

DATA SCIENCE

11 WEEK PART TIME COURSE

Week 10 – *Less Technical Skills*
(but still *really* important)
Wednesday 18th May 2016

1. Non technical skills
 1. Communication
 2. Presentation
 3. Networking
 4. Résumé
 5. Interviews
2. Lab
3. Discussion

DATA SCIENCE - Week 9

 EMAIL ONE OF THE GUEST PRESENTERS OF THIS CLASS



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COMMUNICATION

- › Who's the audience?
- › Clear and concise
- › Know the business
- › Always ask why
- › What's the lever?
- › Over-Communication is better than under-communication
- › Listen hard
- › Break bread



- Does it reveal something that couldn't be done in Excel?
- No spelling errors!
- What would happen if your document was forwarded to other people in the organisation?
- Are you communicating in the same language?

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PRESENTATION

- How you present your work will determine if it gets implemented.
- If your work isn't implemented then it's worthless
- Start with the results and action then dive into how you got there.
- Can your audience understand what's in front of them?
- What questions do you think your audience will have?
- Peer Review

- Explain complex concepts in three stages if you have a mixed audience
 1. Very general level - something your Mum would understand
 2. Slightly technical - something an analyst would understand
 3. More technical - something a peer would understand that communicates the key points

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NETWORKING

- › Sydney is an incredibly connected place for Data Science
- › Meetups are a great way to socialise and find people with common interests.
- › Conferences are great too (but harder to make lasting connections)
- › Your workplace may have some great people you may not have realised - talk to people!



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RÉSUMÉ

- › Tailor it to the position you are applying for
- › Relevant experience
- › Format
 - › Keep it to one page
 - › Use past tense
 - › Keep any descriptions succinct
 - › Avoid colour coding
 - › Send it as a pdf (the best way to ensure there are no scaling issues)

- Only include a "Interests/Hobbies" section if
 - (a) you make it specific such that it conveys something about yourself
 - (b) you have the sense from networking / interactions with the company you're applying to, that they value some of the softer skills.

Proof Points

- › Relevant thesis
- › Relevant course(s) taken - and grades if available
- › Independent projects completed (e.g., Kaggle, self-driven work)
- › Github profile - especially with the code from the independent projects
- › Technical blog

- Don't lie
- Brush up on technology you use before an interview
- Highlight the benefits of your analysis (e.g. x% reduction in customer churn which increased revenue by \$y)
- What were some of the major projects you worked on?
- What was the purpose of them?
- What did you contribute?
- What technologies did you use to complete the project?

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INTERVIEWS


Good Idea?

Bad Idea?

STOP THE DEBATES. MAKE DECISIONS WITH CONFIDENCE.

TEST & LEARN™

Click Here to Read Our Case Studies



TOP DEFINITION



real recognize real

An idiom of hip hop culture used to refer to the tendency or ability for **real** individuals to identify, connect with, or otherwise respect, other real individuals. The usage of real is identical to that in the more generic phrase **keepin' it real**, i.e. genuine, true.

Scalia: "I think equal protection is the most overextended rational in modern day justice"

Roberts: "agreed"

Scalia: "We see eye to eye on this don't we?"

Roberts: "Hey, real recognize real."

Scalia: "word"

by [kelzobaggins](#) November 14, 2007

 573

 110



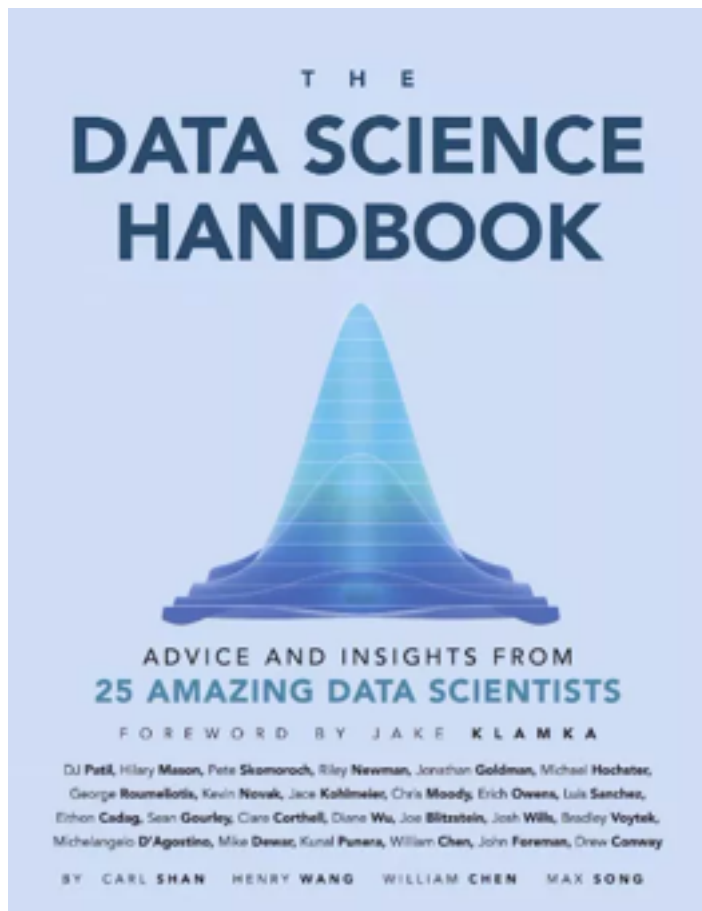
ROZTAYGER



- › What is R^2 (for linear regression)
- › How do you assess whether to include a variable in a linear regression model?
- › How would you assess model accuracy?
- › Explain what regularization is and why it is useful.
- › Explain what resampling methods are and why they are useful. Also explain their limitations.
- › Give an example of how you would use experimental design to answer a question about user behaviour.

- › What is a recommendation engine? How does it work?
- › Which tools do you use for visualization? What do you think of Tableau? R? SAS? (for graphs). How to efficiently represent 5 dimension in a chart?
- › Are you familiar with pricing optimization, price elasticity, inventory management, competitive intelligence? Give examples.
- › How can you prove that one improvement you've brought to an algorithm is really an improvement over not doing anything?

1. What was the last thing that you made for fun?
2. What's your favourite algorithm? Can you explain it to me?
3. Tell me about a data project you've done that was successful. How did you add unique value?
4. Tell me about something that failed. What would you change if you had to do it over again? ...
5. You clearly know a bit about our data and our work. When you look around, what's the first thing that comes to mind as "why haven't you done X"?! ...



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LAB

DATA SCIENCE - Week 9 Day 2

DISCUSSION

- **Presentations**
- **Tasks**

PRESENTATIONS

- **10 mins presentation with 5 mins for questions**
- **What did you do?**
- **What were the results?**
- **What did you achieve?**
- **What did you learn?**
- **What else will you try in the future?**
- **Appendix with any interesting findings**

DATA SCIENCE - Week 9 Day 2

Task List

- ☐ **Let me know if you'd like to present on Monday or Wednesday**
- ☐ **Do a draft outline of the talk**
- ☐ **Do more modelling :)**