

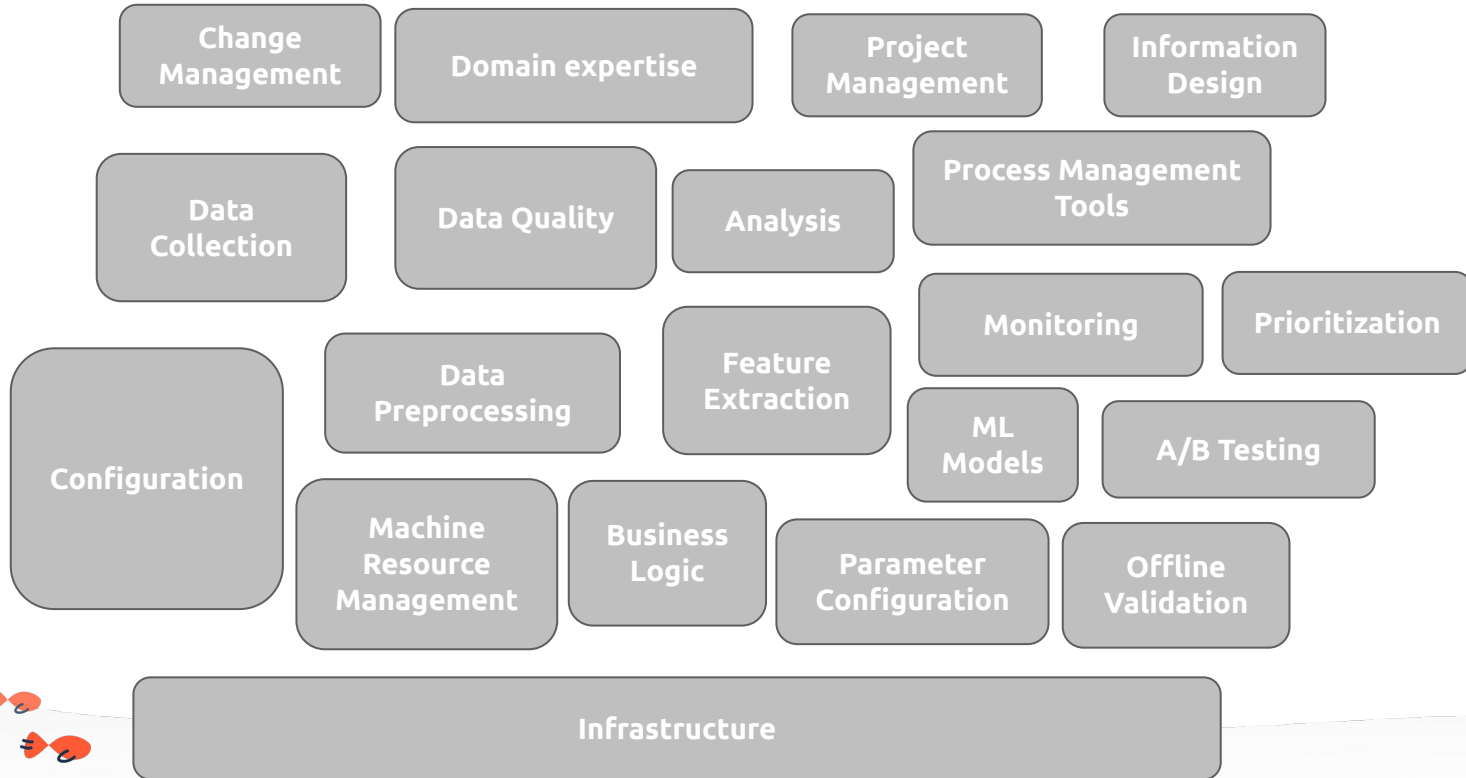
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School and Pool for Digital Talent

