DATA FOLKZ
CATAPULT DATA LEADERS

DATA FOLKZ
MENTORSHIP PROGRAM
POST MANUAL

DATA FOLKZ
MENTORSHIP PROGRAM

As the data science industry is still at its nascent stage often people fail to get a glimpse of industry overview and thus even after completing online course and MOOCs a gap still remains. We at datafolkz acknowledge this gap and understand the challenges faced by the learners when it comes to learning a new subject. They might have a doubt in their mind regarding scope, job transition, industry application, use – cases, interviews etc. In short, there are lot of non technical doubts and confusion related to the subject which goes unaddressed.

We at Datafolkz have come up with a mentorship program which attempts at addressing all these question and also prepare the learners to build a good portfolio and help them in best possible way to transition them into the world of data science.

Mentorship program comprises of series of session know as career center sessions which is led by an seasoned data scientist working in the industry. Learners can leverage these sessions to understand what it is like to work in an industry and what are expectations from a data science professionals and much more.

DATA SCIENTIST OF 2020

INTRODUCTORY SESSION

Data Science Industry in evolving at a Rapid pace and at the same time no. of people learning to be data scientists have increased.

There are instances in LinkedIn where 200+ aspirirng data scientists are applying for an intern position and given the data revolution the number is going to rise more.

Given this particular scenario how an aspiring data scientists how does an aspiring data scientist keep up with competition?
How does one stands apart from the rest of the crowd?
How does to prepare and what skillset do you need?

Limiting yourself just to technical knowledge is not enough in this day and age. Here are some extra tips that might help you beat the crowd

TECHNICAL ADDITIONS

SQL

When you work with data most of the time your data will be stored in databases. And to work with databases one should be good with SQL. No data science interview is complete with an sql question

VISUALIZATION EXPERT

Don't just be a data scientist. Be a visualization guru. Pick up a Data Visualization Tool popular one's floating in the industry are Power BI and Tableau and learn it. Create Dashboards and present your model findings or any anlysis you via meaningful visual graphics.

