Data is essential and should define how we improve products and user experience in the process

BUILD — **MEASURE** — **LEARN** — PRODUCT

Introduction
What it is and what are the definitions?

Data Analytics
Is a process of collecting, cleaning, analysing and visualising data in order to extract insights and make informed decisions.

It involves using statistical methods and software tools to identify patterns and trends and to draw conclusions based on the analysis.

Business Intelligence
Is a process of collecting, analysing and presenting data in order to support business decision-making.

It involves using data to gain insights into business operations and performance and to identify opportunities for improvement.

Data Science
Interdisciplinary field that involves using statistical and computational methods to extract insights and knowledge from data.

Combines elements of statistics, computer science and domain expertise to develop and apply algorithms and predictive models.

Role composition
Key responsibilities for the roles?

Data Analytics
Collect and clean data from various sources

Analyse and visualise data using different tools to identify trends, patterns and insights

Communicate findings to stakeholders and recommend actions

Develop data quality controls

Collaborate with cross-functional teams

Business Intelligence
Identify business KPIs and develop scorecards to monitor performance

Create, develop and maintain business reports and provide insights to key stakeholders

Monitor, analyse and visualise metrics to identify areas of improvement and opportunities for growth

Data Science
Develop and test predictive models

Extract insights from complex data sets

Use statistical method to validate model accuracy

Work with large and complex data sets

Develop and implement data automation and optimisation

Role composition
Seniority levels

Junior
Collect and clean data from various sources

Create basic reports and visualisations to communicate findings

Support senior analysts and work under their guidance

Maintain data systems

Communicate findings with the help of senior analysts
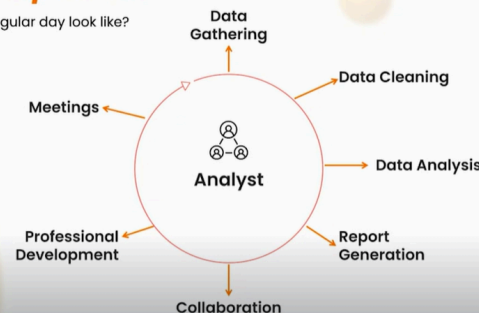
Intermediate
Analysing complex data sets and identifying insights

Create reports and dashboards to communicate findings

Lead data analysis projects and coordinate with other teams

Work closely with stakeholders to understand their data needs

Senior
Developing data strategy for org's

Use advanced statistical techniques and machine learning to identify insights

Responsible for managing a team of data analysts and providing guidance to junior members

Work closely with senior management

Role composition
How does a regular day look like?

Analyst
- Data Gathering
- Data Cleaning
- Data Analysis
- Report Generation
- Collaboration
- Professional Development
- Meetings

Decentralised Teams
Analysts report into specific business units

Centralised Teams
Analysts are members of a core group

Hybrid Teams
Adopts aspects of both models

Role composition
Team operating models

Decentralised
Mostly used in mid or larger sized organisations

Specific units have the budget to hire and support their own teams

Drawback is that it can lead to isolated teams – there is little to no collaboration and knowledge sharing
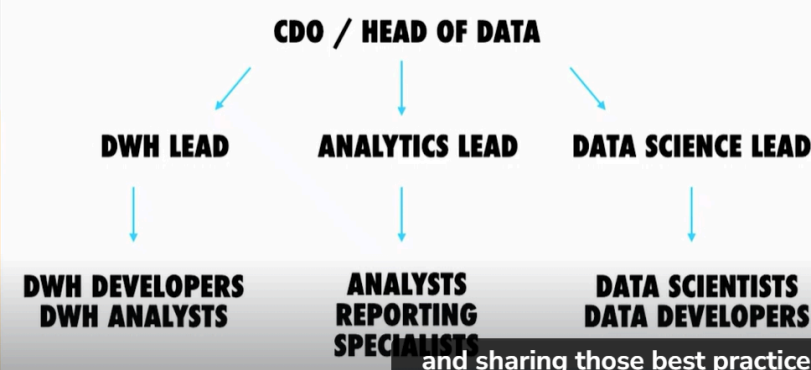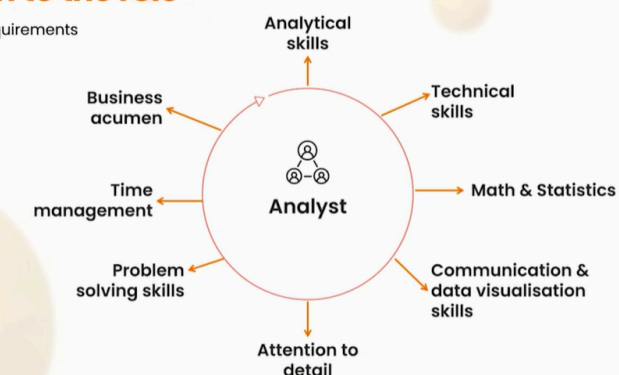
Centralised
Reports to single person

Enables resource allocation inside orgs to projects

More focus to analytical challenges

Challenge is that it can be hard to assess and meet demands for incoming projects

Hybrid
Adopts both approaches

Usually inside larger orgs where decentralised teams support different global business functions

Center of excellence which serves as a hub to document best practices

and meet demands for incoming...

CDO / HEAD OF DATA

DWH LEAD → **DWH DEVELOPERS DWH ANALYSTS**

ANALYTICS LEAD → **ANALYSTS REPORTING SPECIALISTS**

DATA SCIENCE LEAD → **DATA SCIENTISTS DATA DEVELOPERS**

and sharing those best practices.

Path to the role
Skill requirements

Analyst
- Analytical skills
- Technical skills
- Math & Statistics
- Communication & data visualisation skills
- Attention to detail
- Problem solving skills
- Time management
- Business acumen

What's next
Understanding if the role is a fit

Love for numbers
If you find yourself naturally drawn to working with numbers and data, and enjoy using data to solve the problems

Enjoy learning
This field is rapidly growing and there is always something new to learn. If you are naturally curious then this is the correct field

Detail obsessed
Attention to detail is critical. If you have a strong eye for detail and enjoy working on complex problems, then analytics is for you

You like tech
There are a lot of tools in analytics. If you enjoy working with tech, then analytics has those options

Problem solver
You like identifying and solving problems using data. Analytics provides opportunities for making decisions