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.*

From my perspective, organizations should be seen as a living organism that either transform or transfer mater into different forms: products or services. They leave footprints along these processes which are gathered in form of data.

While science is a domain that encompasses creating knowledge from explanations and predictions about universe, it also uses data. The study of data gathered from organizations by using mathematics, statistics, computer science is also trying to explain and extrapolate the future behavior.

This data was used before to look in the past and try to anticipate the future: an ‘organism’ that did something has a bigger chance to repeat that in the future.

Even if it is called a science or not, there are different types of professionals that can interpret data and extract meaning to improve processes. As there are so many ‘’species’, they form groups that are easier to be understood by analysts who have been immersed in their mechanics before.

Processing huge amount of data is not a one man show and for high quality results different types of analysts should be gathered, each with its core competencies: programmer, data wrangler, visualizer, communicator and modeller. Being a professional in 1or 2 areas but knowing some of the other traits can bring you at the table of spinning data. But without a genuine curiosity to answer why and afterwards, how, it’s not going to be an easy path.

## 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: Lufthansa in Frankfurt, DE
  + Title: Data Scientist – Data Science and Engineering
  + Why did you choose this job?

Job description included key words like: spearhead of Customer Analytics, deliver analytical insights, employ statistical and machine learning methods, translate metrics into decisions at scale;

* + Link: <https://www.linkedin.com/jobs/view/456773114/?recommendedFlavor=t>

### Job 2

* + Company name: GfK – Nuremberg
  + Title: (Junior) Data Scientist (m/f)
  + Why did you choose this job?

Gfk is a reputable market research company that processes a lot of data from various areas. Being a company that has analysis at its core I believe it would be a proper environment to start practicing and learning.

* + Link: [Link](https://www.glassdoor.com/partner/jobListing.htm?pos=101&ao=4120&s=237&guid=00000162fdcdb3b7b367c698330ebf9e&src=GD_JOB_AD&t=NS&exst=&ist=&ast=&vt=w&slr=true&rtp=0&cs=1_88b2bcf1&cb=1524676539320&jobListingId=2573518771)

### Job 3

* + Company name: D.C. Media Networks – Berlin
  + Title: Junior Data Scientist (m/f)
  + Why did you choose this job?

Even it is a relative new company it performed well in different economic reviews and tops. They develop marketing strategies so they have access to clients from different domains. I may have the opportunity to work on new tasks and apply many ML techniques. Their job description meets the Thinkful Curriculum.

* + Link: [Link](https://www.glassdoor.com/partner/jobListing.htm?pos=101&ao=4120&s=237&guid=00000162fdd07278a67bd0479097fb34&src=GD_JOB_AD&t=NS&exst=&ist=&ast=&vt=w&slr=true&rtp=0&cs=1_2b4a8653&cb=1524676719224&jobListingId=2693149692)

### Job 4

* + Company name: Amazon – Berlin
  + Title: Data Scientist (m/f)
  + Why did you choose this job?

Amazon is an ocean of data and I guess they employ very competent people.

* + Link: [Link](https://www.glassdoor.com/partner/jobListing.htm?pos=101&ao=82955&s=237&guid=00000162fde8abb086c065c29ea08e1f&src=GD_JOB_AD&t=NS&exst=&ist=&ast=&vt=w&slr=true&rtp=0&cs=1_c1ade45b&cb=1524678306737&jobListingId=2666579510)

### Job 5

* + Company name: Zalando - Berlin
  + Title: Senior Data Analyst
  + Why did you choose this job?

Zalando is a leading e-commerce company that has access to a lot of data from clients around Europe.

* + Link: [Link](https://www.glassdoor.com/partner/jobListing.htm?pos=101&ao=293069&s=237&guid=00000162fdf3c4fba0bce3c244cb8af0&src=GD_JOB_AD&t=NS&exst=&ist=&ast=&vt=w&slr=true&rtp=0&cs=1_ba2d10d9&cb=1524679034108&jobListingId=2555718809)

## 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: Deutsche Telekom – Berlin
  + Why did you choose this company?

It has a relative good grade as an employer on Glassdoor, 3.8, and is a company with a lot of data to harvest.

### Company 2

* + Company name: Bayer – Berlin
  + Why did you choose this company?

Being a pharmaceutical company I could be a good fit with my experience in this area. Besides producing drugs they are selling them too and I can use DS tools on their data.

### Company 3

* + Company name: BMW – Munich
  + Why did you choose this company?

Besides analyzing data I am interested also in learning about their corporate behavior. What kind of rigorously implemented principles do they convey.

### Company 4

* + Company name: McKinsey & Company
  + Why did you choose this company?

An international marketing research company.

### Company 5

* + Company name: IBM
  + Why did you choose this company?

A reputable IT company with a lot of structure and guidance along the journey.

## 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:

* I am not living in an area with data science related events.

### Local data scientist from a company on your hit list:

* Karolis Urbonas - Head of Data Science at Amazon

### First or second degree connection in the industry:

* Nate Silver - Blogger at FiveThirtyEight.com

## Section 5: Write your own story

*Make the work you've done so far concrete.*

### Describe your ideal job to an industry professional

I like playing with data and this current job is providing me with good challenges in the marketing area. I apply logistic regression to see if a customer will buy or not. I also use SVM on classifying subjects into different categories for various marketing campaigns.

Sometimes I have to choose between Decision Trees and Naïve Bayes for deciding whether to invest in a new store in a specific area. This is a huge project as it involves a demographic study of the population and sometimes specific data is hard to find.

I have to make inquiries about size, structure and distribution of population and relationship between economic, social and cultural differences. I am also adding information from web browsing or other online questionnaires and by using boosting algorithms I can make predictions about what are the interests of our clients, but also what prospective clients desire (and how to catch them with target advertising).

Using social media platforms I can analyze what their main interests are and perform sentiment analysis using Deep Learning algorithms.

### Describe the same job to a non-technical family member

The current job is very challenging and I strive to apply the latest algorithms to help the marketing department. I am using a computer and with its special tools I try to see if a customer will buy or not from our website. Other tool is helping me to classify customers into different groups and deploy relevant advertisements.

Another recent project had a goal to discover what is the best place for our next store by taking into account people living in different neighborhoods and their cultural affinities toward our products.

By using the social media platforms: Facebook, Instagram, Reddit or popular forums I am trying to predict if a certain amount of people will prefer a prototype of my future product. I can then tell the investment division what to invest in and with the help of an intelligent marketing campaign to gain a big share of the market.

### Draft your aspirational professional summary

Ready to apply algorithms over data to extract knowledge for clear decisions. Already successful at handling Gradient Boosting and RNN algorithms over sentiment analysis to predict success of a new product.