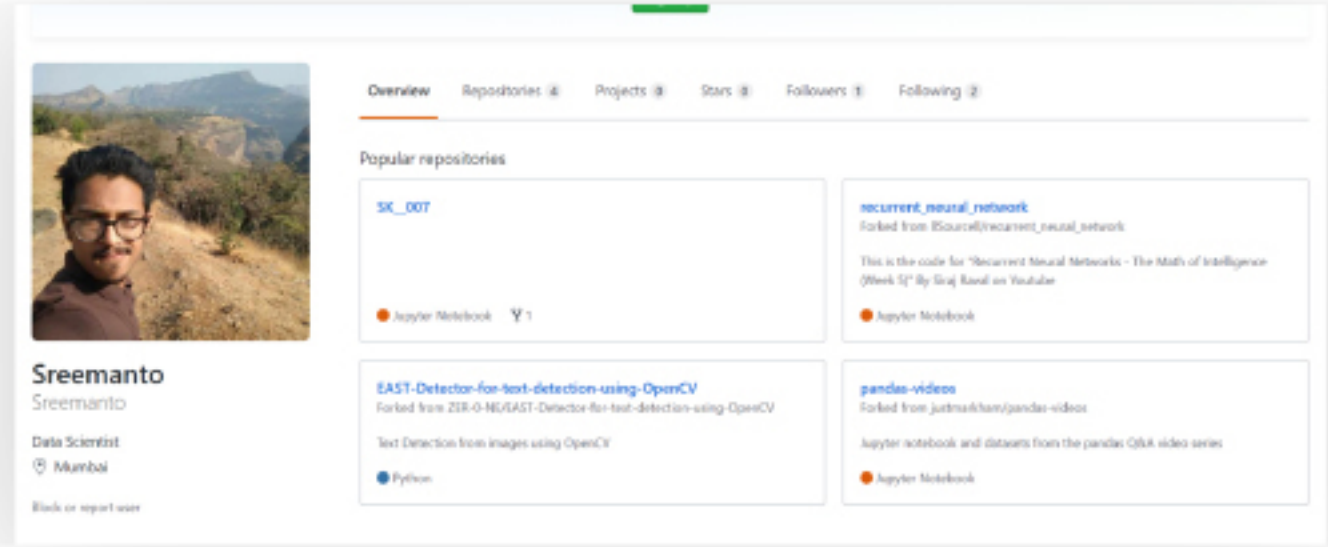
CLOUD COMPUTING

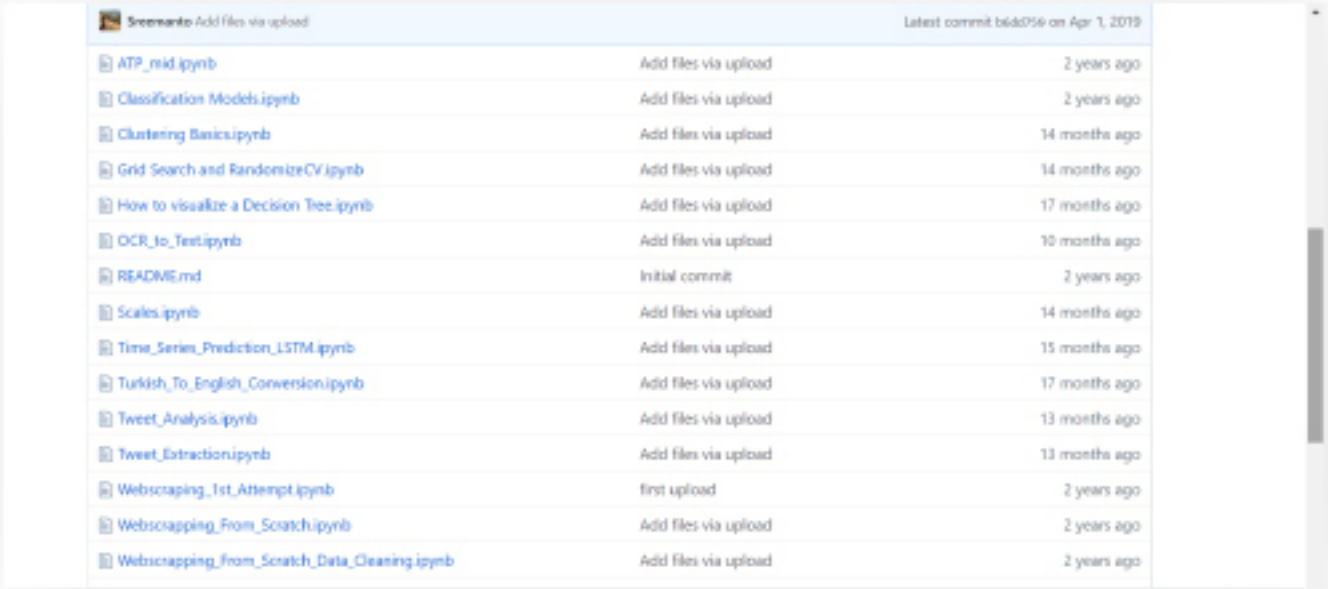
Every businesses are onboarding themselves to cloud and knowing cloud is becoming essential to every software professional not just data scientists. Somewhere down the line you're ought to face the problem of scale and you will have to use cloud it's better than you know one cloud platform out of AWS/Azure/GCP. Learn how to create data lakes and deploy your model on cloud premises. This will also diversify your profile.

CASE STUDY

You need to be more solution centric. When you work with client they're not going to test you with your python or ML skill all they ask is how to add value to their existing business. Everybody has data but only few of them know how to effectively use it to their advantage.

GITHUB
PROFILE & REPOSITORY





NON TECHNICAL ADDITIONS

LINKED IN PROFILE

Every working professional in 2020 needs to have an online professional presence regardless of his profession. Gone are the days of physical resume. Companies recruit and screen people online. LinkedIn is the place to show case your online presence and not only that you can also optimize your linkedin profile and get maximum visibility attracting recruiters and firms towards you.

GIT HUB

Every data science professional should have a Github rpository. Github repo. acts as a proof of all the work and knowledge you have come across. An updated resume should have a GitHub Link in it.

BLOGPOST

Every DS professional out in industry is blogging and sharing contents about what they've learned as a part of their experience in data science course of industy work. Data Science is a vast subject and self learning is your ownly goal. Writing a blog about a topic that you just learned will not only validate your learning but also enhance your reporting skills.

BUILDING YOUR BRAND

PART 1

WHAT IS GITHUB?

- It's a code sharing and publishing service platform or we can see it as social network for programmers.
- Files for a project are stored in a central remote location known as a repository.
- If you want to rollback to a previous version of your project before you made a commit this record allows you to do this.
- anyone else with access can download the repo and make changes to the project.
- The concept of branching means you can make changes there first without fear of breaking anything.
- Important on a project where there is a feature in production that is reliant on the code working.

REPOSITORY

GitHub serves as an evidence of all your coding capabilities.

No resume is complete with out a **GitHub link.**

Its a place where one stores his **relevant code** files and data which provides **good optics** when **viewed by any-body**.

