

ENABLING CITIZEN DATA SCIENCE

THE RISE OF THE CITIZEN DATA SCIENTIST

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We have written a few times about the data scientist profession here in this space (and by the way, we're [hiring](#) for that role as we speak!). The role of data scientist is unique in any organization. As we say in our own job description, the data scientist's function is at the core of organizational success with big data, and data scientists have the critical responsibility of humanizing organizational data to help businesses better understand their consumers. In short, they serve as the interpreters between data and action, responsible for creating and executing strategies that will enable companies to gain a deeper and more nuanced understanding of their users.



Requirements for being a data scientist are pretty rigorous, and truly qualified candidates are few and far between. I wrote about that subject for [Wired](#) last year, and you can read it [here](#). Not everyone has the technical background, the personal skills and the business acumen to be able to pull it off.

But recently, I attended Gartner's Business Intelligence & Analytics Summit in Las Vegas where I kept hearing the same phrase over and over again – the citizen data scientist. The idea here is that tools and technology have advanced to a place where everyday Joes within an organization can leverage them to perform analytic