Lesson 5 – Creating Your Job Search Strategy

**Questions for Mentor:**

**Anatomy of a Tech Company:**

* Michelle Lai
* How are tech companies structured and where does data science fit in that
* A lot of patterns in software companies
* Most crucial to helping students launch careers in new industry
  + Understanding of the other side
* Tech Company departments
  + 4 groups interacting with customer
    - Marketing
    - UX Research – UX = user experience
    - Sales
    - Customer Support
  + All above pass their requests to Product Team
    - Can prioritize different requests
  + Product team works with Design and Engineering
  + Engineering comes back with feedback on how long it will take/how expensive it will be
  + Then goes to QA
    - Verifies that engineering work is correct
  + Then to DevOps
    - Upgrade configurations
    - Migrate databases
    - Build dependencies
* Where data science lives
  + Data science lives everywhere in a software engineering company
  + Data scientists can be present on all teams
* Describe hierarchy of roles
  + C-Level
  + Data scientists can fall under engineering managers, product managers, or principal/architect
  + Data engineers report to engineers and engineering managers
  + Which track do you want to be?
    - Technical/individual contributor?
    - Manager?
    - Entrepreneurial?
* Roles within Data Science
  + Business
    - Marketing
    - UX research
    - Sales
    - Customer Support
    - Recruiting
    - Benefits/Payroll
    - Finance
  + Product
    - Product Team
    - Design
  + Engineering
    - Engineering
    - Quality Engagement
    - Information Technology
    - DevOps
  + Highest demand is on the business and engineering side
  + Less demand for product data scientist

A screenshot of a cell phone

Description automatically generated

* Fast Quiz
* Thorough Quiz
* Q&A
  + Difference between different sized companies?
    - Smaller companies allow you to contribute to their bottom line, be willing to take on contract work, can contribute to different areas of the business
      * Sometimes brought on as an experiment
    - Larger companies, it is more like the structure described in video
  + If coming out of springboard, what kind of company to look at?
    - Keep an open mind
    - Don’t just follow the fairy tale in your mind
    - Use course as an excuse to talk to a bunch of different people
    - Have a process and a pipeline and follow leads of all kinds
    - Data analyst role can expand beyond initial definition of role
  + Which roles in spectrum are hardest to fill
    - Probably data engineering
    - Projects that show that you’ve handled a high volume of data
    - Software engineers hard enough to find, data engineers are even harder with the specialized skill set
  + Should I go for Data analyst or data scientist role? How do roles stand with relation to each other
    - Analyst is about digging through info that you already have accumulated and surfacing patterns
    - Data science is more about future looking, predicting what should happen in the future
    - Analysts encounter data sets at scale
  + Put off conversations about whether a position is good or bad

**The Job Search Funnel:**

* Recommended strategy, most candidates go the opposite way
* Employers prefer to hire from their network and referrals
* Most impressive way to get a job is not by applying to a ton of jobs online
* Employer funnel:

A screenshot of a cell phone

Description automatically generated

* Job seeker funnel:

A screenshot of a cell phone

Description automatically generated

**The Mindset of a Successful Job Seeker:**

* There is a right company and role out there for me
  + Don’t be afraid to get specific
  + Use feedback to tone search
* I’m the solution to a company’s problems
  + The skills I’m learning are extremely valuable to companies
* Be resilient and learn to handle rejection
  + Takes time, search take 6-9 months
  + A lot comes down to timing
* Relationships first, jobs later
  + Building network is setting yourself up for success
  + Will pay off to do it early
* Avoid one-it is
  + Don’t get pigeon holed into one company
  + Keep funnel with a lot of different jobs at the same time
* Think of failure as feedback
  + Don’t think as failure, think of it as feedback
  + Take an objective step back

**How Successful People Think Differently:**

* All successful people treat life like a night club
* There are three doors
  1. First door where 99% of people go
  2. Second door where billionaires and royalty slip through
  3. But then there is always, always… the Third Door. It’s the entrance where you have to jump out of line, run down the alley, climb over the dumpster, bang on the door a hundred times, crack open the window, and sneak through kitchen. But there’s always a way in.
* 3 ways successful people think differently
  1. Don’t care about the odds
     + The variable when it comes to success isn’t luck. It’s understanding how to dissect problems and figure out the right approach in a world where the blind are leading the blind most of the time.
  2. They’re risk averse
     + Successful people go after what they want but they mitigate risk wherever possible
  3. They play the long game
     + Most people HATE the idea of trying new things unless there’s a 100% guaranteed payoff in sight.
     + Don’t get caught up in day to day, focus on months and years

**Common Mistakes Job Seekers Make:**

* Mistake 1
  + Apply only to a few well known companies
* Mistake 2
  + Apply only to a specific role e.g. data scientist
* Mistake 3
  + Optimize resume endlessly
  + Referrals and networking way more important
* Mistake 4
  + Spray and pray
  + Sending out a bunch of resumes isn’t as useful as using network
* Mistake 5
  + Only focusing on technical part of interviews
  + Behavioral is often first step and is very important
* Mistake 6
  + Ignoring the basics
  + Focus on fundamentals – often what appears in interviews