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APPENDIX A

282 DESCRIPTIONS FOUND IN ANALYTICS AND DATA SCIENCE JOB ADS

Hard Skills

A/B testing

Ability to analyze

Advanced analytics

Advertising experience

AI (artificial intelligence)

Algorithms

Analysis of variance

Analytical skills

Behavioral analytics

Big data

Brand management

Budgeting

Business intelligence

Business metrics

Business performance management

Business policy

Business strategy

Calculus

Causal modeling

Channels of distribution

Churn analysis

Coding

Competitive analysis

Computer science

Conjoint analysis

Consulting ability

Core competencies

Corporate governance

Corporate strategy

Correlation

Cost analysis

Credit analytics

CRM

Customer satisfaction

Cyber analytics

Cyber security

Dashboards

Data analysis

Data architecture

Data governance

Data guru

Data informed

Data mining

Data processing

Data query

Data science

Data transformation

Data visualization

Data warehouses

Database development

Decision analytics
Decision science
Decision trees
Deep learning
Descriptive analytics
Descriptive statistics
Digital analytics
Digital marketing
Digital strategy
Econometric forecasting
Econometrics
Economic forecasting
Enterprise optimization
Enterprise systems
Environmental scanning
Experience with relational databases
Experience with statistical software
Factor or principal co-mponents analysis
Financial analytics
Financial modeling
Financial services analytics
Financial strategy
Fluent in Spanish
Fraud analytics
Google Analytics
Healthcare analytics
HR analytics
Industry analysis
Information science

Information technology
International experience
Internet marketing
IT strategy
K-means/clustering
KPI
Lifetime value
Linear optimization
Linear programming
Location analytics
Logistic regression
Machine learning
Macroeconomics
Management science
Market basket analysis
Market research
Marketing metrics
Marketing research
Marketing strategy
Mathematics
Matrix algebra
Microeconomics
Microsoft Excel
Modeling
Multivariate statistics
Network analytics
Neural networks
New product development
Nonparametric

OLAP
Operations management
Operations research
Optimization
Optimization modeling
Pivot tables
Powerpivot
Predictive analytics
Predictive modeling
Prescriptive analytics
Pricing analytics
Process management
Product positioning
Production management
Programming
Promotion
Qualitative analysis
Quantitative analysis
Quantitative skills
Querying
Real estate analytics
Regression
Retail analytics
Retail sales analytics
Sales forecasting
Sales management
Segmentation
Simulations
Social Media

Social media analytics
Sports analytics
Statistical modeling
Statistics (ability/skills)
Strategic decisions
Strategic planning
Supervised learning
Supply chain experience
SWOT
Talent analytics
Target marketing
Technical writing
Text analytics
Text mining
Transactional analysis
Transactional data
Transportation analytics
Unstructured data
Unsupervised machine learning
vector modeling
V-Lookup
Web Analytics
Soft skills
Ability to work independently
Ability to work on teams
Adaptable
Analytical reasoning skills
Bring insights
Business acumen

Complex problem solving
Conceptual thinking
Creativity
Critical listening
Critical thinking
Cross-functional
Curiosity
Data driven
Detailed oriented
Entrepreneurial
Ethical
Goal oriented
Innovative
Inquisitive
Interpersonal skills
Leadership
Oral communication skills
Presentation skills/abilities
Problem-solving skills
Provide business insights
Provide insight
Provide marketing insights
Statistically minded
Strategic thinker
Teamwork
Think strategically
Verbal communication skills
Work collaboratively
Work well with others

Written communication skills

Credentials

1-3 Years experience

5+ Years experience

Bachelor's degree

BS/BA

CAP (certified analytics professional)

Certifications

Co-op experience

Degree in accounting

Degree in accounting information sys

Degree in business

Degree in business intelligence

Degree in computer science

Degree in decision science

Degree in economics

Degree in engineering

Degree in finance

Degree in information science

Degree in information systems

Degree in information technology

Degree in management

Degree in management information sys

Degree in marketing

Degree in marketing research

Degree in mathematics

Degree in operations management

Degree in operations research

Degree in psychology

Degree in quantitative methods

Degree in statistics

Degree in STEM

Doctorate

Master's degree

MBA

Microsoft certifications

PhD

Prior experience

Quantitative degree

Software/specific analytical skills

Alteryx

Apache Flink

Apache Hive

Apache Pig

Apache Spark

Apache Storm

AWS

Azure

C/C++

Caffe

Cognos

Dataiku

Experience in Microsoft products

Google AdWords

Hadoop

Hubspot

Java

JMP

Knime
Looker
Matlab
Matlab
Microsoft Access
Microsoft Excel
Microsoft Word
Microstrategy
Minitab
Oracle
Perl
PowerPoint
Python
Qlikview
R
RapidMiner
Redshift
Revolution
Salesforce CRM
SAP
SAS
SAS Enterprise Miner
Scala
Sisense
Splunk
SPSS
SPSS Modeler
SQL
Stata

Tableau

Tensoflow

Teradata

Thoughtspot

Tibco