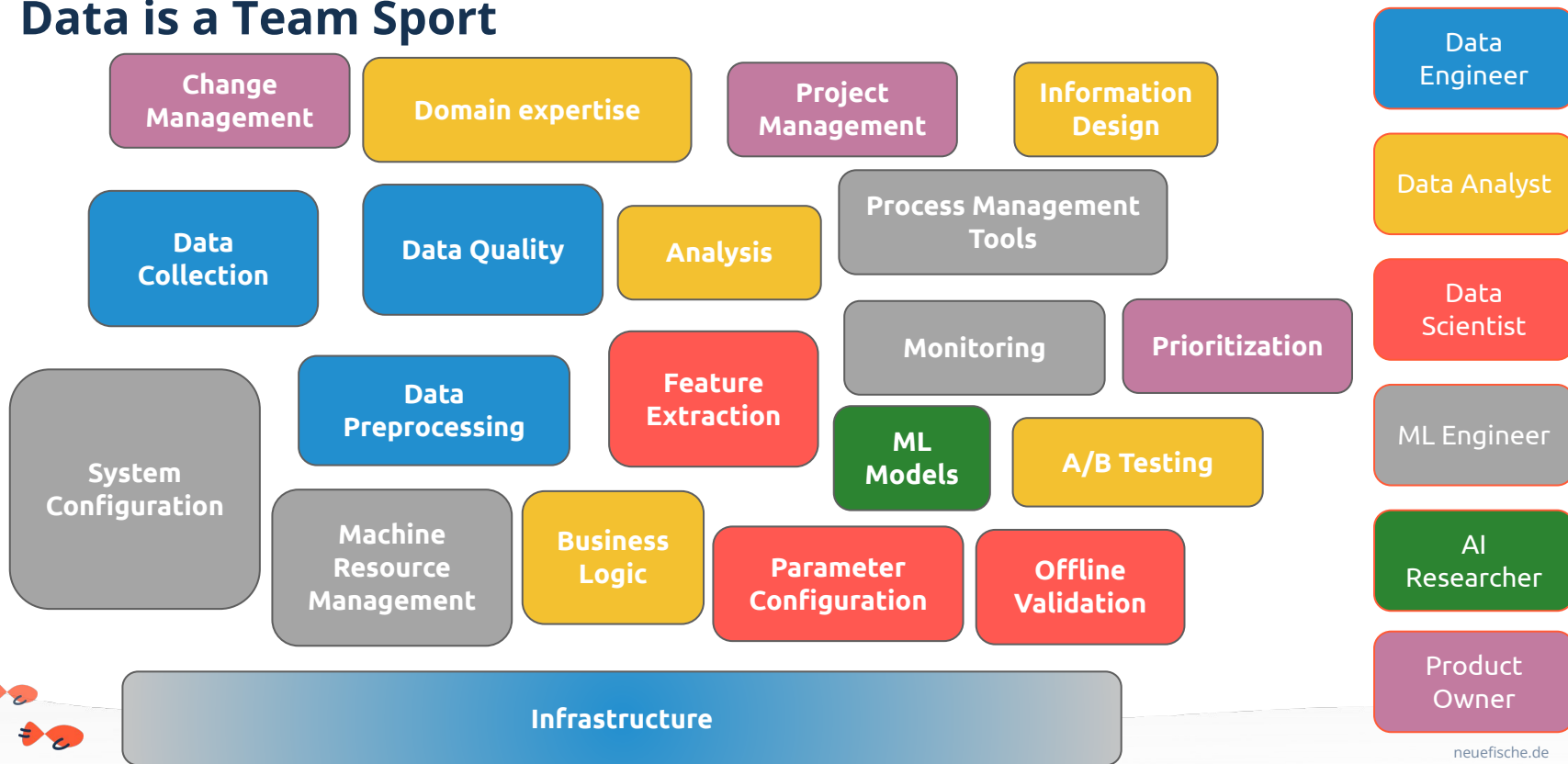
Data Tasks great and small

A group of five stylized orange fish icons, each with a white 'u' on its side, arranged in a loose cluster to the right of the main text.

