I'm going to tell you something really controversial but everyone shouldn't become a data analyst the competition is just too high and it's not made for everybody but there are other analyst jobs with lower competition still high salaries and no experience or degree required and the data analyst is a very general role but there are also more specific analyst roles and you'll still be an analyst and many skills overlap but it's just that you're doing it for a more specific thing and there are many benefits to being specialized there may be lower competition for jobs and higher pay and more interesting work today I'm going to show you 10 analyst roles that hire entry level candidates and most of these will be available to you even without a degree and without any experience so let's just get started right away imagine a small local coffee shop that is struggling to survive it's been a rough season and they need more customers so what do they do well they hire a marketing analyst named Jamie who dives into their customer data jaie is able to uncover valuable insights about what the customers actually want and find some new opportunities that they can make use of by taking action on these new insights the coffee shop sees a significant increase in both customers in the store as well as overall sales and the coffee shop can live yet another day so a marketing analyst is basically responsible for using data to improve the marketing of a company and it could be customer preferences different buying habits and their competitors as well the average salary for marketing analyst will of course depend on your location your industry and your experience and all that stuff but it's often around 880,000 per year in the US which means around 60k on the low end and about 100K on the high end so what does the future look like for marketing analyst well businesses they understand that they need a combination of data and marketing and that it's really important and for my sources that I checked which I'll leave in the description it's projected to grow at around 19% from 2018 to 2028 which is way faster than most jobs it is also worth noting that you don't need to stay as a marketing analyst for the rest of your life if you want to climb the ranks or do something else you can even become a marketing manager or even a director of marketing and there are many different things that you can do as a marketing analyst so how do you get started as a marketing analyst well one way is to learn Basic Marketing principles as well as analytics and then kind of combine that together with data analysis while also becoming familiar with things like Google analytics and different tools for those purposes meta actually has a pretty good course that you can take which is called meta marketing analytics professional certificate and it's going to give you a solid introduction to the field at a low cost or even free if you take it for free up next we have the sports analyst so imagine a small unknown basketball team with great players but limited resources and they're really struggling to compete against the better funded teams that have you know great coaches and staff and huge budgets but this team decides to hire a young sports analyst called Max and Max is a lifelong fan of basketball but he also has an eye for patterns and statistics although he doesn't have a formal degree Max has now become a sports analyst for this this team and he identifies unique strengths in their playing style and also pinpoints their hidden weaknesses so that they can improve in their play style the new insights from Max lead to massive improvements and eventually the team starts to win more and more games he's completely turned the team around and they're just wondering why they didn't hire him sooner so what does a sports analyst actually do well they use data and statistics to evaluate the performance of athletes and teams to assist in strategy development the salary estimates will vary a lot but one source claiming around 67,000 per year and another one around 72,000 but I really want to emphasize that if you're at the top tier teams or you're like the top tier sports analyst you can make way way way more money and the pay will really depend on the you know teams and the leagues and the companies that you work with but the main benefit of this job isn't the pay but rather that it gives you a complete unique opportunity to bring your passion for sports and analytics together and actually help teams and real athletes using data as a sports analyst you're likely going to work within a specific Sport and also become more specialized as you do so how do you get started well you of course need a deep understanding of the shown sport which you might already have as well as a strong foundation in statistics now for my research it does seem like the career path isn't always as clear here and the networking can be really important as well you can kind of start by building some experience volunteering for local sports teams doing different internships with organizations or you can even do a person project analyzing Sports data next up on the list we have the business analyst and there's a medium-sized tech company that's facing a lot of challenges with their new product launch the product just isn't selling as much as they thought but they don't really understand why that is it's time for our business analyst to get to work he conducts a thorough analysis of everything from customer feedback to how the product is sold to the actual end consumers the insights help this team not only boost the product sales but also streamline the product management in the process and become way more efficient which helps to make future launches significantly better but what does the business analyst actually do well they bridge the gap between it and the business units using data analytics to help improve the business and their performance and they understand what the business actually needs the different requirements and their objective is to figure out data driven solutions to