



IS DATA SCIENCE REALLY THE SEXIEST JOB OF 21ST  
CENTURY? FIND OUT !

At the end of the session, you will be able to know:

- ✓ Why Data Science is the most sought after job in 2015?
- ✓ Career Opportunities with Data Science
- ✓ Advantages Data Science
- ✓ Understand how Companies are using Data Science?

## Why Data Science is the most sought after job in 2015?

## Fortune 100 Companies boards the data science Flight

With the data science trend gaining momentum, legacy firms build up their data science teams



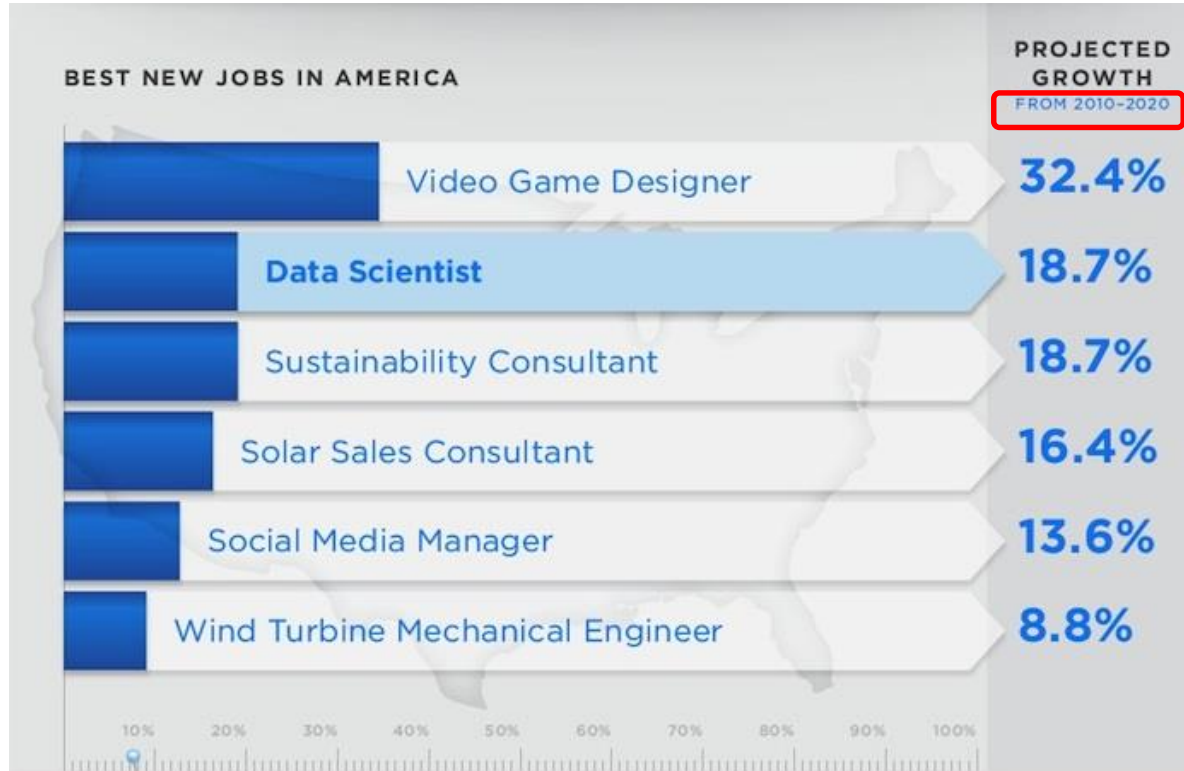
## Analysts get a salary band lift

Companies looking to recruit Data Scientists need to make sure their bands are competitive and think of other ways to lure talent, since they will be competing with multiple offers