So much to do, so little time



Data is a Team Sport

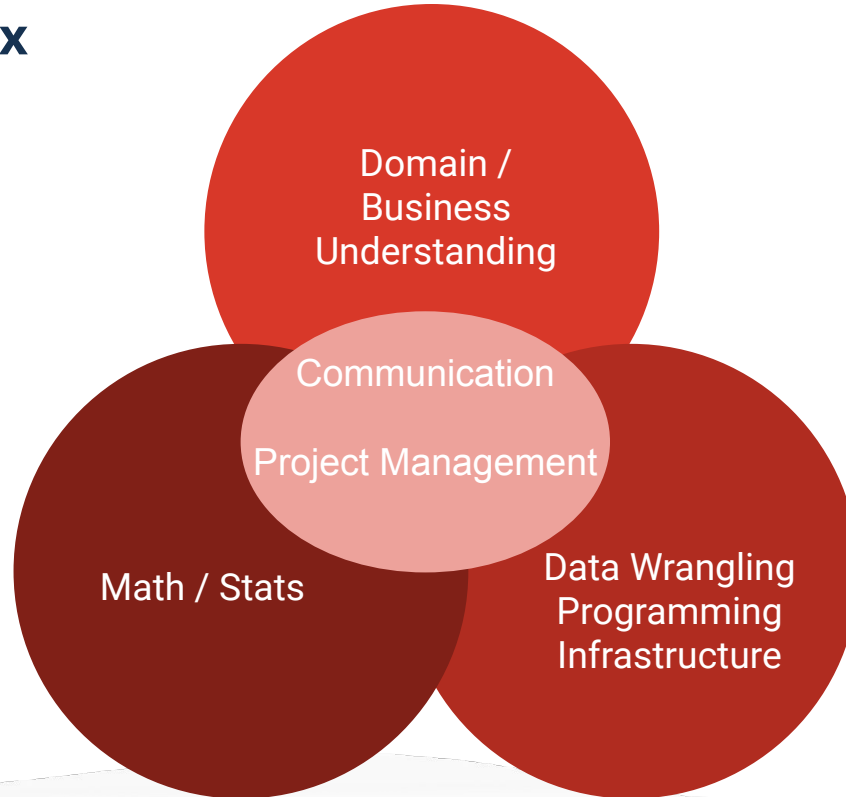


The most wanted skills



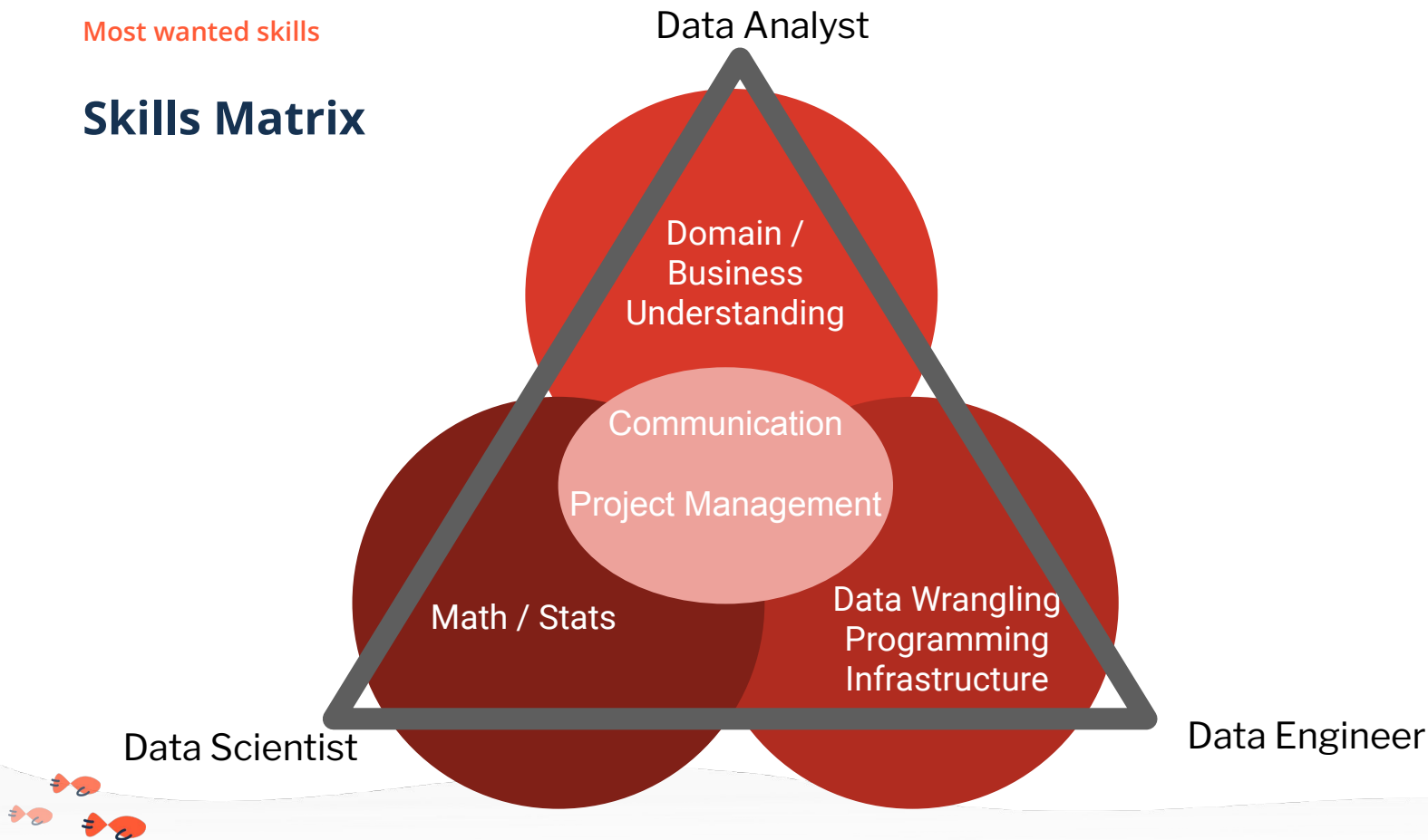
Most wanted skills

Skills Matrix

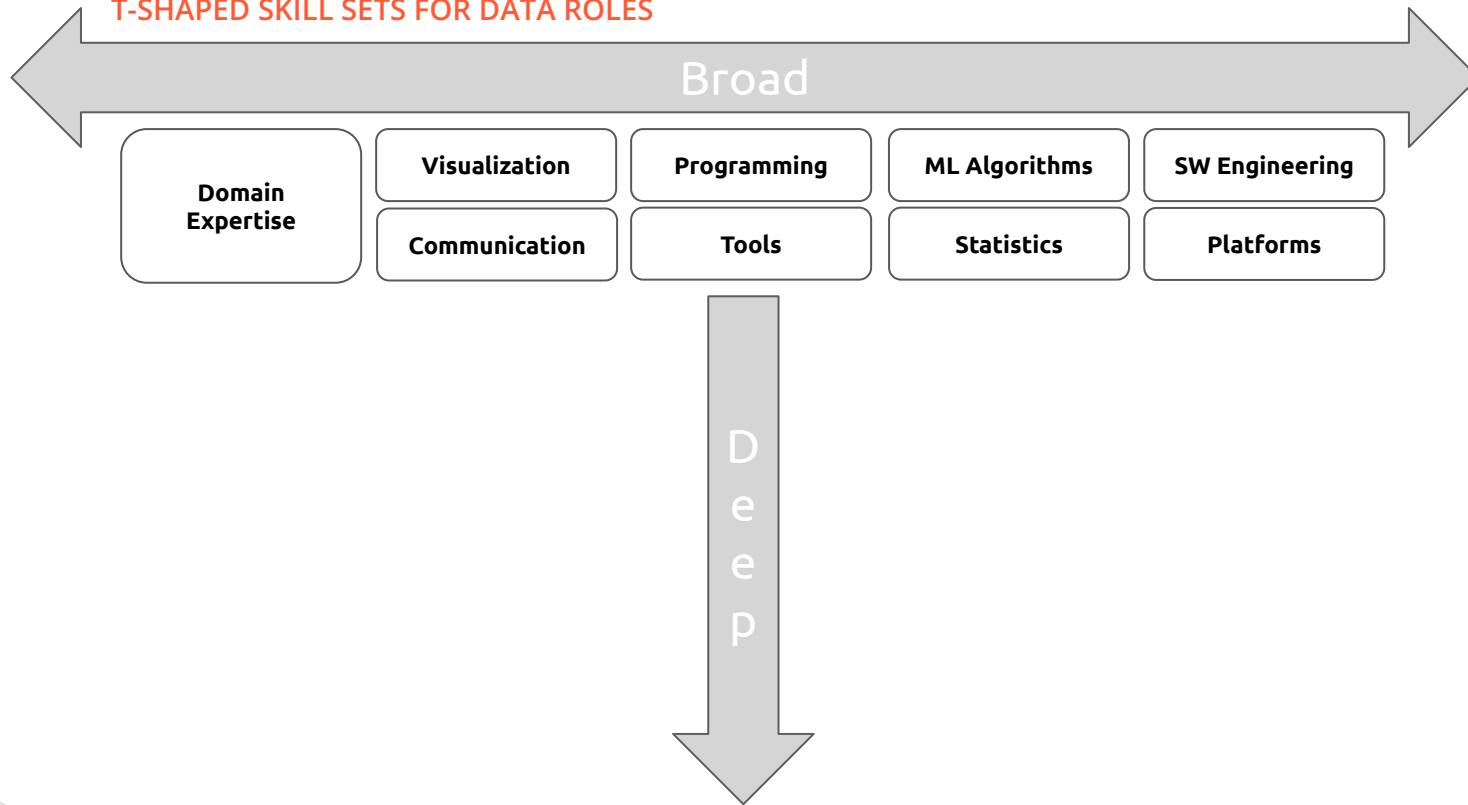


Most wanted skills

Skills Matrix

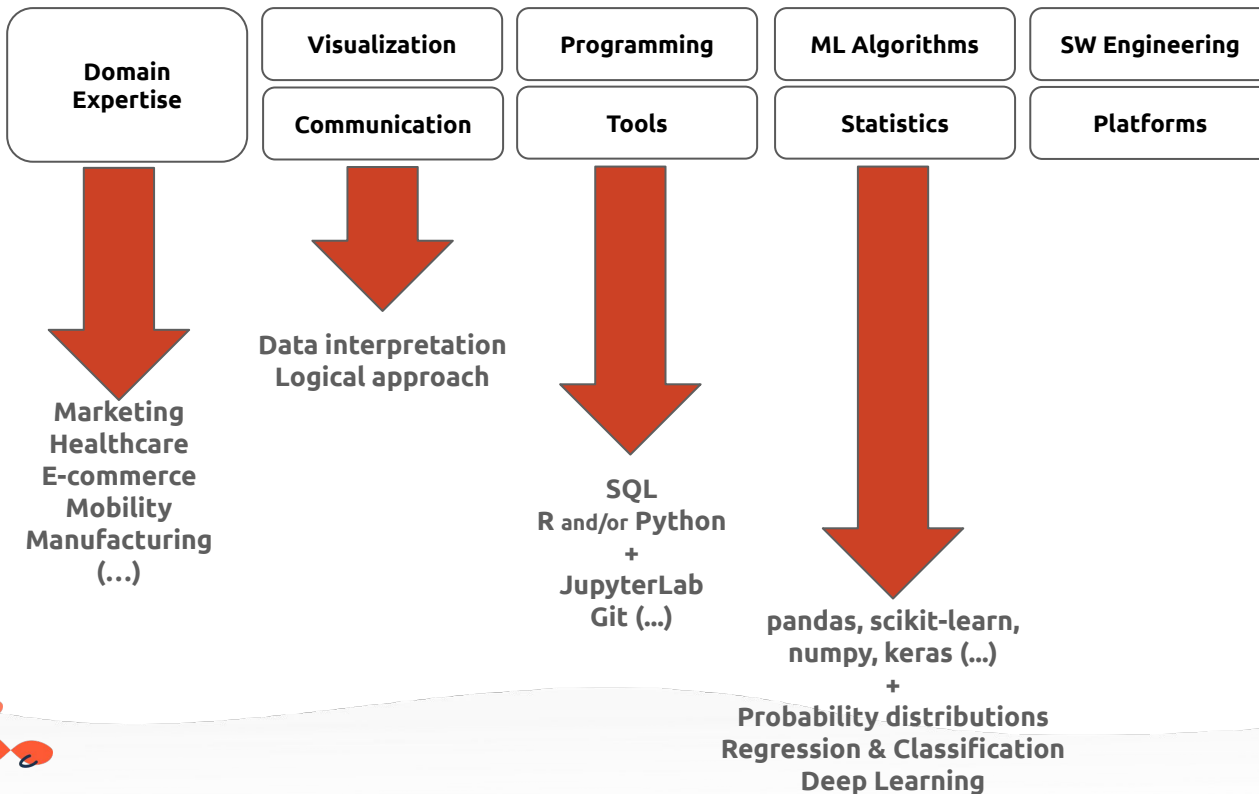


T-SHAPED SKILL SETS FOR DATA ROLES



Most wanted skills

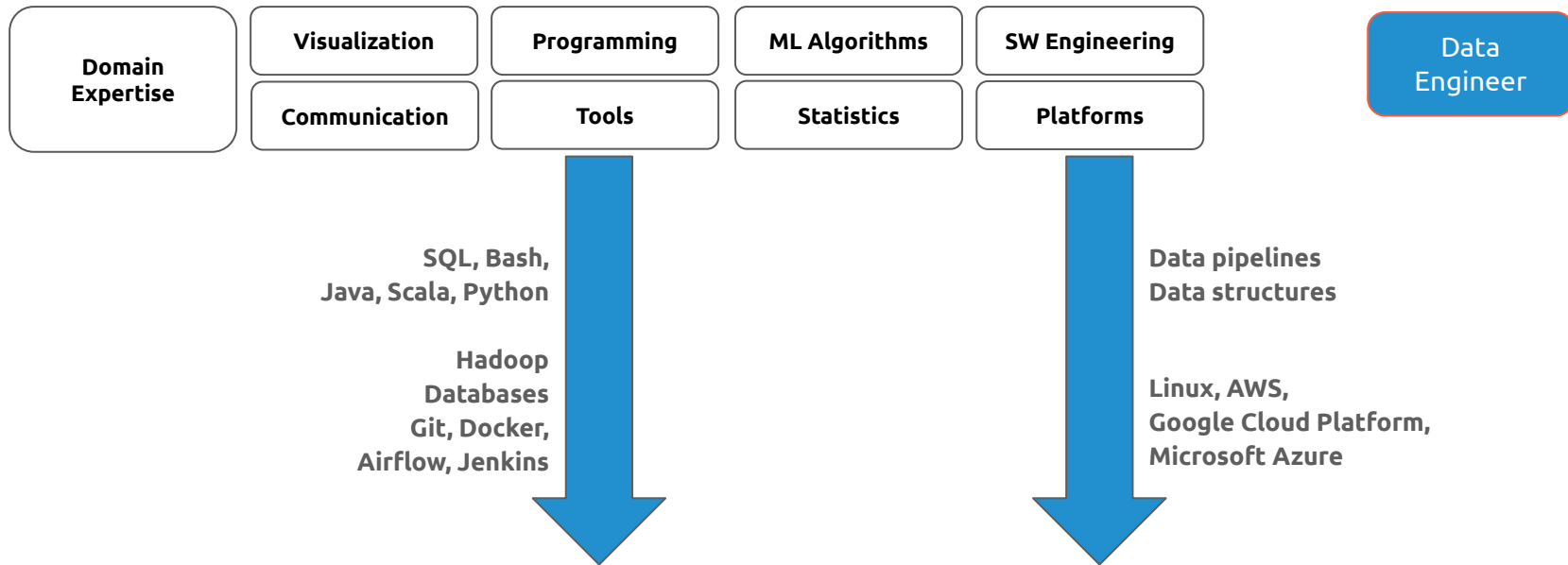
SKILL SETS FOR DATA SCIENTIST



Data
Scientist