these different problems for that reason a business analyst will make around 74 to 93 ,000 per year in the US and the role is projected to grow about 9% from 2018 to 2028 so about 10 years which is also really really good and that's not surprising as with all of these roles because data is really important now during your career as a business analyst you can of course become a senior analyst or a manager or whatever you want to do and you can also transition into project management or other business functions or even data analytics if you want to all right number four is the Environmental analyst and we're actually in a critical time right now there's a Coastal Village that's suffering from declining fish populations and a lot of water quality issues this affects many things including the local fishing industry that all of the locals survive on without fish and a healthy ocean they cannot sustain themselves Leo is an environmental analyst working for a local environmental agency by the United Nations and he gets to the village and starts taking samples which he then analyzes as well as investigates the fishing and other activities in the area his findings lead to the identification of a pollution source and that they've been over fishing for years leading to a decline in available fish based on his new recommendations The Village Council implements new policies and strategies which results in a slow but significant Improvement of the water quality and finally a restoration of the marine life in the area that is the work of an environmental analyst they basically conduct assessments analyze data and develop recommendations for Environmental Protection most people that do this are surprisingly or not surprisingly very passionate and appreciate the fact that they can make a real impact on the environment but they of course still need to get paid and they make on average around 58 to 69,000 per year in the US the job has a positive outlook with an expected growth rate of around 6 to 8% from 2018 to 2032 you can also become a more senior analyst or specialize in something you're passionate about you can work in policy development or even becomes some manager or director of some you know National or Global Environmental program there are many different paths that you can go down in this career now I need to just put out a disclaimer here that this one is going to be harder than the other ones because you'll need a background in environmental science and ecology and the most direct path that you can get to you know break into the field is to Simply get a degree in the field if you want to do this it's also a good idea to look into volunteering in different organizations that help the environment it's a great place to meet the perfect connections but also just have a good time if you like it but now we're done with all of the positive impact so let's make some money next up we have the financial analyst and if you've always had an interest in numbers and different financial markets and you're you know curious about how companies manage their finances and make different Investments then this job is probably something for you here you'll be responsible for assessing the financial situation of a business analyze their financial data and guide their investment decisions all really important stuff and that's why you're well paid now the average salary shows around 70,000 per year here which is pretty similar to the other ones but it can also be way higher as well at the top firm so don't let it completely fool you the salary can be a lot higher as well the job outlook is pretty good for this one too because it's relatively stable it's not a new job by any means and there are you know many different types of opportunities across different Industries and the demand for financial expertise in the business world is not going anywhere anytime soon the employment is projected to grow around 9% from 2021 to 2031 which is great as well so how do you get started with this one well here a bachelor's degree will often be needed let's just be honest for example in finance economics and so on and you can then also get certified for example as a CFA or chartered financial analyst certification a common way to succeed as a beginner in this field is to get an internship or an entry-level position in a financial department where you can learn a lot of things on the job as well as climb the ranks one step at a time and here networking can also be really the key to success all right next up on the list we have the medical analyst but for this one you don't need to be a doctor or something don't worry but in this case there's a crisis a major Hospital in Texas are struggling to manage their growing patient data effectively it's become a nightmare in the hospital and it's now leading to delays in treatments and a lot of different challenges in patient care the doctors input data onto the wrong patients because of all of this mess in the system and this is an absolute crisis but we have our superhero of the story which is our medical analyst Named Sam Sam's always been really fascinated by Healthcare and data but instead of pursuing a medical degree he learned data analysis himself Sam begins to analyze the problem looks for a solution and then begins to implement a new data management system for the hospital medical analyst is basically someone who specializes in analyzing clinical data to improve health care services and different patient outcomes and this can include the different records of patients the treatment outcomes and also a lot of different health care processes it is all about using data and collaborating with Health Care Professionals to improve the overall treatment provided to the patient so I think it's a very very important job to say the least and the average salary is not as high as the financial analyst with around 60,000 per year but you can also make way more if you're specialized this is really important because a lot of data and things are getting more complex in the healthcare industry you know we have