DA201 Career Accelerator

Welcome to

Career Accelerator

Career accelerator

Mastery project	Practice month	Mastery project	Practice month	Mastery project	Practice month	Mastery project
DA106	DA201	DA202	DA203	DA204	DA205	DA207

Career accelerator

Mastery project	Practice month	Mastery project	Practice month	Mastery project	Practice month	Mastery project
DA106	DA201	DA202	DA203	DA204	DA205	DA207

Mastery projects

- Practice the skills and knowledge gained throughout the programme
- Build a portfolio of projects to showcase your skills to future employers

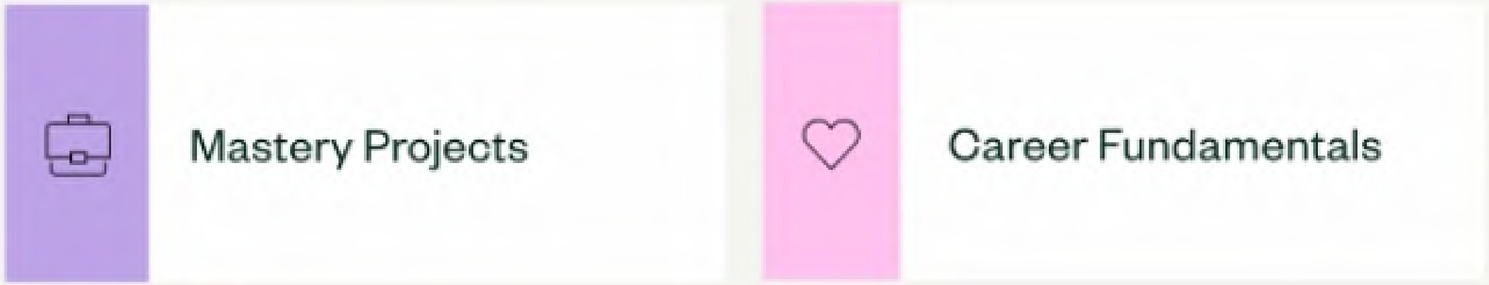
Practice months

- Continue completing and refining your Mastery Projects
- Learn the fundamentals of productive job search
- Sharpen your skills in each tool with hands-on 'Gym Sessions' and resources provided on Campus