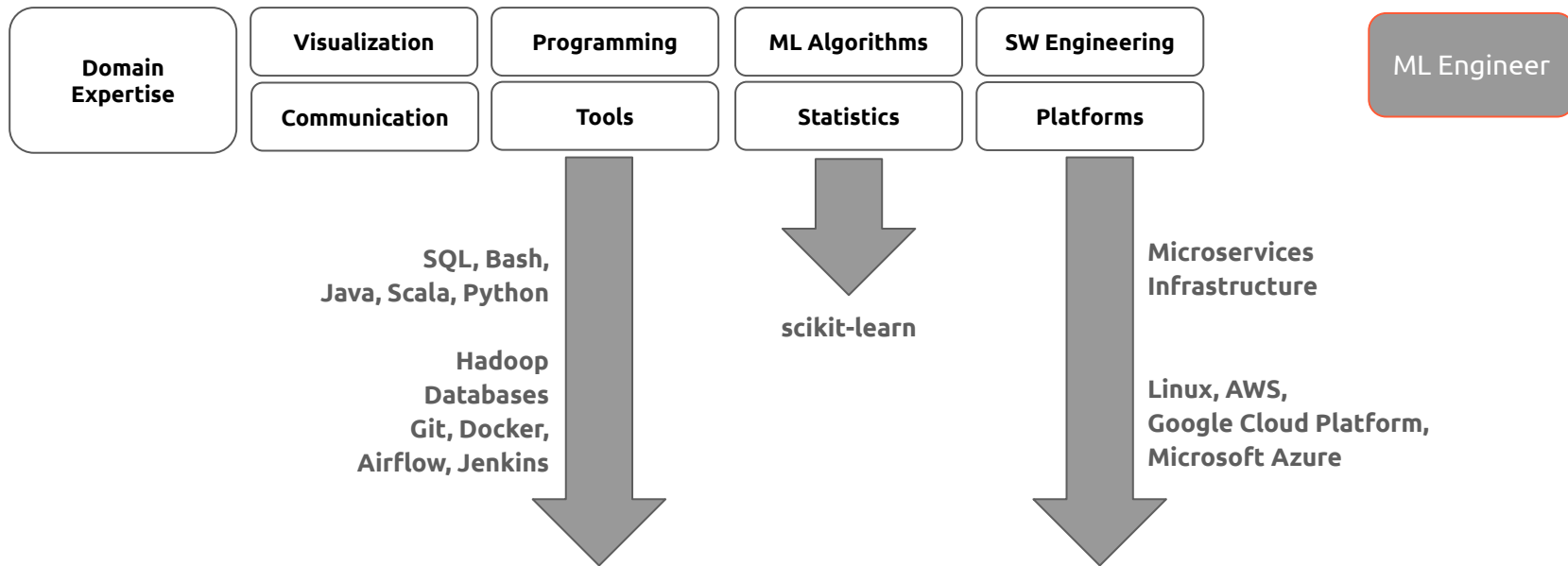
Most wanted skills

SKILL SETS FOR DATA ENGINEER



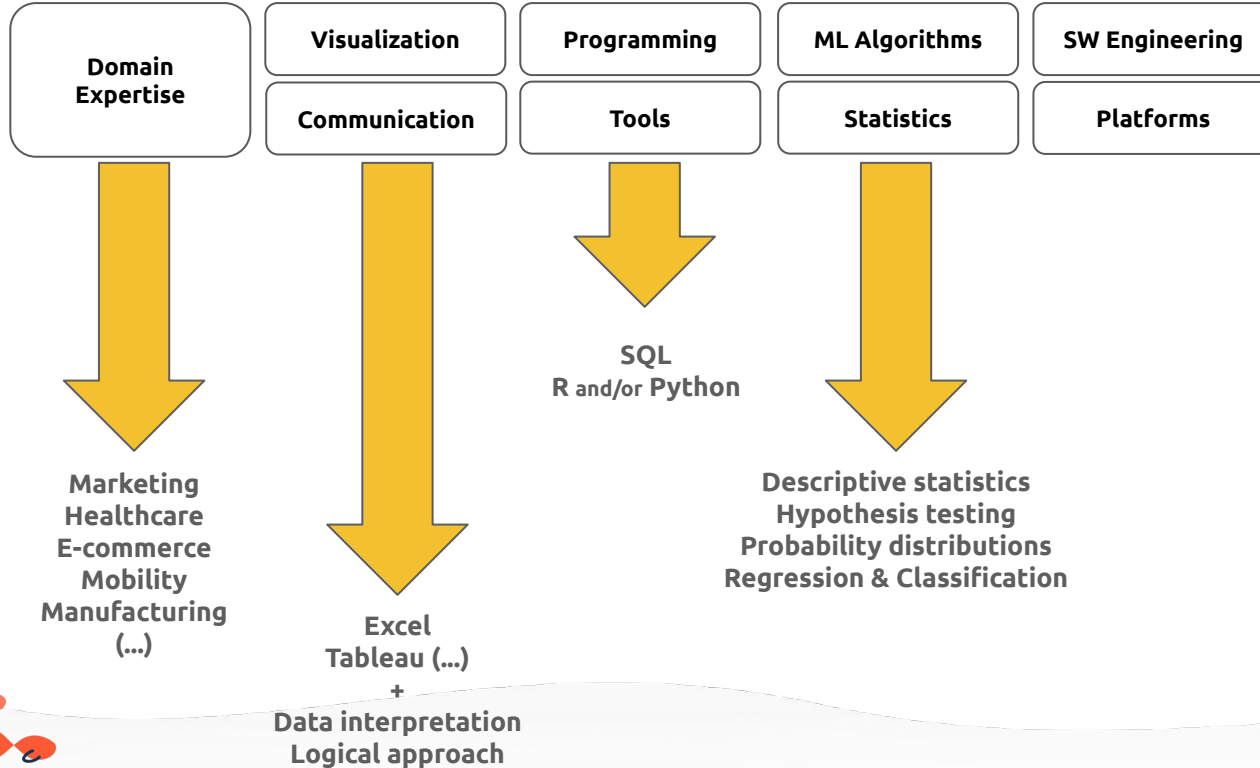
Most wanted skills

SKILL SETS FOR ML ENGINEER

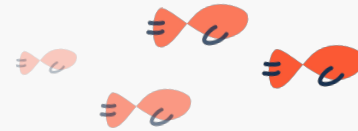


Most wanted skills

SKILL SETS FOR DATA ANALYST



The different Analyst Positions



Typical Tasks of an Analyst

Business problem
→ Math problem

Brainstorm
solutions

Organise data



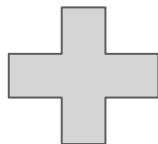
Challenge solutions
with data

Drive action

