

Intro to Data Analytics
1.1: Data Analytics in Practice

Points of Interest and Insights Drawn

Article Chosen: [Off the Charts: An Interview with Riley Newman, Head of Analytics at Airbnb](#)

Immediately I was drawn to this article because I have always been a fan of Airbnb, and the model of “comfort of your own home away from home” that it represents. I connected a lot with how he got into the field of data in that I found a lot of similarities in myself. We both like to draw conclusions from the things that interested us along the way in life. While I am not so politically inclined, I still found it interesting to see the story of where he came from and where he ended up.

When the article dove more towards the meat of the problems that he faced and how he and his team approached solving them, my interest was piqued even more. I liked how solving problems was an evolving process where they in some instances failed to draw the true conclusions until the second or third manipulation of scope. While I am not a fan of things being suggested for me in the booking process, I can see how there would be a need for it in the industry in-order to make the company grow.

Also, I really liked how Newman pointed out that data should be a guide but not an end all decision maker for a company. I am a true believer in this aspect, and it made me happy to see a big player in the industry pointing this out.

Possible Career Path Thoughts

<https://www.analyticsinsight.net/10-industries-redefined-by-big-data-analytics/>

After browsing the above link, the sectors of data analysis that jumped out at me were education, the entertainment industry, and transportation. I worked first-hand as a mathematics teacher in the Chicagoland area for the first 8 years of my post college life. I could see myself getting involved in the data side of teaching methodologies and how colleges and institutions can differentiate their instruction to connect with more students vast different learning styles. In the entertainment industry I could see working with music streaming services to dive deeper into more though provoking music suggestions so that people aren’t listening to the same things over-and-over again. In the transportation industry I could see myself working with logistics for airlines and making sure that the flights that are happening on certain schedules make sense for the demand in the market.