

# **How to Build Online Credibility For Amazing Career in Data Field**



Sno	Template	Description
1	Listicle   To Follow	Provide a list of things to follow to achieve something
2	Listicle   To Avoid	Provide a list of things not to do to achieve something
3	Here's how I did it   Story	Motivate people by telling how you started something difficult
4	Here's how to did it   Action Points	Motivate people by telling how you accomplished something difficult
5	Comparison   Old vs New Method	Compare a old way of doing something with a new improved way of doing same thing
6	Comparison   A vs B	Compare two products or resources
7	Report   Event	Report an event - for example experience of a workshop, course or a recent event
8	Report   Resource	Report about a resource you found helpful - for example a data analyst roadmap
9	Problem - Solution   Supporting Tone	Call out a problem in supporting tone and provide solution
10	Problem - Solution   Contrarian Tone	Call out a problem in a contrarian tone and provide a solution

## 1. Listicle | Things to Follow

### Template

{{Hook line on Things to Follow}}

- {{a}}
- {{b}}
- {{c}}

{{Outro: Call to Action}}

### Example:



Hemanand Vadivel • You

...

Co-Founder @ codebasics.io | Helping People to Become Data Professionals ...  
8mo • 🌐

Learn these 5 data transformation concepts to do data analysis in any language.

1. Merging / Appending (Joining two or more tables)
2. Pivot / Unpivot (Converting rows to columns & vice versa)
3. Grouping attributes & aggregating values
4. Adding custom columns, columns based on condition
5. Column transformation techniques (Extract values, split, change type, fill down etc.)

I do about 80 % of my work based on these 5 concepts and can do the same in any language by just changing the syntax.

What other concepts do you use?

#data #dataanalysis #language #datatransformation #sql #powerbi #python  
#learning #techjobs



Shiv Sharma and 344 others

14 comments • 7 reposts

[Link to Post](#)

## 2. Listicle | Things to Avoid

### Template


{{Hook line on Things to Avoid}}

- {{a}}
- {{b}}
- {{c}}

{{Outro: Call to Action}}

### Example:

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**Hemanand Vadivel** • You  
Co-Founder @ codebasics.io | Helping People to Become Data Professionals ...  
9mo • 🌐


...

Top 5 beginner mistakes to avoid in data analytics field

1. Not asking enough questions to understand requirement / business outcome
2. Following the instructions mindlessly / expecting to spoon fed every time
3. Not taking meeting notes
4. Stop searching at page 1 or not using different keywords to optimize your google search
5. Lacking user empathy / using technical jargons with non tech people

I have made some of these mistakes myself and learnt from them. What other mistakes you have made?

[#dataanalytics](#) [#business](#) [#tech](#) [#google](#) [#empathy](#) [#freshers](#) [#powerbi](#) [#people](#)  
[#datanalyst](#) [#businessanalyst](#) [#bideveloper](#)

 ASTIKAR VIVEK KUMAR and 338 others

24 comments • 5 reposts

[Link to Post](#)

### 3. Here's how I did it | Accomplishment

#### Template

{{Hook line on struggle/issue}}

{{Here's how I moved from x to y}}

{{Add value by sharing how you achieved it}}

{{Outro: Call to Action}}

#### Example:

I was JOBLESS for 9 months at the age of 26.

With a 20K\$ education loan and a long-distance relationship of 3 years to save.

It was a dark winter. Here's how I made it to the bright summer

..to become loan free, happily married, and a 'wanted data professional' in the market.

During my tough days, I imagined my future and worked for it.

Everyone does that. what's special about it?

I used my imagination to project prosperity, not uncertainty. That's special.

Every day I would learn & practice skills imagining how I will use them in a job.

Interestingly, the time shifted.

I found a great job within a year.

A great platform to display my skills and learn every day!

Over years I worked on 30+ analytics projects, with amazing folks from over 20+ countries and got promoted several times.

I'm 32 now and happy to be the co-founder of [codebasics](#) who can use my experience to unleash potentials and solve critical business problems.

So, what's the moral? I leave it to you to infer.

I just want to say that everyone's life will have some kind of drama at all stages.

It's up to you how you get through it and create a story that's worth sharing.

What's your story? Share it 📌

Don't have one? CREATE one when you get your CHANCE!