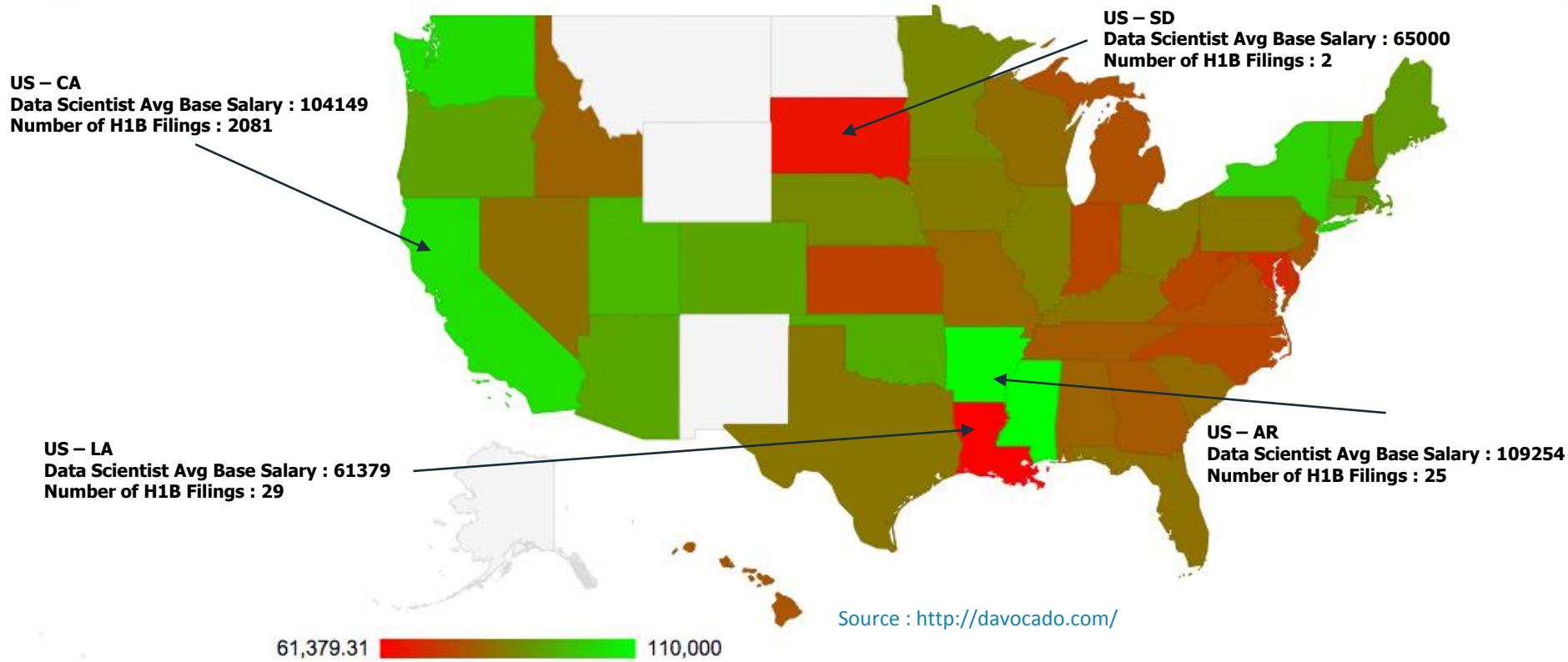


# Top 6 Predicted Jobs in this Decade in US

As per the survey from Pinterest, Demand for Data science would be growing at a very high rate



# Data Scientist, IT Salary (Foreigners in US)

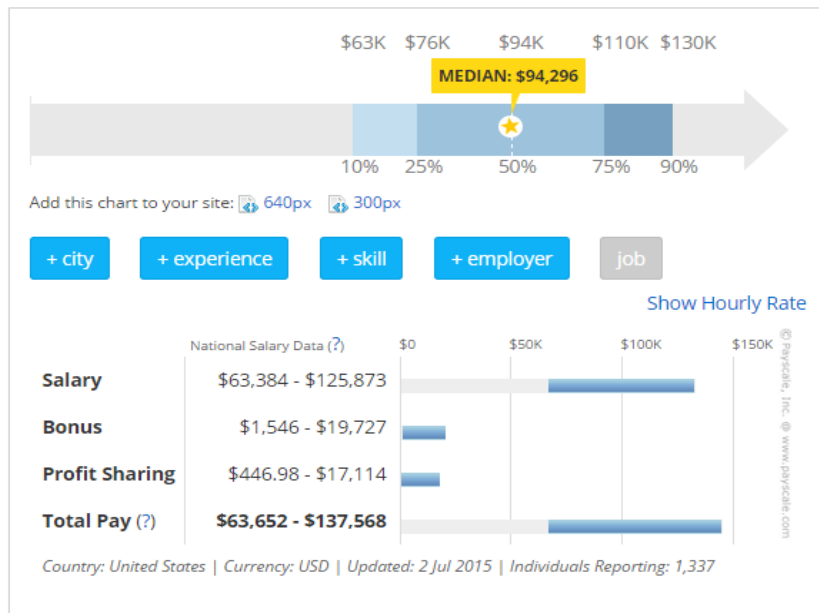


The average base salary of foreign workers who got data science related job and in each state, based on disclosure data of foreign labor H1B certification application tables from 2012 – 2015 released by the US Department of Labor

