Thinkful: Career planning document

This document will collect and organize your work in the career planning lesson of the prep course. Complete each section after reviewing the relevant assignment in the course material.

## Section 1: Explore the landscape

*Write your one to three paragraph reflection for assignment 4.1.1 here.*

Data Science is the process of using data to draw conclusions about relevant information. The process includes asking questions, data finding, data wrangling, data visualization, and communicating effectively about findings.

The Data Scientist Survey classified me as a Data Creative with top skills in Programming. I wholeheartedly agree with the assessment that my interest in data science stems from its diverse applications, ranging from simple exploration to more expansive problem-solving. I certainly enjoy programming, but the reason I want to take this course is for a more holistic approach to the math and statistical elements. For instance, I certainly could not explain what a p-value was before I stared the prep course materials. I look forward to expanding my knowledge on other topics in the field as time goes on. I also do not know a whole lot about the business side of things, so creative was the natural choice for placement.

The Data Science Radar classified me with the following stats:

Data Wrangler: 4.7

Programmer: 4.4

Technologist: 3.6

Communicator: 3.1

Visualiser: 2.9

Modeller: 2.5

When completing the surveys, I answered the questions as though I had completed the bootcamp. This course focuses primarily on the actual data and the tools that aid in data manipulation, therefore, I am not totally surprised at the survey’s outcome.

## Section 2: Job postings

*Find five job postings you're very interested in and post them here. Focus on one city. Don't just post the links; job postings have a way of disappearing after a while.*

### Job 1

* + Company name: indify
  + Title: Data Scientist
  + Why did you choose this job? Provides an opportunity to learn about multiple aspects of the job, as you’ll have your hands in all aspects of development. The technologies that they are looking for overlap with those taught by Thinkful. I really enjoy music and the company mission is an interesting one.
  + Link: https://www.indeed.com/cmp/indify/jobs/Data-Scientist-86f0ee0fb3cfe734?q=Data+Scientist

### Job 2

* + Company name: Squarespace
  + Title: Data Scientist
  + Why did you choose this job? I admire Squarespace’s business philosophy/mission that allows consumers without a tech background to build a web presence. The benefits are great.
  + Link: https://www.glassdoor.com/Job/jobs.htm?suggestCount=0&suggestChosen=false&clickSource=searchBtn&typedKeyword=data+scientist&sc.keyword=data+scientist&locT=C&locId=1132348&jobType=

### Job 3

* + Company name: AdTheorent
  + Title: Data Scientist
  + Why did you choose this job? Real time bidding to reach ideal audiences in an ad campaign sounds very interesting.
  + Link: https://www.indeed.com/cmp/AdTheorent/jobs/Data-Scientist-39821c563201dbdc?q=Data+Scientist

### Job 4

* + Company name: Morgan Stanley
  + Title: Quantitative and Derivative Strategies Data Scientist
  + Why did you choose this job? I’m fairly interested in the financial applications of data science. Morgan Stanley is a very distinguished brand.Link: https://ms.taleo.net/careersection/2/jobdetail.ftl?job=663836&src=JB-10147

### Job 5

* + Company name: NBCUniversal
  + Title: Data Scientist, Forecast Analyst
  + Why did you choose this job? This is one of the largest media and entertainment companies in the world. Having the opportunity to work for them would be incredible
  + Link: https://sjobs.brassring.com/TGWebHost/jobdetails.aspx?jobId=363787&partnerid=25354&siteid=5108&codes=AD007

## Section 3: Your company hitlist

*Find five dream companies (whether or not they're hiring data scientists right now) and add them to this hit list. Focus on the same city you did for job postings. Include a sentence about why you added each company.*

### Company 1

* + Company name: Bloomberg
  + Why did you choose this company? Company with heavy reliance on data for financial analysis and media output.

### Company 2

* + Company name: Spotify
  + Why did you choose this company? I Popular music streaming company that makes heavy use of data to determine new playlists and music radios.

### Company 3

* + Company name: Amazon
  + Why did you choose this company? Amazon is the best online marketplace in the world. Constantly innovating and is predicated on the fact that it generates so much data about consumer tendencies.

### Company 4

* + Company name: Vimeo
  + Why did you choose this company? Video streaming website that I have personally used and liked. I’m sure this company uses various data techniques to determine trending videos, playlists, and recommendations based on previous history.

### Company 5

* + Company name: Rockstar Games
  + Why did you choose this company? One of the most prominent video game publishers of all time. I’ve loved their products and they probably use data to gauge player interest with a game.

## Section 4: Find your people

*Add the data science related events in your area and find LinkedIn profiles for local data scientists working at the kind of job you want.*

### Local data science events:

* Data Driven NYC
* Python for Data Science & Analytics
* New York Data Science

### Local data scientist from a company on your hit list:

* Karina Bunyik – Data Scientist at Spotify

### First or second degree connection in the industry:

* Nicole Goebel – Data Scientist at Aclima Inc.

## Section 5: Write your own story

*Make the work you've done so far concrete.*

### Describe your ideal job to an industry professional

My ideal job is that of a data analyst/scientist. I use data sets to create market strategies that encourage increased revenue and raised profit margins. I build predictive models and implement machine learning algorithms that predict consumer demand and manage risks. I identify trends and relationships between variables in a data set and draw the appropriate conclusions. I don’t see myself working in a particular industry, as much as I see myself working for a company that values the skills of a data scientist. A company that values the immense wealth of information that data gathering and analysis can bring. Any company can profit from data science, whether it’s targeting new consumer groups, determining the best products to push to the forefront, or choosing the most pertinent advertisements based on consumer input.

The tools that I use are python and its relevant scientific tools and modules, SQL(both relational and non-relational databases), supervised and unsupervised machine learning, and big data tools like Spark. I specialize primarily in time series analysis and forecasting business metrics. My secondary strength is creating the necessary visualizations that provide a comprehensive narrative of what the data represents.

### Describe the same job to a non-technical family member

I use and collect data to recognize trends in the consumer market. I use sprawling data sets to determine if variables are meaningfully related. I then plot that data to tell a story that supports the information.

### Draft your aspirational professional summary

As a data analyst, I use data sets to create market strategies that encourage increased revenue and raised profit margins. I build predictive models and implement machine learning algorithms that predict consumer demand and risk management. I plot the relevant data to tell a story that pertains to the information collected. The tools that I use are python and its relevant scientific tools and modules, SQL(both relational and non-relational databases), supervised and unsupervised machine learning, and big data tools like Spark. I specialize primarily in time series analysis and forecasting business metrics.