

Open to work

How data informs better decisions:

Data-driven decision-making -> Using facts to guide business strategy.

The first step in data-driven decision-making is figuring out the business needs. This is the problem that needs to be solved. (e.g. A new company needing to establish better brand recognition, so it can compete with bigger, more well-known competitors. Organization wants to improve a product and needs to figure out how to source parts from a more sustainable-reliable or ethically responsible supplier. Or trying to solve the problem of unhappy employees.)

Whatever the problem is, once it's defined a data analyst finds data, analyzes it and uses it to uncover trends, patterns and relationships (e.g. youtube songs).

Data alone will never be as powerful as data combined with human experience, observation, and sometimes even intuition.

Consumer data will be the biggest differentiator in the next two to three years. Whoever unlocks the reams of data and uses it strategically will win.

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Data analytics, databases, SQL, Tableau, R, analysis, BigQuery, MS Office, Jira, Confluence