#### [Link to Post](#)

## 4. Here's how to did it | Accomplishment

### Template


{{Hook line on struggle/issue}}


{{Here's how to do it}}

{{Add value by sharing steps that people can follow}}

{{Outro: Call to Action}}

### Example:




**Justin Welsh** • Following  
The Diversified Solopreneur | Building a portfolio of one-person businesses t...  
1yr • 

...

Don't know what to write about on LinkedIn?

Here are 21 ideas to help you get started.



1. Share an observation
2. Talk about a recent win
3. Talk about a recent failure
4. Break down your favorite creator
5. Share something you are working on
6. Share a lesson you learned this week
7. Share the best advice you've received
8. Share the worst advice you've received
9. Compare two different common thoughts
10. Share something you believe that others don't
11. Summarize something you've recently studied
12. Summarize a podcast episode you listened to
13. Share the top X lessons you've learned the last year
14. Share the top X people you follow on social media
15. Share the top X tools you use to do something
16. Make a future prediction about your industry
17. Make a future prediction about a company
18. Make a future prediction about your life
19. Share a motivational story you heard
20. Share your philosophy on X
21. Create a listicle like this

Creating consistent content is less about creativity and more about systems.

So, save this post and revisit when you're stuck.

What other ideas work for you?

[Link to Post](#)

## 5. Comparison | Old vs New Method

### Template

{{Hook line with a strong aspirational value }}

#### Old Way

- {{a}}
- {{b}}
- {{c}}


#### New Way

- {{a}}
- {{b}}
- {{c}}

New > Old

{{Outro: Call to Action}}

### Example:



**Hemanand Vadivel** • You  
Co-Founder @ codebasics.io | Helping People to Become Data Professionals ...  
2w • 🌐

...

Ways to become a successful data analyst:

**Old way**

- memorize codes
- major focus on task execution
- communicate effectively using technical jargon
- comfortable with current skills and ways of working (fixed mindset)

**New way**

- use internet as second brain
- major focus on solving the business problem
- communicate effectively with both tech and non-tech folks
- constantly update skills and find better ways of working (growth mindset)




New Way >> Old Way

Follow the new way for success in 2023 ✅

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If we are meeting for the first time, I'm Hem - I write to add value to your professional life, especially if you are into data analytics. Follow this space for more insights.

#technology #learning #dataanalyst

   GAYATRI PATEL and 413 others

22 comments • 10 reposts

[Link to Post](#)

## 6. Comparison | A vs B

### Template

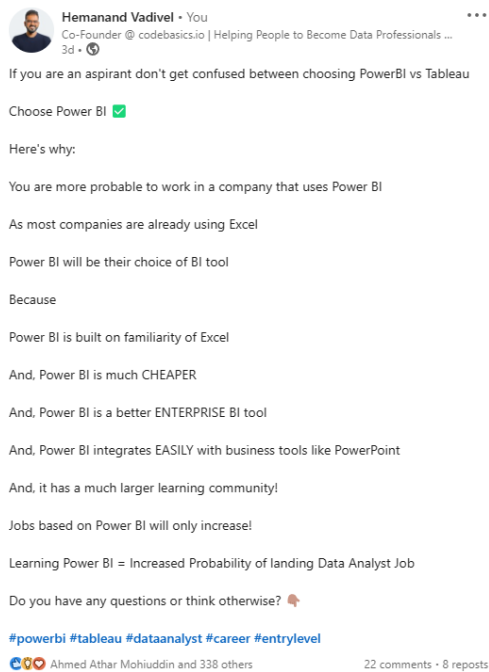
{{Hook line to emphasize the event}}

{{Hook line to strongly say which one is better}}

{{Add Value by sharing your insights}}

{{Outro: Call to Action}}

### Example:



[Link to Post](#)



## 7. Report | Event


### Template


{{Hook line to call out the importance of an event}}

{{Add Value by giving your perspective}}

{{Outro: Call to Action}}

### Example:



**Nistha Tripathi**  • 2nd  
Helped 650+ study abroad in TOP univ (MIT Harvard etc) & ...  
2d • 

[+ Follow](#) ...

We have Zuckerberg, Pichai, Nadella, Musk, Jassy and Benioff who fired 64,000 people so far

And we have Tim Cook who asked his board to slash his compensation by 40% so that Apple can avoid layoffs

But that's not the only reason Apple deserves respect:



1. When you hire conservatively, you can afford to fire conservatively - Apple increased its workforce only by 20% between 2019-2022 whereas other tech giants hired 50-100% more people
2. Apple spent less aggressively on experimental projects than Meta (eg Metaverse) and Google (Area 120) and doesn't have as much to write off

No one can guarantee that Apple will not lay people off but at least it's trying its best to avoid it as much as possible

That is more than what we saw from the richest men of our times.