Communicate
results



Typical Tasks of a Product Analyst



Analyse:

- app flows
- conversion funnels
- user behavior

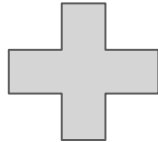
Measure user retention

A/B tests

Collaborate with product owners



Typical Tasks of a Marketing Analyst



Monitoring/Forecasting
marketing & sales trends

Customer segmentation
for targeting & analysis

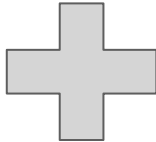
Create & evaluate
methods for collecting
data

Collect data about
customers, competitors,
market

Measuring effectiveness
of campaigns &
channels



Typical Tasks of a Business Intelligence Analyst



Validate collected customer data

Manage metadata & data governance systems

Oversee deployment of data to data warehouse

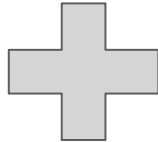
Build dashboards & reports

Develop procedures/policies for data collection & analysis

Monitor analytics & metric results



Typical Tasks of a Financial Analyst



Monitoring/Forecasting
marketing & sales trends

Create financial models
to determine outcomes
of decisions

Evaluate investment
decisions

Work with administrative
& financial functions

Find trends, make
forecast based on
financial data



Capture details about data analyst jobs in Github repo

1. Search on Indeed or Stepstone (or #data-jobs) for Data Analyst or Data Scientist, Product analyst, marketing manager, etc jobs
2. Note the following:
 - a. What skills are they looking for, what experiences?
 - b. Is it clear what is needed?
 - c. Do they align with the job description and what we saw in the lecture?
3. create a new github repo and add your partner as a collaborator
4. create a branch
5. add a new **.md** file and add your notes along with the links to jobs to the file
6. Commit by creating a new branch
7. Create a pull request
8. Ask your partner to “collaborate” by reviewing and approving your pull request
9. Merge with main, delete your branch

