET'S TALK

LINKEDIN

[linkedin.com/in/gjmount](https://www.linkedin.com/in/gjmount)

EMAIL ADDRESS

george@stringfestanalytics.com

WEBSITE

stringfestanalytics.com