GitHub makes one's code platform **independent.**

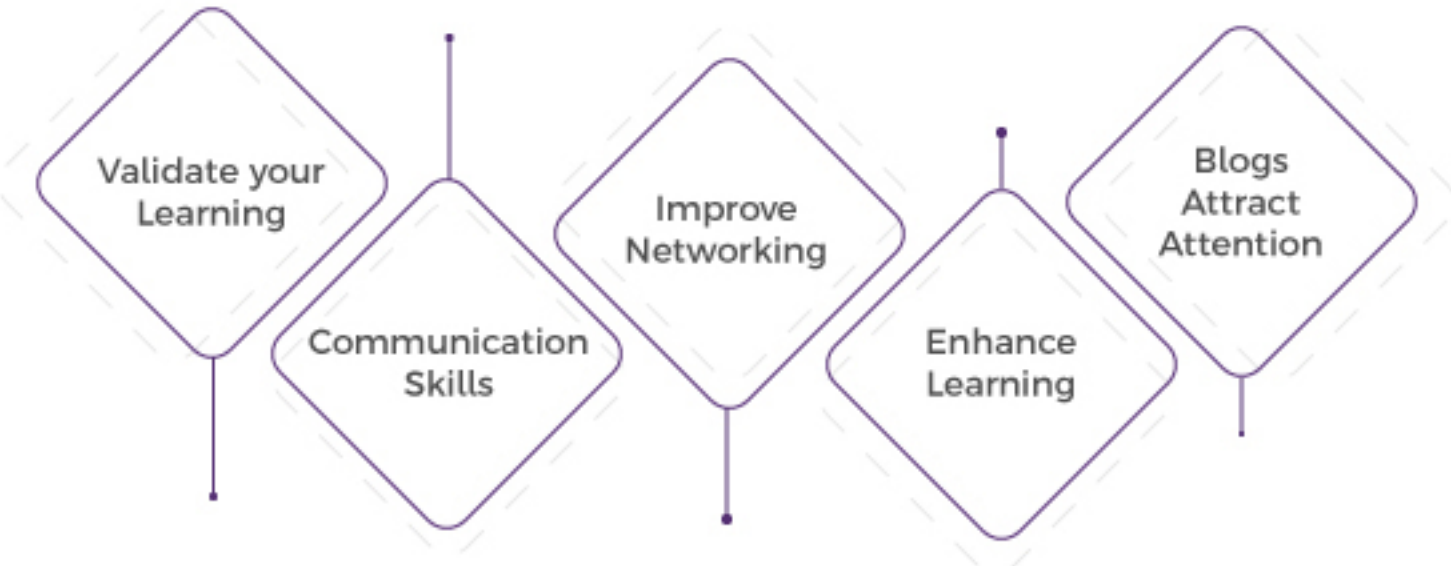
If you have a good **GitHub repository link** it to your resume and chances are that you will be asked questions related to your **codes residing there**.

Isn't is a **great trick** to **attract** your inter-viewer to your **strong point**

MAINTAIN A BLOGPOST

- Just like you GitHub repository your blogpost also plays a special significance in building your own brand.
- Blogging is not everybody's cup of tea – Hence if you happen to maintain one it would catch your friends, peers, colleague's attention.
- More your write better you get et explaining your data science terminologies and this process will enhance your learning.
- Maintain a weekly, monthly habit of publishing your blogs.
- Blogs can be technical or non technical but it has to relate to the subject of interest.
- Forums – Towards Data Science, Quora, LinkedIn, Websites etc.

WHY BLOG?



BLOG STRUCTURE

CONTENT

Every **blog** should start with **contents section** where you list the **sub topics** that you are going to **describe** in the blog

BODY

Write **simple sentences**. Avoid repeating same words. Include your **code snippets** in between demonstrating **important steps**.

CONCLUDE

Write about the **key takeaways** from the blog and **suggestions** or a possible scope of **improvement.**

- At the **end** always **link your blog** to your **GitHub repository.**
- **Sample blog** - *https://towardsdatascience.com/catboost-vs-light-gbm-vs-xgboost-5f93620723db*

BUILDING YOUR BRAND

PART 2
Create your identity by having an Online Presence

WHAT IS LINKEDIN?

It is used primarily for **professional networking**, including employers posting jobs and job seekers posting their resumes.

WHY LINKEDIN?

