Women in Data Science

Aileen mcdonald

Data???

WHAT IS THIS THING YOU CALL ...
DATA
imgflip.com

I JUST LOVE DATA.
DATA'S MY FAVORITE.

<?php language_attributes(); ?>
<?php bloginfo('charset'); ?>
<?php wp_title('|', true, 'right'); ?>
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rel="pingback" href="<?php bloginfo('pingback_url'); ?>
<?php fruitful_get_favicon(); ?>
<?php wp_head(); ?>
<?php body_class();?>
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if (isset($theme_options['logo_position']))
$logo_pos = esc_attr($theme_options['logo_position']);
if (isset($theme_options['menu_position']))
$menu_pos = esc_attr($theme_options['menu_position']);
$logo_pos_class =
$menu_pos_class =

Data

Data in a day

5,000,000,000

Searches made

294,000,000,000

Emails sent

500,000,000

Tweets sent

65,000,000,000

Whatsapps sent

95,000,000

Videos/photos shared on Instagram

Why is data important?

- Evidence to make decisions in business
- Evidence to make political decisions
- Find out what's working and what's not - improve services
- Find solutions to problems (locally and globally)

Data = information

Different data jobs

Data roles

Data analyst

Data engineer

Data scientist

Data visualisation analyst

Data architect

Statistician

Data journalist

Different sides to data jobs

Code & logic

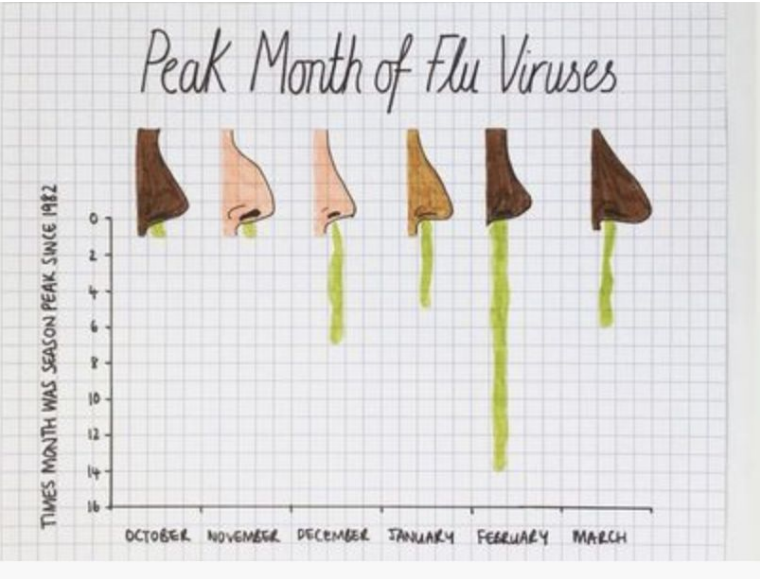
Team player

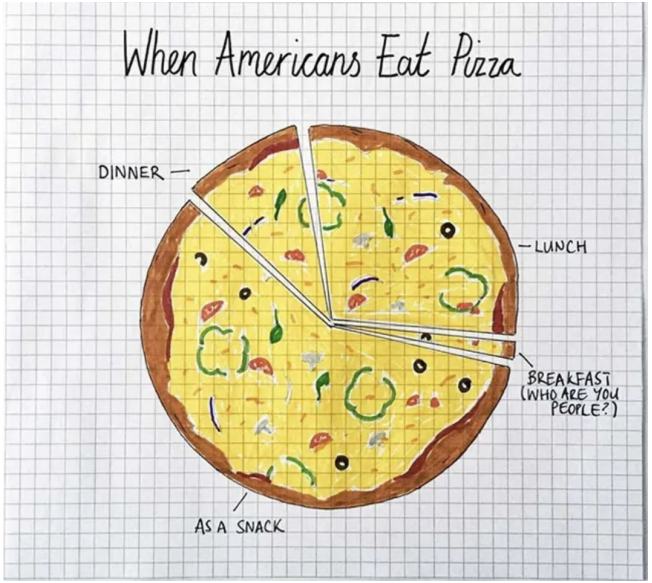
Investigator

Storyteller

Creative

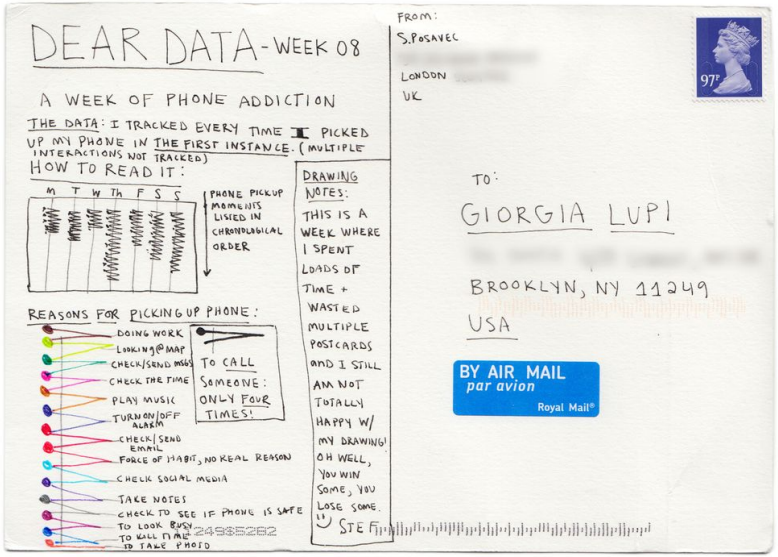
DATA HAS A STORY TO TELL





Mona Chalabi - Data journalist & illustrator

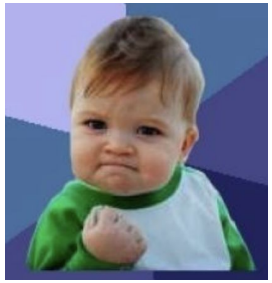
DATA HAS A STORY TO TELL



Dear Data - data drawing project by Giorgia Lupi & Stefanie Posavec

Same logic to analyse...

How memes spread across social media



How disease spread across populations

Industries to work in data

Pretty much every industry!

Image and speech recognition

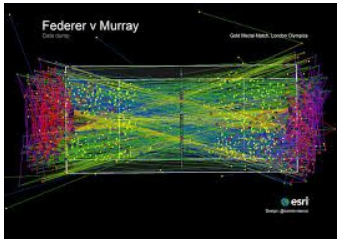
NETFLIX amazon

Recommendations & adverts

YouTube Spotify

Text processing

Sports analysis



Impact society & make a difference

Government services

The Scottish Government
Riaghaltas na h-Alba

Humanitarian aid

Climate change

deforestation

Food banks

DataKind

homelessness

Mental health services

Children's Hospice

SUMMARY

- Don’t be scared of code!
- It’s not just sitting behind a computer doing maths
- Can work in almost every industry
- Skills you learn can be used across many different roles
- Can make a difference in society