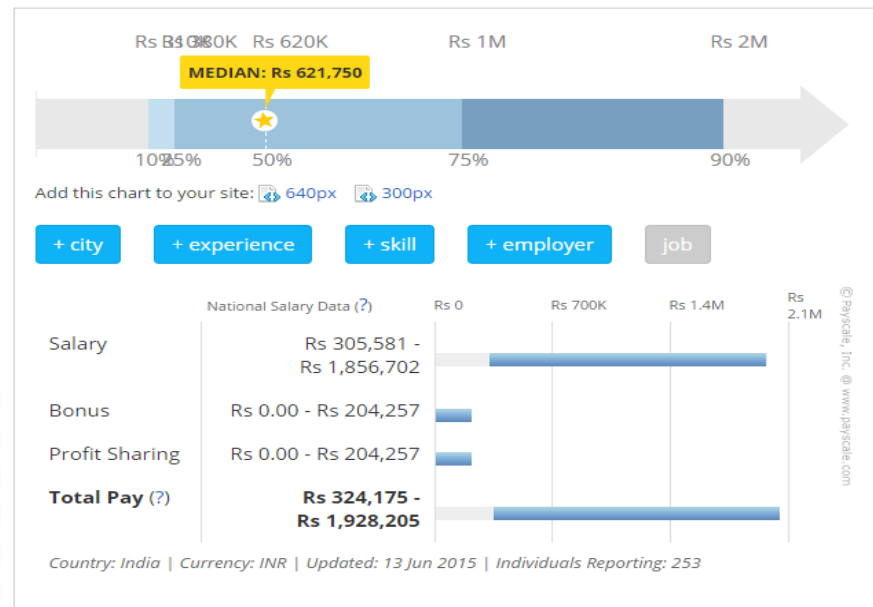
# Data Scientist, IT Salary

There is rapid growth in the salaries of a data scientist all around the globe

US ↑



India ↑



# Decoding Data Science



# What is Data Science

Data Science is the study of extraction of knowledge from data.

It includes varying elements and is build on techniques and theories from many fields like :