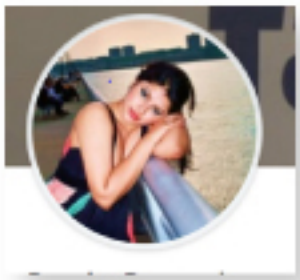
- ◇ Create professional identity with your own brand.
- ◇ It's also a place to use for Job Searching.
- ◇ Your profile on LinkedIn serves as your CV.
- ◇ Deep diving into the companies that are happening and the latest developments.
- ◇ Gain social proof of your skills and talents through approvals

HEADSHOTS

- **Headshot** is the first thing that one **notices**
- Do you really want to not take that **seriously?**

PROPER HEADSHOTS

IMPROPER HEADSHOTS

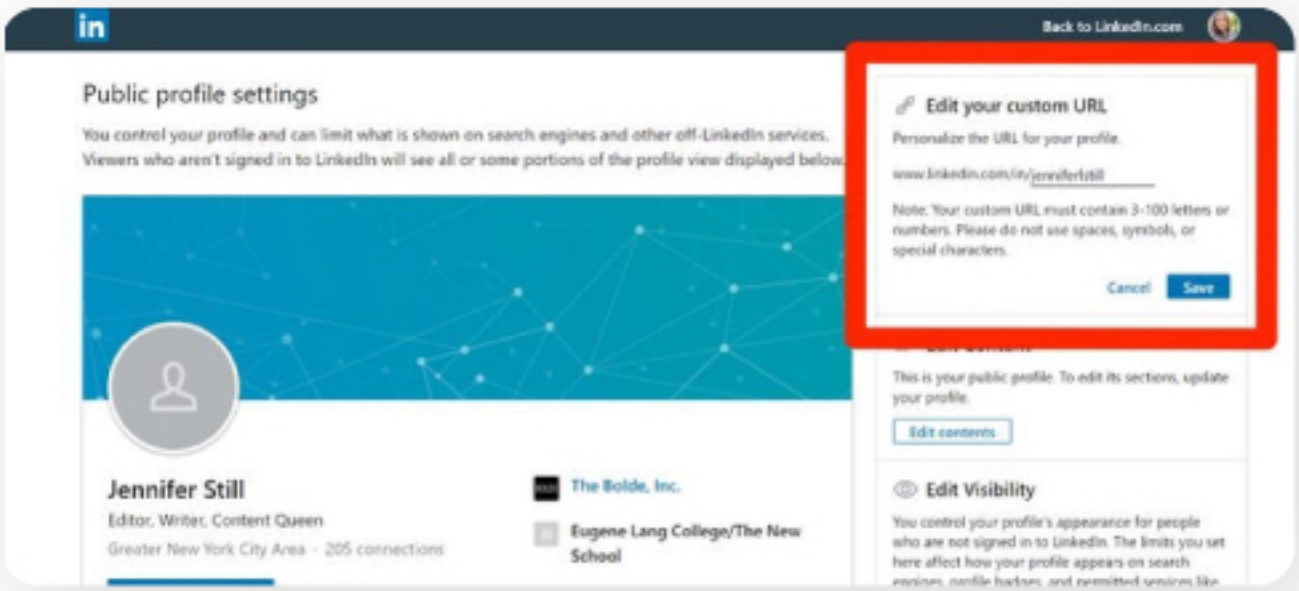


PERSONALIZE YOUR URL

Customizing your **public profile URL** makes you easier to find. It's a quick, easy way to differentiate you from all of the other **LinkedIn users** out there. This is particularly important for those with **common names.** Doing so **boosts your credibility.**

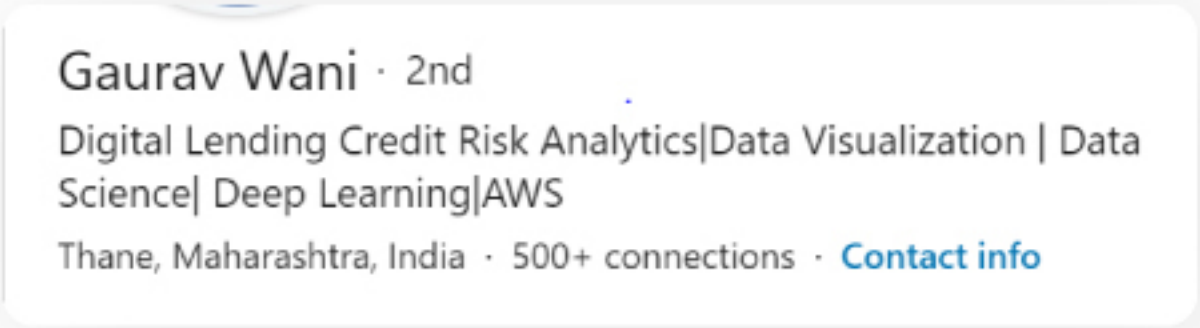
STEPS

- ◇ Customize Your Public Profile URL
- ◇ Click the Me icon at the top of your LinkedIn homepage.
- ◇ Click View profile.
- ◇ Click Edit public profile & URL in the right rail.
- ◇ Under Edit your custom URL in the right rail, click the
- ◇ Edit icon next to your public profile URL.
- ◇ Type the last part of your new custom URL in the text box.
- ◇ Click Save



HEADLINE & SUMMARY

◇ **Headline** – Should be something that catches attention



◇ **Summary** – Keep it short, relevant and informative.

