**Write approximately 200 words describing what you want to learn in this class and what you are most excited to learn.**

I’m very excited to learn all there goes into data analysis and statistically based data to determine how best to filter out data that is most relevant and useful. Some of the programs I’m most excited to learn are SQL and Python given their prominence in the data science industry and are needed skills in today’s growing data intensive job industry but being able to learn these skills in such a short time is also very beneficial. I’m also super excited to work with like-minded individuals who signed up for this class and compare how we all get to a solution together or even in our own separate ways. This bootcamp will also provide me ample networking opportunities and career options down the road and having its affiliation with the Georgia Tech brand name is only a net positive. My hope is that while this is a short course and I know that a lot of outside class time will go into this, that the knowledge and skills learned in this course can jumpstart my career into more data intensive roles within the marketing industry.

**Write approximately 100 words describing how the skills you'll learn in this class will help your career. If you don't have a career in this field yet, no problem! Write about how these skills will help you reach your goal.**

Luckily my career started off in a data intensive role within Marketing Research but while we worked alongside many data scientists we never fully learned all that went behind the scenes of their statistical analysis, we were just expected to be able to explain in simplest forms to our clients. As I have progressed from an analyst level role to now a Sr. Manager, data analysis requires us to not only provide insights but actual tangible insights that clients can benefit and the only way to provide that level of expertise is growing your knowledge of data manipulation and statistical analysis.