Machine  
Learning

Computer  
Programming

Mathematical  
skills

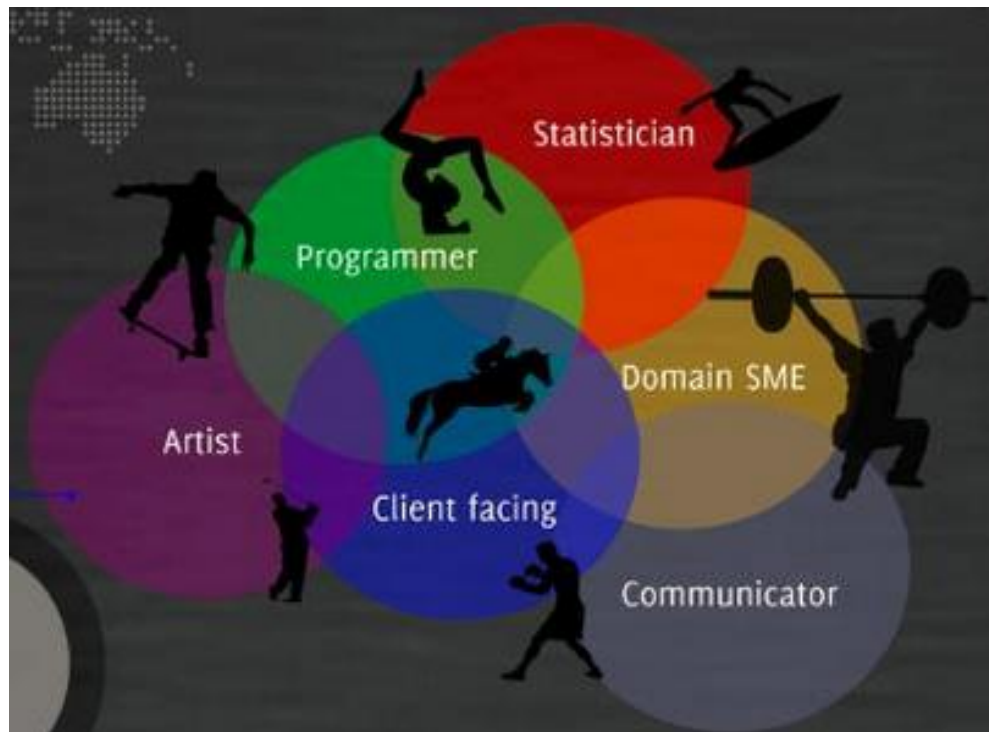
Data  
Engineering

Pattern  
Recognition

Visualization

With the goal of extracting meaning from data and creating data products.

The title "Data Scientist" has been around for only a few years. (*It was coined in 2008 by D.J. Patil and Jeff hammerbacher*)