online Healthcare Providers we have hospitals with thousands of clients and they have to store all of this data and there's a lot of opportunities and risks involved in all of these things that is why the demand for this job is very strong now to get started you should have a good understanding of math and statistics be proficient with data storage wrangling warehousing and data mining and also comfortable with languages like python R and SQL of course not all of them but you'll be able to you know work and do the things they need to do you should also understand visualization tools and also have an interest in healthcare like actual industry knowledge next on the list we have the HR analyst and this is espe Al valuable for larger companies with a lot of employees because that comes with many different challenges when you have like a huge Workforce it is very difficult to expand the workforce to find the right people to know what rules to hire and what to actually pay people as well as other challenges that appear when you're building a team especially a large team so you're probably not going to be an HR analyst for like a small firm with 10 people there's simply not enough work to do for you but if you are working you probably work at like a big firm a day in the life of an HR analyst might start with analyzing employee turnover data and then you might move over to developing a new employee feedback survey and at the end of your day you might present some of your new insights to the management team simply put an HR analyst is someone who uses data to improve Human Resource Management from hiring to employee satisfaction and retention it is all about building a better workplace with the right people and the average salary is around 60k per year and your work is also really important here you're helping to shape the company's culture and you're directly impacting employee well-being and productivity so you'll also often work with top management for this reason now the job outlook is good companies are constantly pressured to create good environments for their employees and live up to the standards like different diversity standards and just making sure everybody's happy with this job your career path could also lead you to senior H analyst or also to specialize roles like talent management or organizational development there are many different opportunities so how do you get started in this one well you should have a foundational knowledge in both human resources and data analysis because it's kind of like a mix between the two you're an analyst but specifically for HR next up we have the operations analyst and there's a Manufacturing Company in California that's facing troubles in their production line leading to a lot of delays and increased costs the company brings on Mariah an operations analyst with a mix of analytical skills and good understanding of operational processes now Maria doesn't have a formal degree in operations management she begins to analyze the production processes and discovers a lot of existing bottlenecks and different inefficiencies the company's able to streamline their operations reduce their costs and improve product quality in the process for this reason they're able to increase profit and customer satisfaction at the same time now Mariah is actually an operations analyst and they make around 67,000 per year or a lot higher depending on the sector of course this job also has a wonderful future with the job outlook of around 23% growth from 2018 to 2028 and I think that's the highest one on the list so far it's a really significant number there is a constant need for operational Improvement in businesses making this a very stable and in demand career to get started you should learn business operations Supply Chain management and then combine this with data analytics now you can of course get a degree which will be really helpful to get a job as well as employers respect it but you can also learn most of the actual material and like the things you're supposed to learn for free online all right we're getting to the final analyst roles now but these ones are also really amazing so number nine the market research analyst imagine yourself working for a company that's about to launch a new product there is a challenge in this case and that's actually understanding the target market and potential demand for the product do people actually want the product is it a high demand is there you know low demand or what's the current situation and that is when a market research analyst steps in which is you in this case to gather and analyze real Market data to predict the success of the new product this is really important because often especially with services and physical products you'll need to prepare for a product launch and if you don't have enough products to sell well then you can't sell anything and you also don't want to have too much because that's just a huge waste a market research analyst gathers and interprets data on customers and competitors to help companies make informed marketing decisions like doing Market Research in different focus groups and SE surveys and overall analyzing all of this stuff the salary is about the same as a data analyst you know 70,000 per year on average you can also become a senior analyst market research manager or customer insights manager after a few years to get started you should combine marketing statistics and also have an understanding of consumer psychology all right so now let's break the pattern here and talk about the data analyst role and this role is more General you can do a lot of different things depending on the job description perhaps you'll even do something like the work of a market research analyst or an HR analyst in your role but I hope that I open you up to some of the other opportunities in the field as well and being specialized can really sometimes be the key to success I'll leave any resources mentioned in the description as well as a free road map for beginners and thank you guys watching and have an amazing week