Maybe it's time for a Forbes most-humane CEOs list instead of the richest people list!

[#techlayoffs](#) [#apple](#) [#careers](#)

   Ahmed Athar Mohiuddin and 2,618 others

61 comments · 29 reposts

[Link to Post](#)

## 8. Report | Resource

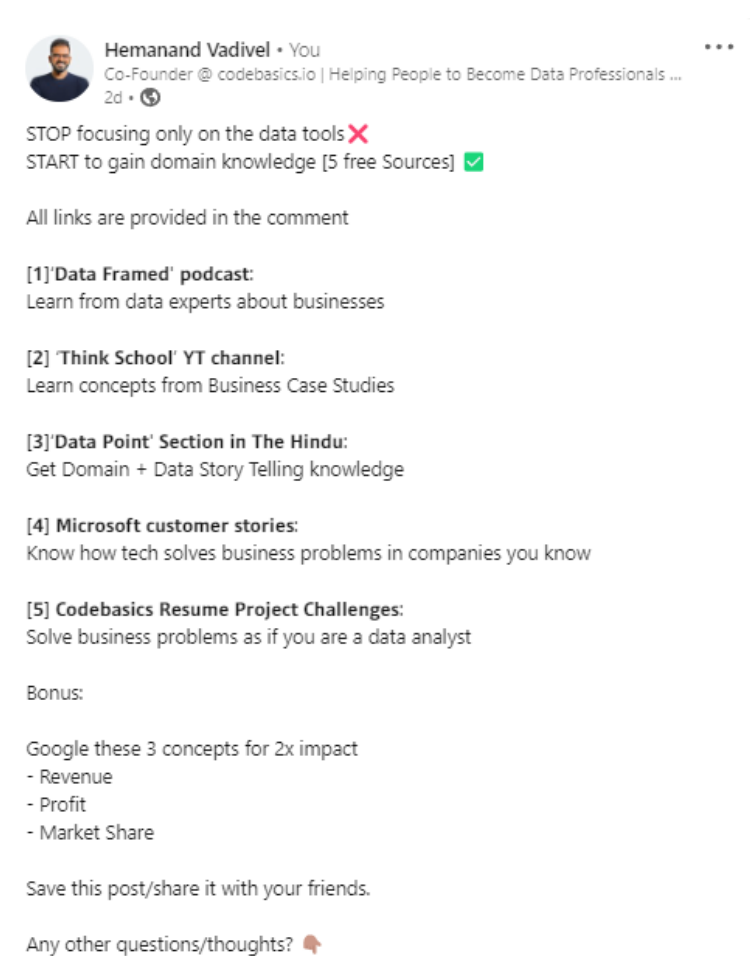
### Template

{{Hook line to call out the importance of a resource}}

{{Add Value by telling what benefit people will get}}

{{Outro: Call to Action}}

### Example:



[Link to Post](#)

