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.*

In one survey, I scored as a Data Creative with top skills in Business. Truthfully, many of the businessey qualities were qualities that I’m interested in developing, but unsure if I overranked myself on currently. Things I agree with in the description: I do identify as a Jack of All Trades with Programming ability though, and I am indeed interested in Data Science because I see it as a new way to solve problems, and eventually launch my own business.

In the other survey, I scored high in the Modeling and Communicator skills, yet low in the Programmer and Technologist skills. While I have recently put more emphasis on effective communication of ideas to present in ways that others can understand well, I’m surprised that my programming scored so low. It’s probably because I rated my Python skills as it is now.

Data Science means to me the overall profession of problem solving by taking advantage of big data that we can currently use for Machine Learning, which we weren’t able to use before. Like most other professions, there are sub-professions such as entrepreneurs, consultants, managers, researchers, and technicians all within this field, as unique ways to apply our expertise. I self-identify as an engineer, a problem solver, and my goal is to transition to an entrepreneur.

## 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:**  Daxko
  + **Title:**  Data Visualization Engineer
  + **Why did you choose this job?** I prefer the idea of a startup-type company where I can play a bigger role. Bonus points if the startup has to do with something I like: Daxko is a fitness software business, and I’m interested in fitness (and yes, also the customer acquisition side of it).
  + **Link:** <https://www.indeed.com/viewjob?jk=41c0be027a6b12ad&tk=1d17qcbida1gh802&from=serp&vjs=3>

### Job 2

* + **Company name:**  Josh.ai
  + **Title:**  Machine Learning/AI Engineer
  + **Why did you choose this job?** This company is a startup that looks to create many features of the “Smart Home”, which, with Alexa, Nest, and Google Home, looks to be where the future is headed. It’s a hardware/software intersection company that looks like it can be a place that welcomes new ideas, which I have many.
  + **Link:**  <https://www.josh.ai/jobs>

### Job 3

* + **Company name:** FlowHub
  + **Title:** Data Scientist
  + **Why did you choose this job?** The cannibis industry is a new one and it popped up right when business-specific SaaS (such as Daxko and MindBody for gyms) are at an all time high. It only makes sense that there’s a SaaS solution for cannibis businesses, and I enjoy being a part of this new startup.
  + **Link:**  <https://flowhub.com/careers/4097168002>

### Job 4

* + **Company name:** iBotta
  + **Title:** Data Scientist/Machine Learning Engineer
  + **Why did you choose this job?** Ibotta is beyond its days as a startup, but it’s still not big enough to be a red-tape-laden mature corporation. This type of environment would be good as a launchpad for me as a data scientist, in that I’ll be learning data science AND a bit of business, on something I care about (saving money), while building skills for moving onto a startup.
  + **Link:**  <https://boards.greenhouse.io/ibotta/jobs/1459084>

### Job 5

* + **Company name:** AirDNA
  + **Title:**  Data Scientist
  + **Why did you choose this job?** I thought the concept was interesting: finding the optimal rates to rent out your AirBnB listing. I’ve always been interested in the real estate market, especially rentals, and with AirBnB opening up Experiences and other companies starting “the AirBnB of X”, this is a space I’d love to know more about.
  + **Link:** <https://www.airdna.co/careers/data-scientist>

## 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:** Google
  + **Why did you choose this company?**  Because if you have Google experience, you’re set for life. Also, Google has so many projects that I’m interested in, such as Maps, Self Driving Cars, Adwords, and Flights

### Company 2

* + **Company name:** Adventure Projects, Inc (part of REI Coop)
  + **Why did you choose this company?** They make the apps Hiking Project, MTB Project, etc. Any outdoors company will most likely have a company culture that I can get behind.

### Company 3

* + **Company name:** Fitbit
  + **Why did you choose this company?** I have an idea that’ll take the usefulness of Fitbit to the next level. It’s also a company that I hugely admire.

### Company 4

* + **Company name:**  Zillow/Redfin/Trulia
  + **Why did you choose this company?** I’m very interested in real estate data, and these companies will have a metric ton of real estate data for me to play with (and get paid for it)

### Company 5

* + **Company name:**  ANY algorithmic trading company
  + **Why did you choose this company?** I have traded for 6 years, and I think using data science (image recognition, big data modeling) to create models and do backtesting that I typically did by hand, would help tremendously in my trading. Plus, the earning potential.

## 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:

* Thinkful Meetup: Learn to Code (Visualizations)
* Thinkful Meetup: Learn to Code (Build a Predictive Model)
* Galvanize Meetup: Image recognition of Traffic

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

* <https://www.linkedin.com/in/datadasilva/>

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

* <https://www.linkedin.com/in/julianbaldwin/>

## Section 5: Write your own story

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

### Describe your ideal job to an industry professional

I’m using machine learning to learn user patterns in <i*nsert commonly used device such as smartphone or smartwatch*>

I’m using big data and machine learning to increase sales by automated targeting/optimization...

I’m using big data and machine learning to cut down on pilot distractions by targeting and optimizing <*sleep patterns/stimulus patterns*>

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

I make that feature you see in <i*nsert commonly used device such as smartphone or smartwatch*> that allows the device to learn your <*patterns*>

I use <*some sort of data*> to <*either increase/automate sales or solve a very important issue that saves lives*>

### Draft your aspirational professional summary

I specialize in solving critical problems by using machine learning to automate, target, and optimize \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_