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.*

When first introduced to Data Science, I believe it was a career path for someone interested in or already involved in IT or software development. While this does hold true for some folks, I quickly learned that this myth was one that was quickly debunked. Quickly, I found Data Science to be the practice of define and collection information, whether it be large, medium, or small, and determining whether it has value or not. As Data Scientists, we serve as trusted advisors to individuals using our analyses to make actionable decisions.

From Harlan Harris’s presentation, I came to the realization that we are all Data Scientists. Every living person inherently carries the capability to figure out what is useful and valuable, and what is not. This holds true not only in business or our place of work but in our homes and schools, our friends and family and even our own bodies. As our world advances, we gain quick access to more information using smart technology as an essential every day tool.

My survey results informed me that I am a “Data Creative” with top skills in Business. In my current role, I offer Operational Support to teams who need fast facts. While this is an essential component to our organization, there is a part of me who always wants to deliver more, to explore different angles and search for understanding on how the data we provide will impact our company’s future endeavors. I know that once I fine tune my data science skills with this intensive boot camp, I will be trusted to explore such paths.

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: HBO
  + Title: Sr. Data Scientist Programming Analytics
  + Why did you choose this job? Firstly, I love HBO. If given the opportunity to further my data science career at HBO, it would be a no brainer. What interests me most about this position is the focus on analyses that will influence HBO programming and scheduling. My creative side is so interested in not only the content that HBO produces, but how audiences receive them.
  + Link :https://careers.timewarner.com/TGWebHost/jobdetails.aspx?partnerid=391&siteid=36&jobId=798294&Codes=NIND

Job 2

* + Company name: Buzzfeed
  + Title: Data Scientist
  + Why did you choose this job? Buzzfeed is one my favorite websites. To say that I consume their content on a daily basis is an understatement. I spend hours reading articles, taking quizzes and occasionally, just wasting time. This role would hit close to home for me as I would have the opportunity to study data around the website’s user experience, generating insights that could be used to optimized such experience, one which I personally would benefit from.
  + Link: https://www.buzzfeed.com/about/jobs?gh\_jid=734979&gh\_src=8c251x1

Job 3

* + Company name: Google
  + Title: Data Scientist/Quantitative Analyst
  + Why did you choose this job? To say the prospect of working at Google is a dream of mine does not do it justice. I have been entranced by company’s advertised playground of possibilities it offers to its employees. This particular job is definitely a reach for me at this point in time. But I believe that I will acquire and master the broad set of technical skills this position requires by the end of this bootcamp. I also like that the role encourages cross-functionality and interaction between teams as I find my current role is very siloed.
  + Link: https://careers.google.com/jobs#!t=jo&jid=/google/data-scientist-quantitative-analyst-76-9th-ave-new-york-ny-10011-usa-2877600239&

Job 4

* + Company name: Facebook
  + Title: Data Scientist
  + Why did you choose this job? As I briefly highlighted above, I believe that it is important to be a user of the company’s product in which you are employed. Having used Facebook for more than 10 years now, I have a deep interest in being a part of a team that gets to work with Facebook’s key product metrics and have the opportunity to influence those product teams. I would use the visualization and presentation skills when building dashboards and reports. I also have quite an interest in A/B Testing. The opportunity to experiment with the site’s products and explore the results is something so intriguing to me.
  + Link: https://www.facebook.com/careers/jobs/a0I1H00000LBrVKUA1/

Job 5

* + Company name: Michael Kors
  + Title: Digital Analytics, Analyst
  + Why did you choose this job? Although I am interested in more media/entertainment focused companies, I am also open to learning more about ecommerce operations and marketing. This role at Michael Kors would give me the opportunity to practice my technical and analytical skills while exploring a new industry. I also love Michael Kors bags!
  + Link: https://michaelkors.wd1.myworkdayjobs.com/Michael\_Kors/job/New-York-Headquarters/Digital-Analytics-Analyst\_R\_713591-1?source=Indeed&mode=job&iis=Job+Board&iisn=Indeed

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: Google
  + Why did you choose this company? As I mentioned in Section 2, I am awestruck by the idea of working for Google. Google’s mission is to organize the world’s information and make it accessible to everyone. To me, that is more than a mission, it is a revolution. Google is a tool used by individuals all around the world who are seeking information. It is remarkable that Google has provided us with a portal to information that years ago would take years to conjure. Google was also judged as the World’s Most Attractive Employer. It prides itself on sustaining a healthy work environment and work/life balance to its employees. As a young adult female, succeeding at a company is something I long for, but it is a roadblock that many middle-aged women face. Google is rewriting the model on how to lead its employees to success, and I want to be a part of it.

Company 2

* + Company name: Pfizer
  + Why did you choose this company? This is a true company of scientists. Healthcare is an essential field that is always needed. There is a part of me that also has always had an interest in the idea of helping people, in the sense of their well-being. Additionally, according to CareerBliss, pharmaceutical companies have gained momentum by offering more career development programs and opportunities for growth. Also, they have Pfizer Fridays!

Company 3

* + Company name: Facebook
  + Why did you choose this company? I am passionate about the idea of working for a company with a product that I am well versed in. It is a company with youthful employees, among those colleagues I can have more of a shared work environment, currently I work with mostly people twice my age.

Company 4

* + Company name: Netflix
  + Why did you choose this company? I absolutely love Netflix. There is something about getting to work for a company where there is a lot of green lights when it comes to new ideas. As I am well aware, D2C streaming services are a hot market right now, and Netflix is the leading company of its industry.

Company 5

* + Company name: Ben & Jerry’s
  + Why did you choose this company? I hope I do not lose points for this, but it has been a lifelong dream of mine to be a Ben & Jerry’s ice cream flavor tester.

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:

* NYC Women in Machine Learning & Data Science
* ARF Women in Analytics
* New York Cith Big Data Training

Local data scientist from a company on your hit list:

* Alex Chinien (Data Scientist, Google)

First or second degree connection in the industry:

* Jinguo Gao (Quantitative Analyst/Data Scientist, Google)

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 would be as a data scientist for content programming and product analysis. In this position, I would conduct new experimentation methods and partner closely with Program Planning leadership to design experiments that drive key programming decisions. I want to use statistical methods to analyze A/B tests and present my insights to all levels of the company and discover future testing opportunities. Additionally, I would build predictive models for user behavior in which we can optimize our customer acquisition and retention.

The role would involve synthesizing large amounts of data and translating it into actionable insights, through a combination of statistical and modeling methods, programming skills, and visualization methods. I would help develop key metrics and analytic approaches that can be productionalized to help answer key business questions.

Describe the same job to a non-technical family member

My ideal job would as a data scientist for a programming network. Working with big data and conducting user experiments, where I would apply my technical skills to optimize streaming user behavior and the content that our company provides.

Draft your aspirational professional summary

Experienced Data Scientist with a demonstrated history of work in the entertainment industry. I am skilled in Python and SQL for Data Science, Machine Learning, Predictive Modelling, and Big Data Analytics. I want to apply my quantitative and insight-driven research skills to solve problems in the big data space.