**Note:** Add Link in comments because linkedin does not promote external links on a post

## 9. Problem - Solution | Supporting

Provide a solution to the problem by supporting the ones who face the problem

### Template

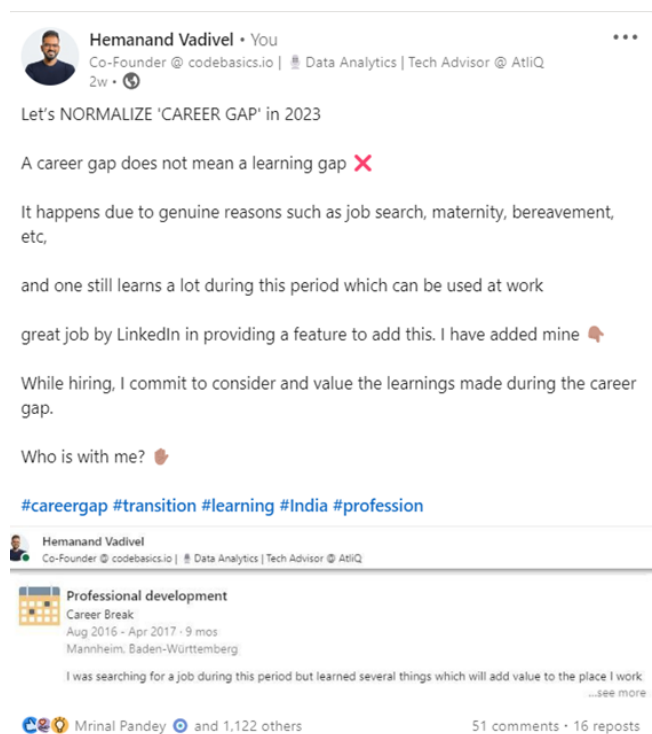
{{Hook Line: Mention a Problem}}

{{Hook Line: Add a Supporting line}}

{{Add value by giving your stand}}

{{Outro: Call to Action}}

### Example:



The screenshot shows a LinkedIn post by Hemanand Vadivel, Co-Founder of codebasics.io and Tech Advisor at AtliQ. The post is titled "Let's NORMALIZE 'CAREER GAP' in 2023". The text of the post discusses the concept of a career gap, stating that it does not mean a learning gap and that it can be a period of genuine reasons like job search, maternity, or bereavement. It mentions that one can still learn during this period and that LinkedIn has added a feature to add this to a profile. The post ends with a call to action: "Who is with me?". Below the text are several hashtags: #careergap, #transition, #learning, #India, and #profession. At the bottom of the post, there is a section titled "Professional development" with a sub-header "Career Break" and a description of a career break from August 2016 to April 2017 in Mannheim, Baden-Württemberg. The post has 51 comments and 16 reposts.

Hemanand Vadivel • You  
Co-Founder @ codebasics.io | Data Analytics | Tech Advisor @ AtliQ  
2w •

Let's NORMALIZE 'CAREER GAP' in 2023

A career gap does not mean a learning gap ❌

It happens due to genuine reasons such as job search, maternity, bereavement, etc,

and one still learns a lot during this period which can be used at work

great job by LinkedIn in providing a feature to add this. I have added mine 🙌

While hiring, I commit to consider and value the learnings made during the career gap.

Who is with me? 🙌

#careergap #transition #learning #India #profession

Hemanand Vadivel  
Co-Founder @ codebasics.io | Data Analytics | Tech Advisor @ AtliQ

**Professional development**  
Career Break  
Aug 2016 - Apr 2017 - 9 mos  
Mannheim, Baden-Württemberg

I was searching for a job during this period but learned several things which will add value to the place I work  
...see more

Mrinal Pandey and 1,122 others  
51 comments • 16 reposts

[Link to Post](#)

## 10. Problem - Solution | Contrary

Provide a solution to the problem by breaking a popular belief

### Template:


{{Hook Line: Mention a popular belief}}

{{Hook Line: contrary line that will falsify above statement}}

{{Add value by providing steps people can follow}}

{{Outro: Call to Action}}

### Example:



**Dhaval Patel** (He/Him) • 1st  
Helping People Become Data Professionals 🚀 codebasics.io | Youtuber - 70...  
4mo • Edited • 🌐

...

I practiced 2000 questions on leetcode and now nothing can stop me from getting a Google offer! 🙌


Wrong ❌

Practicing leetcode questions alone won't help you. Interviewers look for things such as,

- 🚀 Do you ask clarifying questions and demonstrate critical thinking skills?
- 🚀 Do you think aloud, and discuss your approach to show your problem-solving skills?
- 🚀 How you communicate and use interviewers' hints wisely
- 🚀 How you dynamically adjust and come up with new approaches as per the change in requirements

The above tips are from my discussion with [Prasad Wangikar](#) who got 10 job offers (including Facebook, Amazon, Microsoft, and Uber). Check the first comment for full conversation details 🗨️

[#interviewpreparation](#) [#maang](#) [#faang](#) [#interviewprep](#) [#jobinterviewtips](#) [#systemdesign](#)

 You and 748 others

20 comments • 5 reposts

[Link to post](#)

## Hooks

You can even generate hook lines using ChatGPT

Check this amazing post from Filipa Canelas

[Link to Post](#)



Filipa Canelas • 2nd

I help B2B tech companies sell with content | Convert Stran...  
1mo • 🌐

+ Follow ...

Hooks.

They take your LinkedIn posts from 0 to hero.

And ChatGPT can get you a couple of interesting ideas.

But here's the kicker:

Don't simply ask for hooks and call it a day.

Instead:

- > Make your hook as specific as possible.
- > Make them relevant to your audience.
- > Edit your hooks 10 times.

Want this 49-hook database?

Comment below 🙌

[Hook Database](#)