Career Planning Doc

Job Search

1. [Ticketmaster](https://www.linkedin.com/jobs/search/?currentJobId=746453910&f_E=2%2C3&keywords=data%20scientist&location=Greater%20Los%20Angeles%20Area&locationId=us%3A49)

I feel that the data they would have available to them across all the different shows and with all the web page hits they get would me interesting to look at. Would love to see how types of bands did at particular venues and which venues were worth having multiple shows ect. And if we are being honest, would love the ticket discount that would come along with the job.

1. [Snap Chat](https://www.linkedin.com/jobs/search/?currentJobId=752460360&f_E=2%2C3&keywords=data%20scientist&location=Santa%20Monica%2C%20California&locationId=PLACES.us.7-1-0-19-99)

The combination of the startup environment, the massive user pool and the fact this company operates in the digital ad space ( the field I am currently in) would make this the ideal situation for me to apply my new found knowledge.

1. [WPromote](https://www.linkedin.com/jobs/search/?currentJobId=663379206&f_E=2%2C3&keywords=data%20scientist&location=Santa%20Monica%2C%20California&locationId=PLACES.us.7-1-0-19-99&start=75)

Another company in the digital advertising field. I know someone who works at this company and know that they would have vast amounts of data available to them as well as a good benefits.

1. [Sony](https://us.experteer.com/landingpage/signup_vertical_with_recommended_jobs?cms_page_type_id=3&job=13271170&signup_link=export_feed_job&utm_content=job&utm_medium=metasearch&utm_source=linkedin&v_signup_style_v3=true)

Have always loved video games - to be able to see what is going on behind the scenes and all the data that is being gathered would be a great change up from the ad tech world.

1. [Kaiser](https://www.linkedin.com/jobs/search/?currentJobId=752771073&f_E=2%2C3&keywords=data%20scientist&location=Santa%20Monica%2C%20California&locationId=PLACES.us.7-1-0-19-99&start=150)

Currently work on a lot of Kaiser campaigns at my current job. It seems like a great work environment – and depending on what data your working with – can make a real positive impact on peoples lives.

Top Companies

1. Adidas – Love the products. Would love to take everything I have learned and put it to use for a company who’s products I have always loves.
2. Nike - Same as Adidas. Would love to work for a company that I have supported for so many years.
3. Google – Google could have some of the most diverse and dynamic data to look at .
4. NBA – the NBA has started to really on advanced statistics far more heavily, and being able to take my data skills and apply it to the NBA.
5. Uber - Similar to google, I think the amount of data and analysis would keep me interested day to day in the work that I would have to do.

Question One

I currently work in digital advertising, and hope to remain in this field. The reason that I have been drawn into this course is because I want to increase my productivity and effectiveness, and be able to gather more meaningful learnings. To do this I really want to be able to do is take large amounts of data from different online platforms, ingest them and compare the date to find inefficiencies across the network of sites we use.

In order to do this I would need to really expand my knowledge of dealing with strings, dictionaries and list. The knowledge of using advanced statistics – mean , median, standard deviation, would be good tools to have but in order to accomplish my goals I need to become an expert and ingesting data. Unfortunately the data is not universally names in each platform, further complicating the compiling of data. I believe it is very possible to be able to ingest the data and make it usable and get a level of insight we are currently not able to achieve with our basic excel reporting. I would love to be able to see what the best performing ad units were by advertiser category, or get insight into which mix of sites with maximize performance while utilizing least amount of total impressions. Eventually I want to make this data into a workable platform, utilizing java and html, but for now my focus is on being able to automate reporting and achieve much deeper insights than are currently available to us.

Question 2

I am currently taking the boot camp to be able to more efficiently do what I am currently doing. So much of my time is spent compiling reports, I hardly have the time to dig into the small details that could take my campaigns to the next level. In addition, because it’s so difficult and time consuming to compile reporting most things are done within the scope of one campaign and we are limiting our sample sizes and are not finding the true efficiencies and infancies of our network. Using Python and other languages would allow me to speed up the reporting process as well allow me to get greater insights .

Question 3

With years of Advertisement Operations experience and experience in data science, my goal is to maximize time and efficiency to ensure that all campaigns are being ran as effectively as possible and that the publishers network is achieving max efficiency.