Masterschool

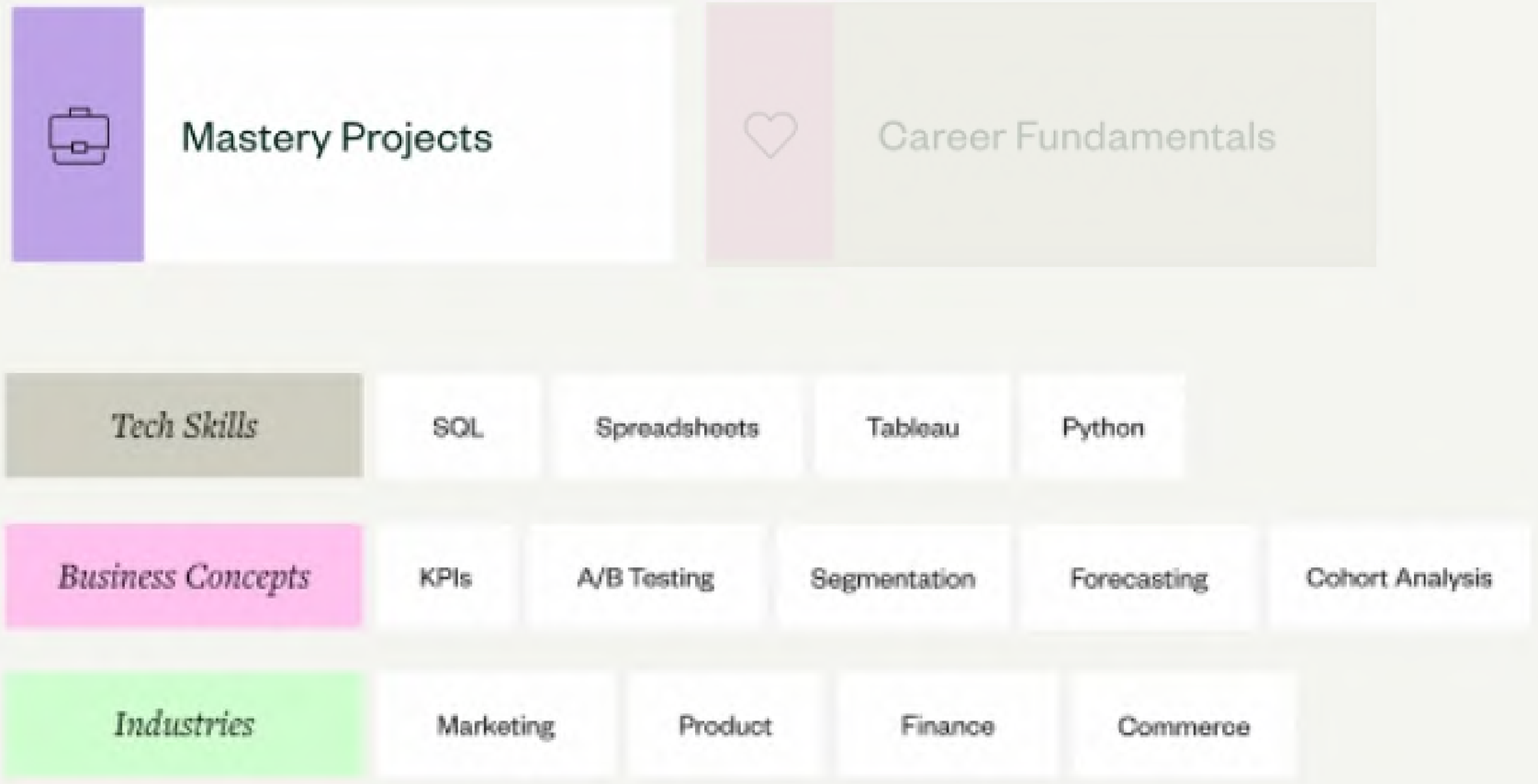
Career guidance and support

Career Accelerator overview



Career Accelerator: What to expect?

What to expect?



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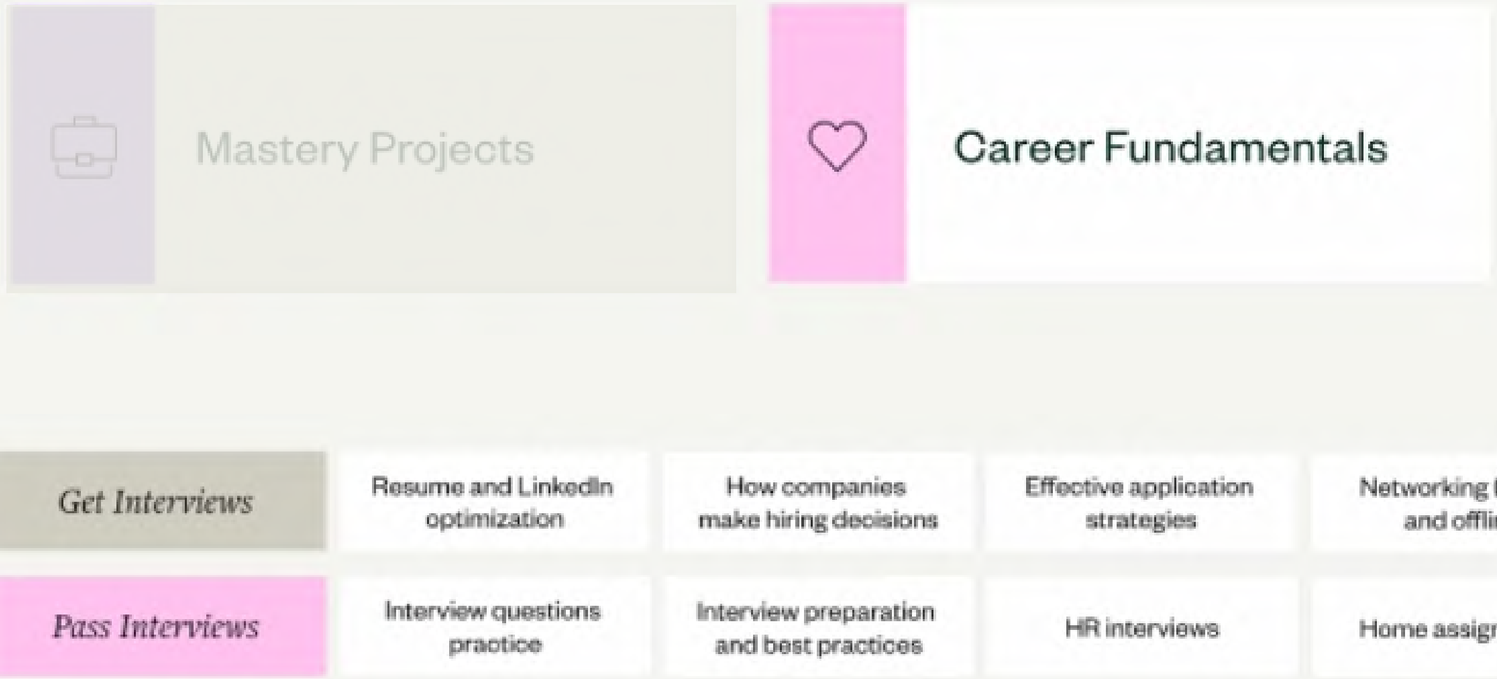