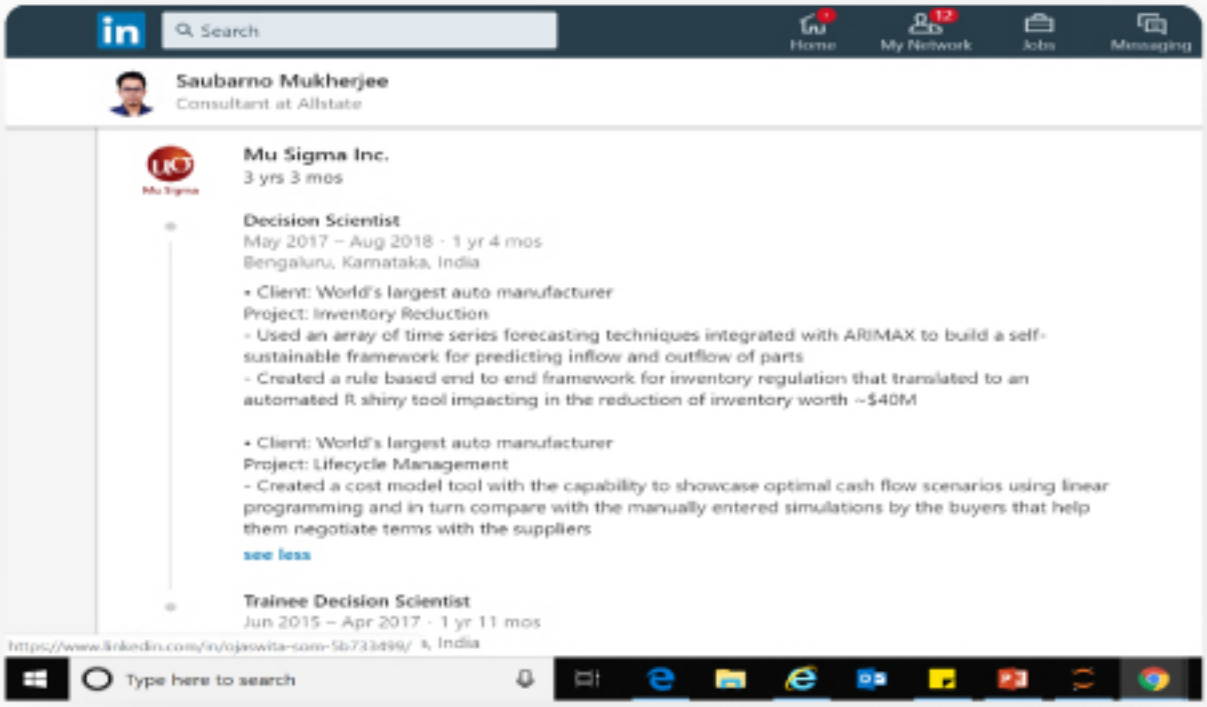
EXPERIENCE & EDUCATION

Making these **minor changes** to your profile now will give **recruiters**, potential clients or contacts more **insight** into who you are and what you are doing, which could **increase overall visibility.**

STEPS

- ◇ Click the Me icon at the top of your LinkedIn homepage.
- ◇ Click View profile.
- ◇ Click the Add new profile section on the right rail.
- ◇ From the Background dropdown, click the Add icon next to Education/work experience
- ◇ Type your education information into each applicable field.
- ◇ Click Save.