## Skills Required

Statistical modeling  
and technical aptitude

Business Acumen

Programming

Data warehousing

Business Intelligence



## Job Roles

Business Analyst

Data Analyst

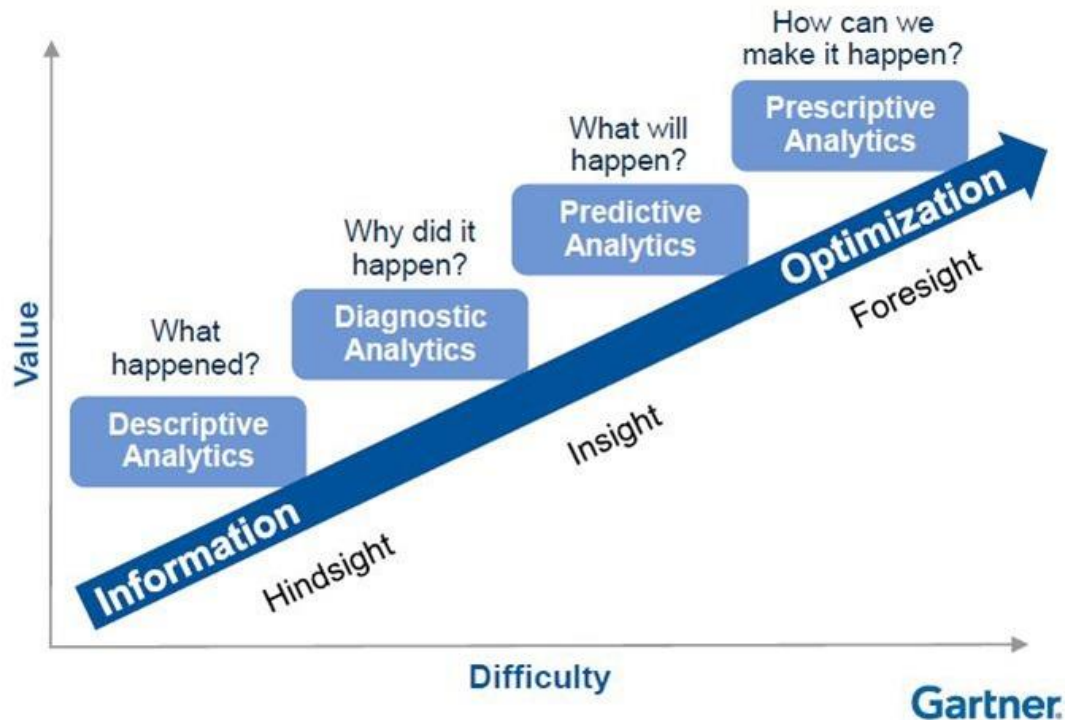
Data Scientist

Junior Data Scientist

Decision Scientist

# Advantages of Data Science

Use existing data to predict future business plan

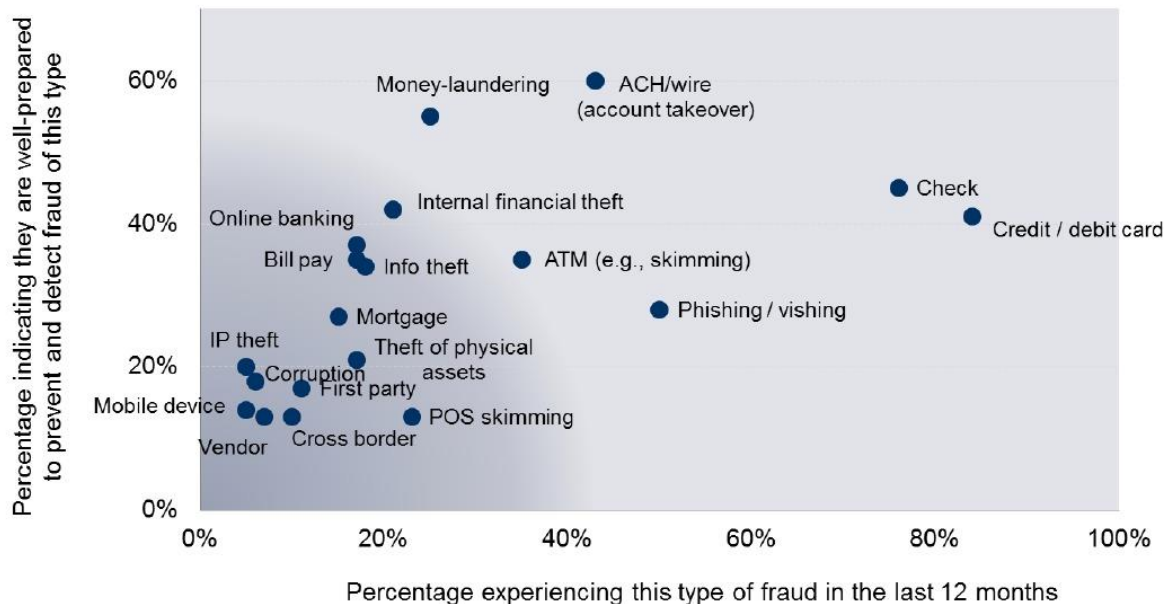


# Advantages of Data Science

## Mitigate Frauds By Proactive Detection using Predictive Analytics and Machine learning

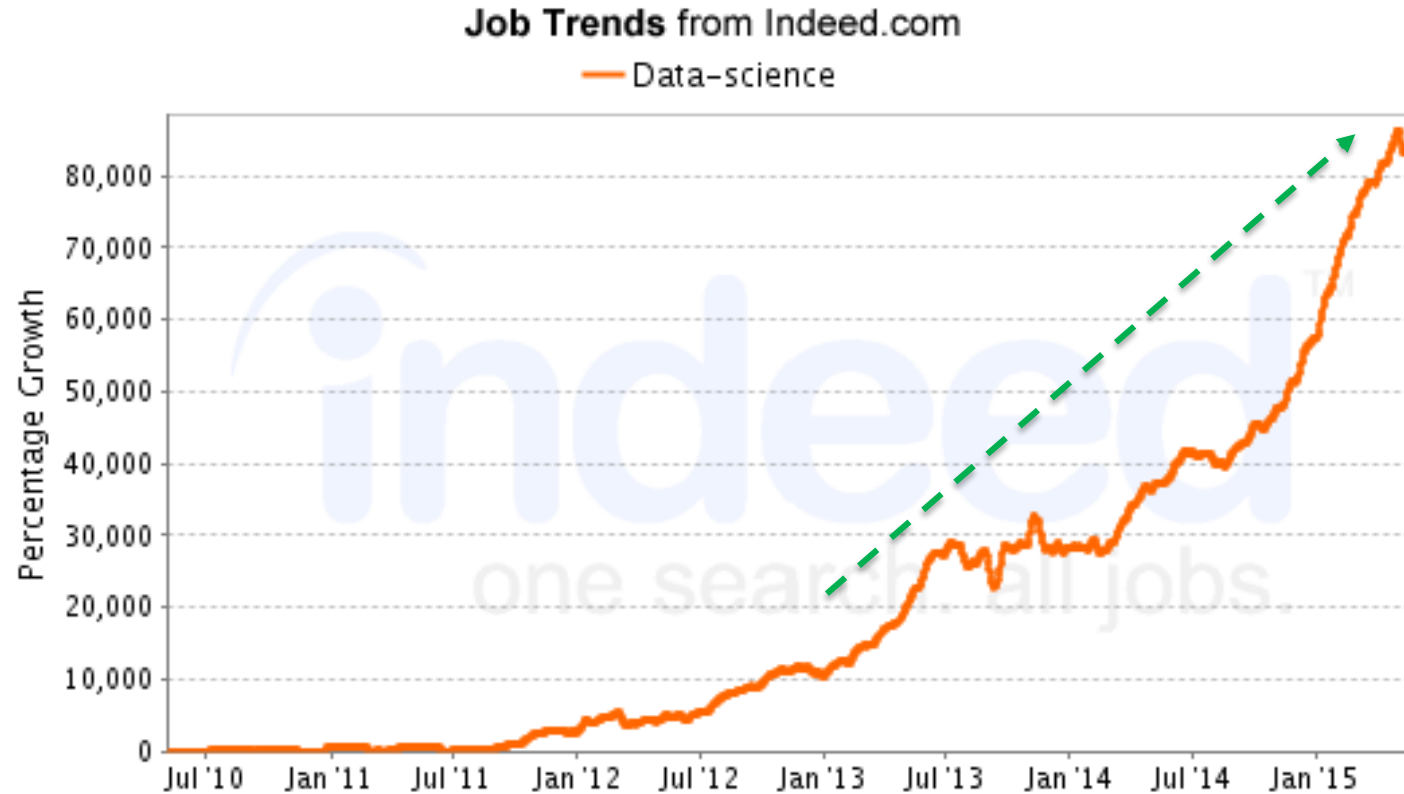
Fact: Billions of dollars are lost every year because of the frauds in various domains