Career Accelerator: Live sessions

Tuesdays

School Master Session

6-7pm

- Led by School Masters
- Focused on projects, career fundamentals, your questions

Wednesdays

Masterschool GYM

6-7:30pm

- Led by academic team
- Focused on a different topic / skill every week

DA201 Masterschool GYM sessions

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Masterschool GYM

6-7:30pm

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- Focused on a different topic / skill every week

- Sprint 1: Spreadsheets
- Sprint 2: SQL
- Sprint 3: Python
- Sprint 4: Tableau

Career accelerator: Support available

School Master

- Tuesday live sessions
- 1:1s
- Slack

Academic team

- Wednesday live sessions
- Chat bubble

Student success team

- Student success manager
- Chat bubble (career support)

What happens over the next four weeks

Projects & skills

Submitted your Mastery Project?

Work on your project to submit before **25 Sep**

Refine your project based on feedback

+

Work on projects from previous units

- Deforestation (SQL)
- Flight delays (Tableau)
- US census (Tableau)
- Youtube data (Tableau)

+

Sharpen your skills with GYM sessions

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Sharpen your skills with GYM sessions

Career fundamentals

Update your CV

Update your LinkedIn profile

Create GitHub account to showcase your projects

Learn effective job search

Feeling ready? Start applying!