PROJECTS & SUMMARY

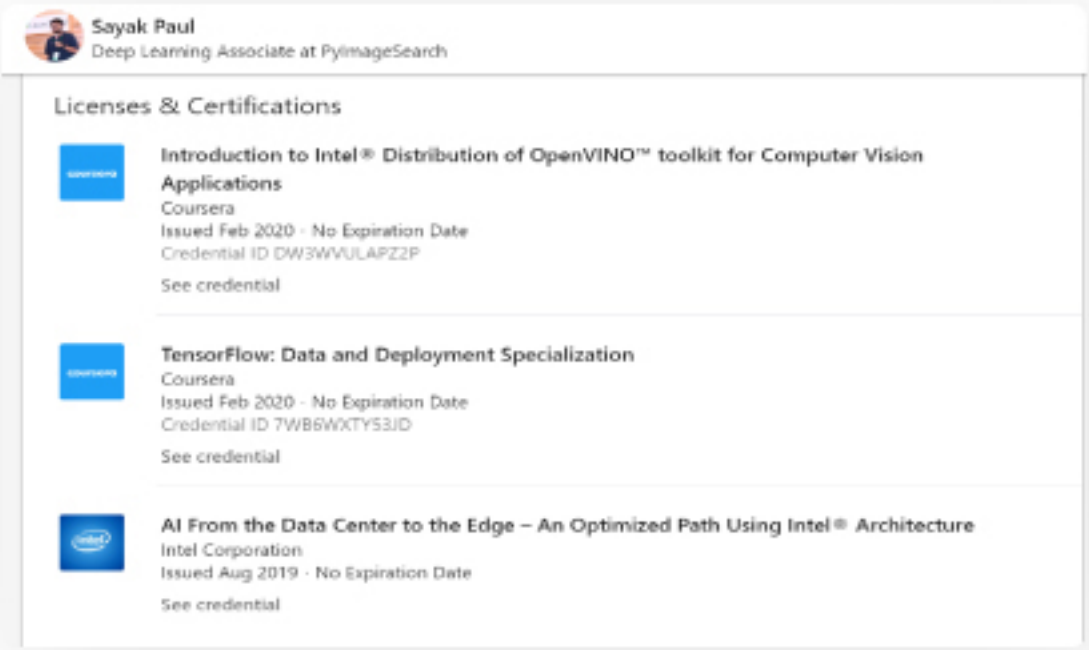


LICENSE & CERTIFICATION

They are some aspects that **necessarily suggest** your **experience** but obviously in job context you have to explain it. Demonstrate your expertise and **improve your career.**

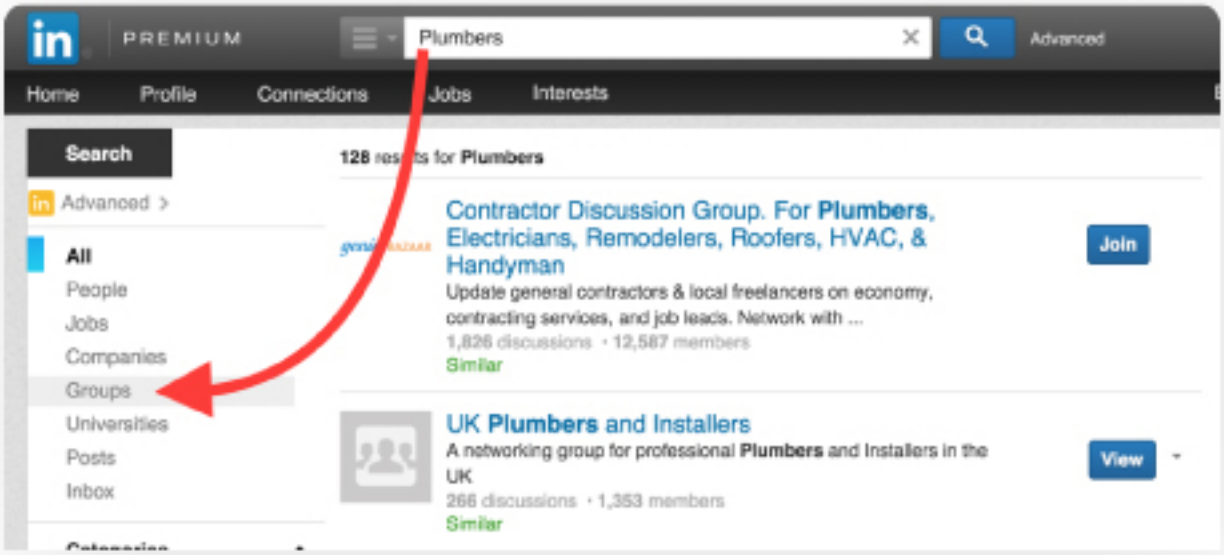
STEPS

- Tap your profile picture.
- Tap View Profile.
- Tap the Add icon at the bottom right hand of the screen.
- Tap the Background section and select Licenses and Certifications from the list to add a new certification.
- Fill in the relevant details and tap Save on the top right corner of the screen.
- Save



JOIN GROUPS & DATA FORUMS

In an exclusive forum, a **LinkedIn Group** presents the **opportunity to strengthen** the connections with like-minded people. The Groups function provides a private space for **interacting** with members of LinkedIn who share **common skills** , **experiences**, industry affiliations and **objectives.**



SHARE DATA SCIENCE RELATED CONTENT

Sharing your **blog posts on LinkedIn** is a great way to **enhance your reach**, build brand awareness and engage with sparks. When sharing blog content with LinkedIn, make sure to Add a personal **comment** to the post.

CREATE YOUR NETWORK

Have your profile **outstanding.** It is always important to make a good **first impression** when **networking** in person and it's the same for online **networking.**
Link, and **communicate** with men.
Post Content Engaging.
Join groups on LinkedIn.

1. 100% complete = 40x more opportunities
You can't build connections if people don't know who you are or see what you have to offer. Your LinkedIn profile is your online business card, resume, and letters of rec all in one. Users with complete profiles are 40x more likely to receive opportunities through LinkedIn.