Aberdeen analyzed, different types of prevailing frauds and companies' readiness to deal with that.



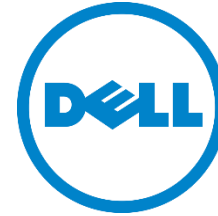
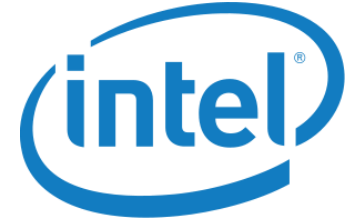
Certain financial frauds occur more frequently, but organizations are well prepared for such incidents such as *check fraud, credit/debit card fraud, ACH fraud etc.*

## Data Science Career Path



# Major Companies Using Data Science

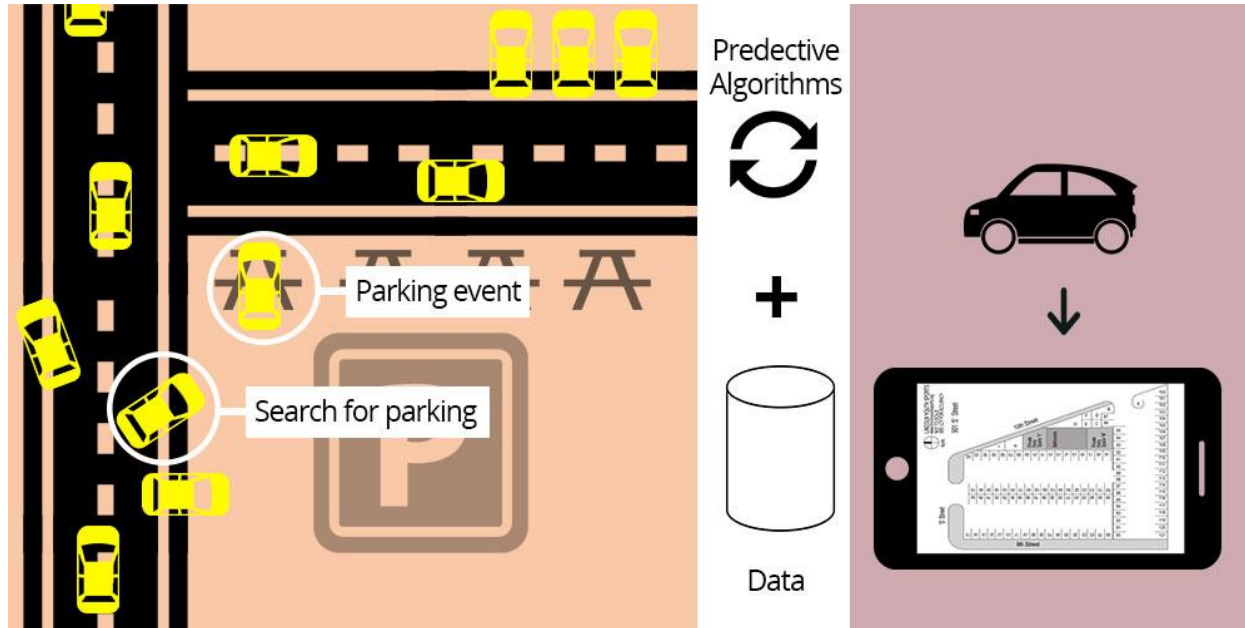
edureka!





