



Data Scientist: *The Sexiest Job of the 21st Century*

Is data scientist sexiest job of the century?

A few years ago, *The Harvard Business Review* hailed the burgeoning role of data scientist.¹⁰ “The sexiest job of the 21st century.” With his data-

Big data is distinguished by the (3V's) volume, velocity and variety of information that can now be generated and used by businesses to serve their customers. Consequently, many IT professionals are switching their job focus to big data. The nature of the data scientist term is used to describe a person who uses their knowledge of statistics to analyze data. The science is the interesting part. The data is the integral part. The person who is responsible for the data is the data scientist. The person who is responsible for the data is the data scientist.



sense of the mass of data available. Nicola Powell, founder of and data

communicate that to your clients, they're not going to be able to answer their business questions," Powell says. "The other great skill set is curiosity. I've always asked questions and I continue to ask questions."

Powell started her career working in agriculture as a research scientist, but says she did not see lab work as a long-term proposition. Her love of data, research and science combined led her to starting her business a few

A typical day for Powell might see her spending long hours in front of her computer trying to decipher large amounts of numbers and text. Nonetheless, the work is varied, covering everything from customer behaviour to campaign effectiveness to social media analytics to PR. Powell says her clients' end goals are always at the forefront of her work.

"It's all about interpreting results to every level of business,"



When Jonathan Gold arrived for work in June at LinkedIn, the business networking site, the place felt like a start-up. The company had just under 800 accounts, and the number was growing quickly as existing members invited their friends and colleagues to join. But users were seeking out connections with the people who were already on the site at the rate executives had expected. Something was apparent in the social experience. As one LinkedIn manager put it, "It's like arriving at a conference reception and realizing you don't know anyone. So you just stand in the corner sipping your drink—and probably leave early."

view October 2012



THE MAGAZINE

BLOGS

VIDEO

BOOKS

CASES

Guest

Subscribe today and get access to all current articles a

STORE

Books, Cases, Articles, Audio, and More

HARVARD BUSINESS REVIEW ARTICLE

Data Scientist: The Sexiest Job of the 21st Century

by Thomas H. Davenport, D.J. Patil

Source: Harvard Business Review

8 pages. Publication Date: 十月 01, 2012. Prod. #: R1210D-PDF-ENG

Back in the 1990s, computer engineer and Wall Street "quant" were the hot occupations in business. Today data scientists are the hires firms are competing to make. As companies wrestle with unprecedented volumes and types of information, demand for these experts has raced well ahead of supply. Indeed, Greylock Partners, the VC firm that backed Facebook and LinkedIn, is so worried about the shortage of data scientists that it has a recruiting team dedicated to channeling them to the