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week 5

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Power of Data in business →

Issue: A topic or subject to investigate

Question: Designed to discover information

Problem: An obstacle or complication that needs to be worked out

Business Task: A question or problem data analysts answers for a business

Zoo: problem solved using previous data so as to have right amount of staff every day.

Data is a powerful tool & with great power comes great responsibility.

"And you're doing a super job taking in all of the info"

LM40 Rachel: "I think one of the most important things to remember about data analytics is that data is data"

whattttttt?

"I think that data ~~at~~ & breathes like a living thing"

Advice: → keep at it!

If the angle isn't working try another one
ask a different question. Eventuall the data will yield
You'll get what you are looking for.

* Understanding data & fairness

Fairness: Ensuring that your analysis doesn't create or reinforce bias.

As a data analyst you wanna help create systems that are fair and inclusive to everyone.

Sounds simple !!!

Here's the tough part: There's not a standard way

Sometimes conclusions based on data can be true and unfair.

What to do?

A company, sorta boys group data shows male employees are better performers, hence they should hire more men.

But it's not a fair conclusion.

- > Paints incomplete picture (doesn't consider all data)
- > Doesn't think about impact of other factors. (toxic work environment, etc).

* men succeeding is true but it ignores other factor which isn't fairness.

> As soon as you start analysis start thinking about fairness & its conclusion.

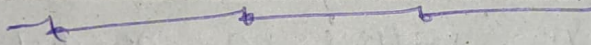
Alex: fare & ethical data decision?

"How do we actually improve the lives of people by using data?"

Most of the data that we are going to encounter comes from people so we can say "data are people"

- ① Take responsibility of people represented in the data
- ② How to keep aspects of their data protected & private

"Data is ever growing!" There's no evidence that data is shrinking.



Q. How you can tell if a job is good fit for you

> Every industry has specific data needs that have to be managed differently by their data analysts.

* The same revenue data can be used differently by their data analysts

- > Financial services
- > Telecom
- > Tech

Ex. Financial ~~data~~ analyst at a bank post public revenue data of ^{Telecom} company X to create a forecast that predicts where revenues will be in future to predict stock price.

Ex. Telecom company's Business analyst uses its revenue data to advise sales team.

Ex. Tech, data analyst at a company who created a customer management tool for telecom company X will use the revenue data to measure how efficiently their software is working.

* Every industry use the same data differently hence they require people with different skillset.

You should decide a job role based on what fascinates you

- > Do you want to contribute in health care
- > Help people save for retirements
- > Determine risk factors in investment
- > Interested in growth of city

The key is to think about your interest early in your job, this'll lead you in right direction and will help in Interviews also.

So, when the employer wants to know why you're interested in there company? & how you can contribute them?

You'll have a perfect Answer and you'll be a stand alone figure.

**** WHERE you work & WHO you work for?**

But remember, you should be enjoying yourself

**** IMPs →**

- ① How you wanna use your skills?
- ② Search for job which allow you to do that
- ③ Location & travel

Remote? > Does your preferred industry have opportunities in your area?

> City? Suburb?

> wanna stay local or relocate?

> commutes? walk, drive, bike, public transport

Pay attention to these :-

New set of questions?

- > Do you work best with team or alone?
- > Do you prefer set routine or like trying new thing by taking new projects
- > Do your values match to companies values?

Interview
Crack

Sarah : Reacttet.

"Think about a time where you've used data to solve a problem, whether it's in your profession or personal projects."

"Increase your professional network"

- > LinkedIn
- > GitHub
- > Local meetups

} showcase your uniqueness

"It's really important to have your LinkedIn updated along with websites, like GitHub where you can showcase a lot of the data analyst projects you've done."

"Prepare questions for the interviewer"

- > should not be broad
- > should be what helps you understand the team & job better

If Case Study Asked

If you are given a case study in an interview you should expect to be given a business problem along with a sample dataset.

Then you'd be asked to take the sample dataset & analyze it! And come up with a solution.

Prepare in such a way that you analyze the data and come up with a solution that relates back to the data.

"Sometimes there's no right answer, and most of the times interviewers are looking to see your thought process and the way you get to your solution."

She recommends, "If you find a role that you are highly interested in then to not only apply for the role but go the next step!"

"Look for the recruiter, look for the hiring manager online. See if you can reach out to them and set up a coffee chat or send them your resume directly."

It shows your eagerness & interest

Sometimes you don't get response, but you try multiple different times and maybe you'll get it sometime

Wrap Up →

Introduces next instructors & course.

Man I wish he'd have stayed!

** Be humble and inquisitive & to ask questions.

story: A junior had no coding background,
he tried to study multiple languages by himself.
Didn't ask team for help & questions.

Granted, that there are 100s of great places
to answer your queries.

But at the end of the day, the best resource
is your team & mentors.

** "The bottom line is you don't need to know it all!"
There are no bad questions!

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COURSE 1 FINISHED!