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:

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:

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:

[Link to Post](#)
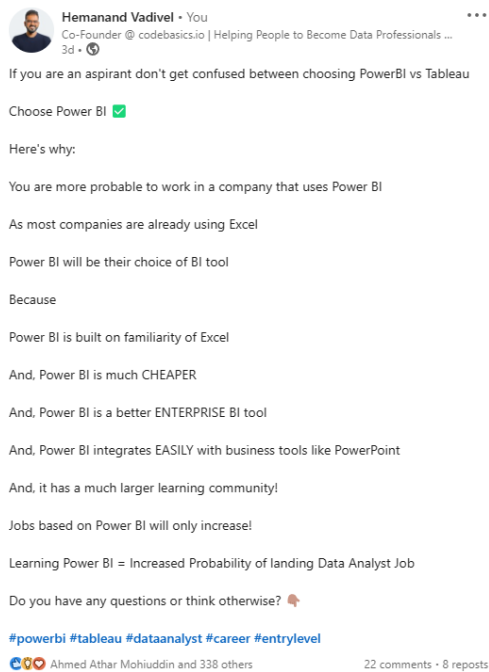
6. Comparison | A vs B

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:

Hemanand Vadivel · You
Co-Founder @ codebasics.io | Helping People to Become Data Professionals ...
3d · 🌐

If you are an aspirant don't get confused between choosing PowerBI vs Tableau

Choose Power BI ✅

Here's why:

You are more probable to work in a company that uses Power BI

As most companies are already using Excel

Power BI will be their choice of BI tool

Because

Power BI is built on familiarity of Excel

And, Power BI is much CHEAPER

And, Power BI is a better ENTERPRISE BI tool

And, Power BI integrates EASILY with business tools like PowerPoint

And, it has a much larger learning community!

Jobs based on Power BI will only increase!

Learning Power BI = Increased Probability of landing Data Analyst Job

Do you have any questions or think otherwise? 👇

#powerbi #tableau #dataanalyst #career #entrylevel

Ahmed Athar Mohiuddin and 338 others   22 comments · 8 reposts

[Link to Post](#)

7. Report | Event

Template

{{Hook line to call our the importance of a event}}

{{Add Value by giving your perspective}}

{{Outro: Call to Action}}

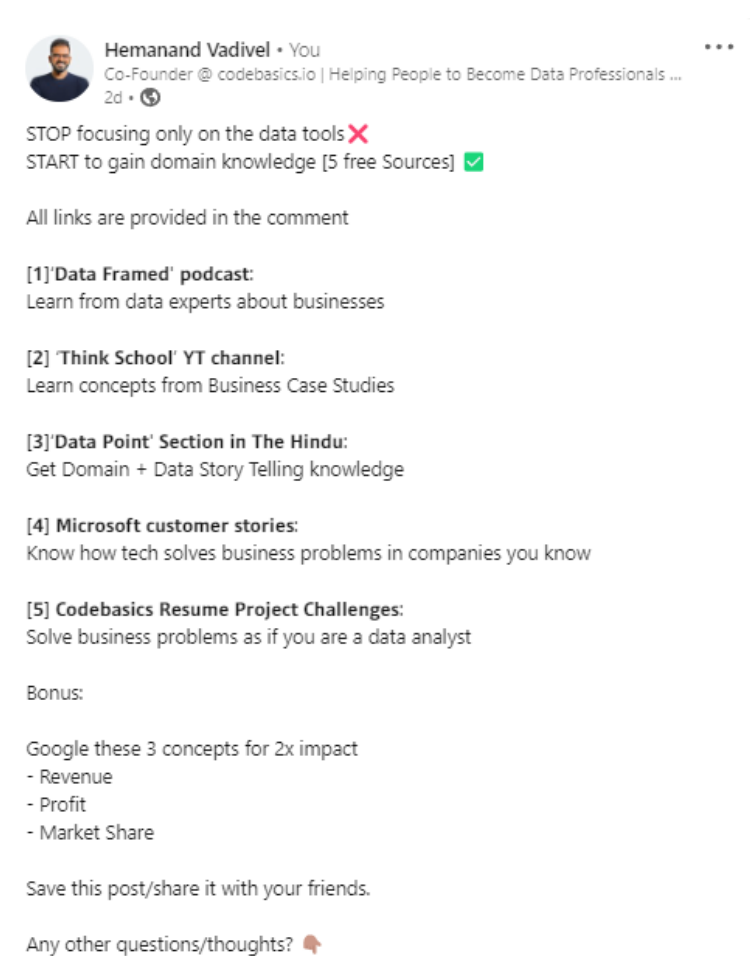**Example:**

[Link to Post](#)

8. Report | Resource

Template

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

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

{{Outro: Call to Action}}

Example:

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

STOP focusing only on the data tools ❌
START to gain domain knowledge [5 free Sources] ✅

All links are provided in the comment

[1]'Data Framed' podcast:
Learn from data experts about businesses

[2] 'Think School' YT channel:
Learn concepts from Business Case Studies

[3]'Data Point' Section in The Hindu:
Get Domain + Data Story Telling knowledge

[4] Microsoft customer stories:
Know how tech solves business problems in companies you know

[5] Codebasics Resume Project Challenges:
Solve business problems as if you are a data analyst

Bonus:

Google these 3 concepts for 2x impact
- Revenue
- Profit
- Market Share

Save this post/share it with your friends.

Any other questions/thoughts? 👇

[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
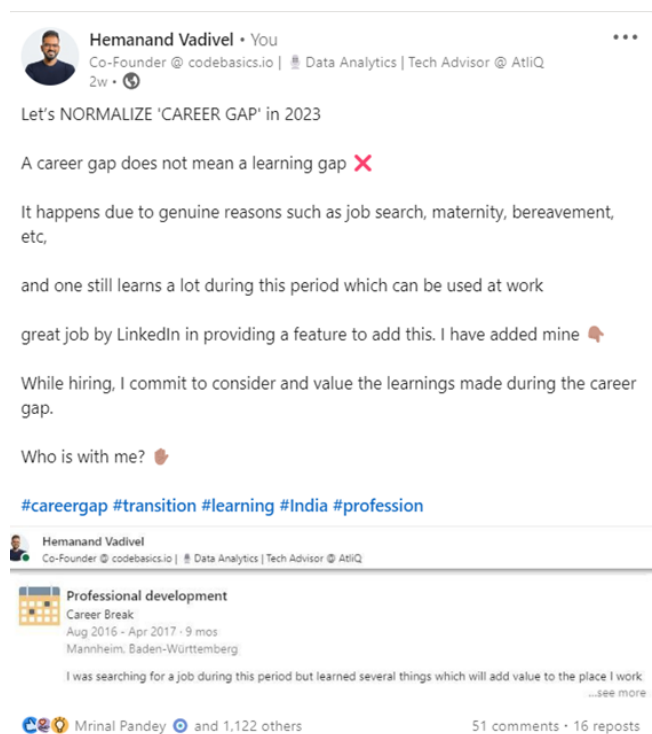
{{Hook Line: Mention a Problem}}

{{Hook Line: Add a Supporting line}}

{{Add value by giving your stand}}

{{Outro: Call to Action}}

Example:

[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:

[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](#)