2. You're more experienced than you think
The more information you provide, the more people will find reasons to connect with you. Think really broadly about all your experience, including summer jobs, unpaid internships, volunteer work, and student organizations. You never know what might catch someone's eye.

3. Use your Inbox
Contrary to popular belief, networking doesn't mean reaching out to strangers. The best networks begin with those you know and trust, and then grow based on personal referrals. Start building your LinkedIn network by uploading your online address book and connecting to friends, relatives, internship colleagues, and professionals you know in the "real world."

4. Get Personal
As you build your connections on LinkedIn, always customize your connection requests with a friendly note and, if necessary, a reminder of where you met or what organization you have in common. If you're being referred by a mutual friend, write a brief intro of who you are and why you'd like to connect. You'll impress people with your personal touch.

5. Join the "In" Crowd
Another way to form new online relationships is to join LinkedIn Groups. Start with your university group—alums love to connect with students—and then find volunteer organizations or professional associations you already belong to. As a member, you can comment on discussions, find exclusive job listings, and meet people who share common interests.

6. Lend a (virtual) hand
As you build connections and group memberships, think about what you can do to support others. Comment on a classmate's status update or forward a job listing to a friend – you'll find that your generosity is always rewarded (and you'll feel good about it!)

7. Update your status #early and #often
Networking is not just about who you know; it's about who knows you. Stay on other people's radar screens by updating your LinkedIn status at least once a week—you can do this directly on LinkedIn or by linking your Twitter account and marking tweets with #in. Mention events you're attending, projects you've completed, and other professional news.

8. Question (and answer) everything
LinkedIn's Answers feature is a great place to seek advice from a wide variety of people all around the world. You can also show the world what you have to offer by answering people's questions about a topic where you have some expertise. The more active you are in Answers, the more people will view your profile and want to connect with you.

9. Do your homework
Before an informational interview, a job interview, or a networking get-together, use LinkedIn to learn about the background and interests of the people you're scheduled to meet. Access Company Pages to research organizations and their employees, and use Advanced Search to find things you have in common with people you're meeting.

10. Now step away from the computer...
Be sure to support your online networking with real human contact. Set up phone calls, attend live events, and send snail mail notes to people you interact with on LinkedIn. Remember that online methods should supplement, not replace, in-person relationship-building.

RESUME BUILDING

THE CORE FACTORS

WRITE A DATA STORY

Your explanation of the project will cover three important things-Why you had to solve the problem, how you solved the problem and the effect of your solution. Start your story with why the organization needed an ML model for this problem, try to give them a brief overview of how conventionally this problem was solved, followed by the approach you took to solve the problem and the results of this solution. Eventually, add a line about the market effect of this approach, whether it saved man-hours, increased net income or some other metric enhanced.

SHOWCASE YOUR SKILLS

Presenting the approach to problems should be an article, not a compilation of technologies used. Start your technological journey with your EDA, seek to talk about one of the most fascinating facts in the data you have found. Talk about the path you designed when you started the problem, what failed and finish with what worked out at last. Try to give a one-line summary of the coding platforms used to solve the problem, cloud services, databases, visualization tools, etc.
Highlight the important skills, do not stress every algorithm used.

PRESENT YOUR RESULTS

Make sure to end it with a significant impact after taking your readers on a magnificent journey. Offer not only accuracy scores for your final model, but also some perspectives such as incremental accuracy of your model from traditional or past models, tell how the company took advantage of your model, and most importantly-if your model was put into production, never forget to mention that.

CREATE ELEMENT OF CURIOSITY

This is an important part of your curriculum vitae, make sure you don't give a detailed description of each step taken or detailed explanation of each finding. Keep unanswered questions so it leaves the interviewer curious, they select your curriculum vitae and finally get to know the answer during your interview.

HOW TO MENTION YOUR PROJECTS

GOOD SAMPLES

"Designed a ML model to predict churn rate of customers which helped us move from a strategy based approach, and help us in Portfolio management and Collection strategy. Using several external data sources resulted in having a huge dataset, making Hadoop our database and Python for modelling. Recursive Feature Elimination and Out of bag error prediction power of Random Forest was used to narrow down our variables. We started with a Logistic Regression model, moved to a Neural Network model and finally to a LSTM model. Surprisingly our Neural network model overpowered the LSTM model having an incremental 5% F-score and 15% over the strategic model used, after Cross Validations over geographies, time and loans. "

SAMPLES TO AVOID

"We created a ML model which helped my company predict the churn rate of their customers in advance. We had tried techniques like Recursive Feature Elimination and Feature Importance of Random Forest to select our variables. The entire code was written on Python having Hadoop as the database. We had tried several models like Logistic Regression, Neural Networks and LSTM. LSTM was able to give me the best result having an F-score of 85%."