## Real Life Application

## BMW is using Predictive Analytics to find a place to park!

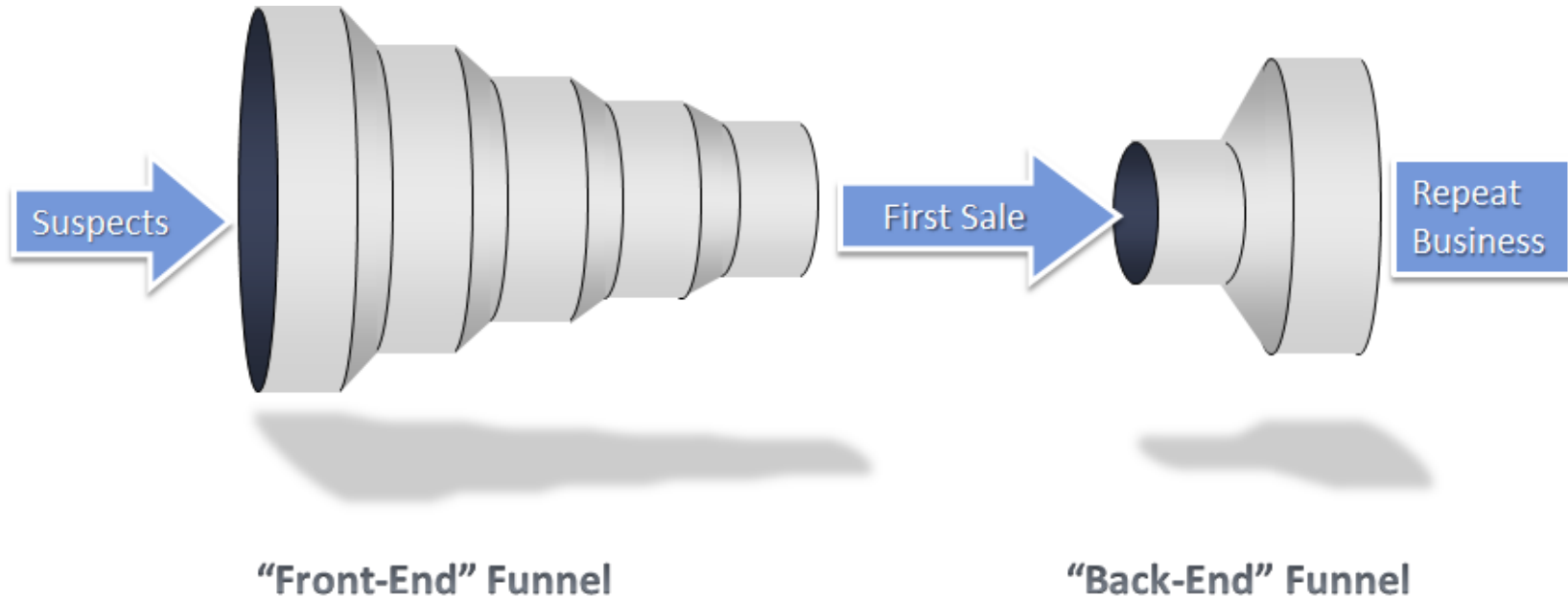


## E-Commerce using it for recommendation!



## Companies using it for Customer acquisition and repeat Business!

Journey from lead to a customer and becoming customer for more than one product/service



## Companies using it for Customer churn prevention!







Is Data Scientist really the sexiest job of 21<sup>st</sup> century ?



Answer – Yes, it is really the sexiest job of 21<sup>st</sup> century.

- They are the most adorable job in market.
- They are among the most paid jobs
- They are difficult and expensive to hire and, given the very competitive market for their services, difficult to retain.
- There simply aren't a lot of people with their combination of scientific background and computational and analytical skills.

# QUESTIONS





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