How to Create a Data Analyst Portfolio That Gets You Noticed

A guide for Data Maverick Premium members

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Online education has many benefits vs. traditional degrees, including speed, efficiency, and cost. However, because online education is a relatively new phenomenon (online courses really started taking off in the mid-2010s), one downside is the "trustworthiness" of your credentials. A degree from a brand name university still, unfortunately, carries more weight despite online courses plus online community and coaching to mimic that university experience being just as effective a path if you're serious about learning.

Fortunately, there are ways to prove that you learned what you learned. I had to do exactly this back in 2016 when replacing a traditional degree with online courses was even less common. The four keys for proving I was successful in learning Data Analytics involved learning in public on the internet:

- **Outline the courses you plan to take**

- **Write/film a short reflection piece for each course you complete**

- **Publish your projects (code and written reports)**

- **Post your online course graduation certificates**

I went with publishing the above content on my GitHub and on my Medium blog. GitHub for storing everything remains a wise choice, however if I were to do it over again today I would publish my course reviews and *summaries* of my projects (#3) in short-form video on a TikTok account. Trust factor for people hiring you is that much higher when they can hear you think and speak out loud.

In addition, today we have DataCamp's Skill Assessments to quantitatively prove your proficiency in each skill within the Data Analyst role (programming, SQL, data visualization, etc.), graded on a bell curve related to your data analyst peers that have also taken the skill assessments on DataCamp. This is huge, as it replicates your grade point average coming out of university. I would therefore add a fifth key:

- **Post your DataCamp skill assessment scores**

Without further ado, here are my recommended steps for proving you successfully learned your Data Analytics skills:

Step 1: GitHub account

Sign up for a GitHub account if you don't have one already.

Here's what mine looks like: https://github.com/davidventuri

Step 2: GitHub repository

Create a GitHub repository dedicated to your Data Maverick Bootcamp.

I've set up a template you can use to store your projects (code and written reports) here: https://github.com/datamaverickhq/datamaverick-bootcamp … Click the green "Use this template" button when logged in to your GitHub account, then follow the instructions here. I recommend naming your new repository *datamaverick-bootcamp* as well.

Follow the instructions I provided in the template repository for how to fill out the README.md files, and adjust as you wish to make it your own.

When you complete a DataCamp Skill Assessment, be sure to take a screenshot and embed it in the README.md files to show off your proficiency.

When you graduate from a course that gives your a certificate, include the certificate in this repository as well.

Here's what my repo looked like for my Udacity Data Analyst Nanodegree, a program I completed in 2016: https://github.com/davidventuri/udacity-dand

Step 3: Medium or TikTok account

Sign up for a Medium blog (if you prefer writing) or TikTok account (if you prefer video).

For Medium people

To start your "learning in public" blog series, write a short post that includes:

- your name,
- your GitHub handle,
- your school/work experience,
- why you're completing the program, and
- a link to the curriculum file (named *curriculum.md*) which is stored in your *datamaverick-bootcamp* GitHub repository that you created in Step 2.

When you complete a course or project in the bootcamp, write a short Medium blog post reflecting on what you learned in the course.

Include a link to datamaverickhq.com in the posts if you wish.

For TikTok people

To start your "learning in public" vlog series, create a short video that includes:

- your name,
- your GitHub handle,
- your school/work experience,

- why you're taking the bootcamp, and
- mention the curriculum (named *curriculum.md*) that is stored in your *datamaverick-bootcamp* GitHub repository that you created in Step 2.

When you complete a course or project in the bootcamp, create a short video reflecting on what you learned in the course and post it to your TikTok.

Mention / tag @datamaverickhq in the videos if you wish.

And that's How to Create a Data Analyst Portfolio That Gets You Noticed. If you have any questions, please ask them in our Discord community so I can help you out as soon as possible.

- David