MOCK INTERVIEW

CHECK BEFORE COMPANY INTERVIEW

- You should have a **LinkedIn profile**. It should be updated and] optimized according to the role(s) you're applying for. Applying for a data scientist role while showcasing a non-technical background will not give the **correct impression.**

- You should have a **GitHub account**. Programming is a vital cog in the data science machine. Uploading your code and projects to GitHub helps the recruiter see your work first-hand. Nothing more convincing than a well-documented code!

- Regularly enagage in **Linkedin with the data science community** - This shows that your are reallys serious about your subject.

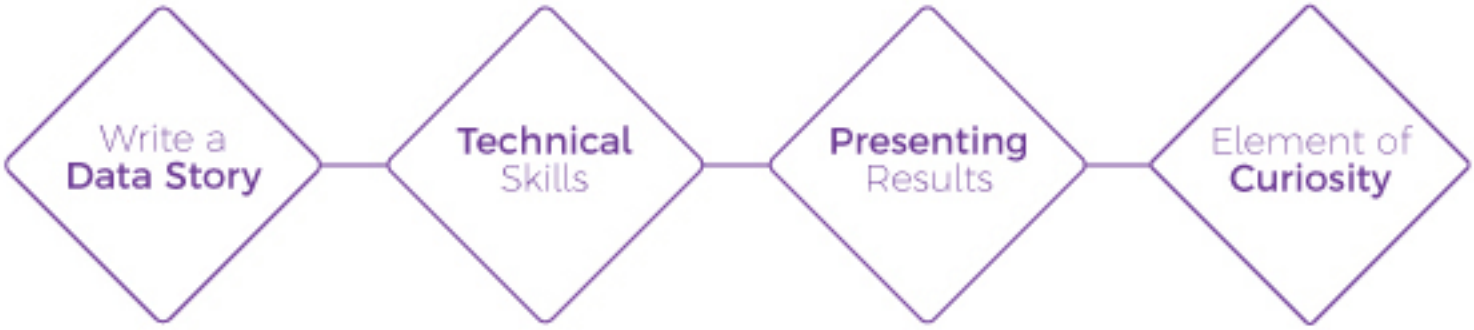
- **You should have a blogpost** - Validate your leaning by writing about it.Share it with your friends and colleagues. Take feedback. Publish it in forum. That's how you build an online presence.

- If you have covered all the four things your chance are already high.

- You need to do this at least 3-4 months before you apply for the jobs. This will not only ensure that you get enough time to build your presence, but also take away the pressure from the overall process.

RECRUITER'S ANGLE

WHAT I WOULD EXPECT AS A RECRUITER?



- ◇ List the expertise you have in data analysts.
- ◇ Simplify your communication: Speaking about not theoretical market information
- ◇ How useful your expertise will be
- ◇ Enjoying analytics like a fresher
- ◇ Capstone coursework, everyone wants docs reviewing.

◇ If you have covered all the four things your chance are already high.

Optimize your profile according to **job description.** Don't be lazy - each job description is different form the other. Ex - If someone needs a computer vision expert then edit your resume add computer vision related projects showing that you've got the skills fiiting to the job posting.

INTERVIEW TIPS

- ◇ Be ready for the expected questions like 'Tell me about yourself'.
- ◇ Be ready to explain your project. You have to talk 2-3 minutes without a taking a blip. Be prepared for counter questions
- ◇ Don't talk about a subject/topic that you are not aware of. You're not an answering machine and it's ok to not know some questions.
- ◇ Always finish up your interview by asking relevant question like what are the type of projects that you might be working if you're hired. How was the recruiter's journey in the current organization so far.

ASSIGNMENTS & FOLLOW UP

Some times you can also expect take home assignments. Ex - You can be thrown a **specific dataset** and asked to do some **analysis.**
Ex - In one of the interviews from PwC a candidate was asked to extract top 1000 tweets with #Reservation and do sentimental analysis with it. Typically you are expected to revert back with these kind of task within day or **48 hours.**
Always present your **analysis in a reports** format it could be power-point presentation or you can create a dashboard out of your findings.

- **Tip :** They always like if you provide something extra. In the sample example if you can add stuff like most commonly used word,
most tagged twitter handles, how many times #modi was mentioned etc.
These exta additions provides recruiter an intuition that
you are not limiting yourself to the asked task and you are curious about the data that was presented to you and discover
hidden patterns and trends.

- **Follow up with HR** after your interview with a thank you note always. Never at any point of time be **unprofessional** with the
follow ups. You should always be **thankful to the recuirter/HR** for providing you the **opportuniy.**

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