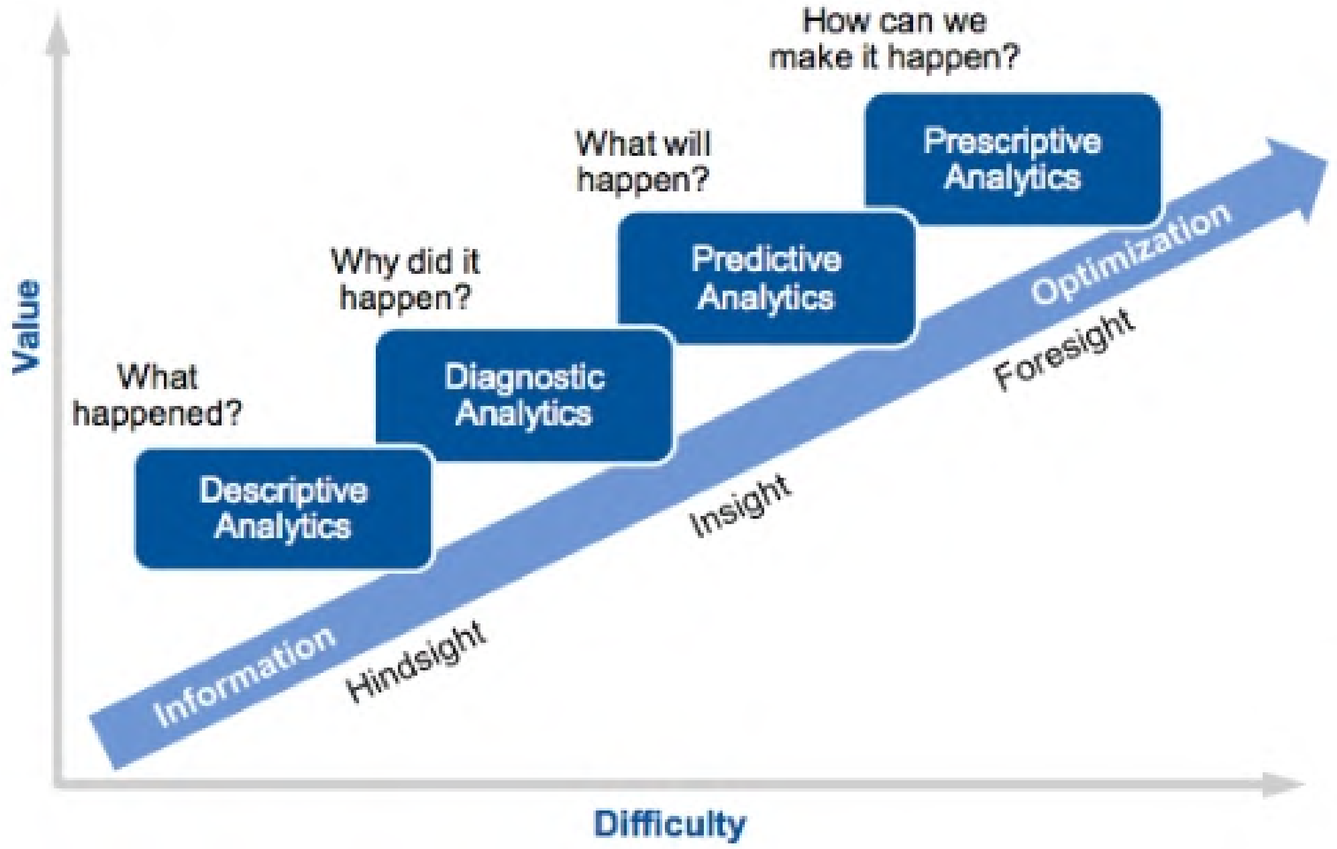
Use Zoom chat

What would you like School Master sessions to focus on going forward?

What topics would be most useful to cover?

Careers in Data Analytics

The world of data analytics



From data to insight

Business

Define the business problem

- What **value** will insights bring?
- What **decisions** will these insights enable?

Understand your audience

- Who will be using the insights?
- What are they trying to achieve?

Define requirements

- What questions are we looking to answer/ what insights are we after?

Technical

Collect data

- Identify data sources
- Collect data

Prepare data

Ingest/ load data

Explore data

- What data is available?
- Limitations
- Data quality checks

Clean & prepare data

- Formatting
- Improve data quality

Analyse & visualise data

Transform data

- Modelling
- Joining

Analyse & visualise data

- Calculations
- Patterns & trends

Interpret results

- Understand what data means for the business
- **Take action**

Roles in data analytics

- Data analyst
- BI developer
- Data engineer
- Data scientist
- And others!

What's the difference?

Roles in data analytics

Type of role

- Data analyst
- BI developer
- Data scientist
- Data engineer
- Others

Type of company

- Industry
- Consulting

Domain expertise

- Generalist
- Specialist, e.g. finance / operations / marketing analyst

Roles in data analytics

Where would you expect to find different roles?

Roles in data analytics

Data engineer

Data analyst

BI developer

Data scientist

Databases and ETL pipelines

Descriptive **Diagnostic** **Predictive** **Prescriptive**

Less technical **More technical**

Roles in data analytics

Data engineer

Mission	• Collect, manage and convert raw data into data that can be used by data analysts and scientists
Key responsibilities & skills	• Database and data warehouse build • ETL (extract-transform-load) pipeline build • Data modelling
Key tools	• SQL • Python • Data warehouses, e.g. AWS, GCP

Roles in data analytics

Data analyst

BI developer

Mission	• Convert data into insights to support decision making
Key responsibilities & skills	**Technical** • Data preparation/ manipulation • Data analysis • Data modelling • Wireframing/ design • Data visualisation **Business** • Business analysis (requirements, etc.) • Communication • Presentation
Key tools	• BI tools, e.g. Tableau, PowerBI • SQL • Excel

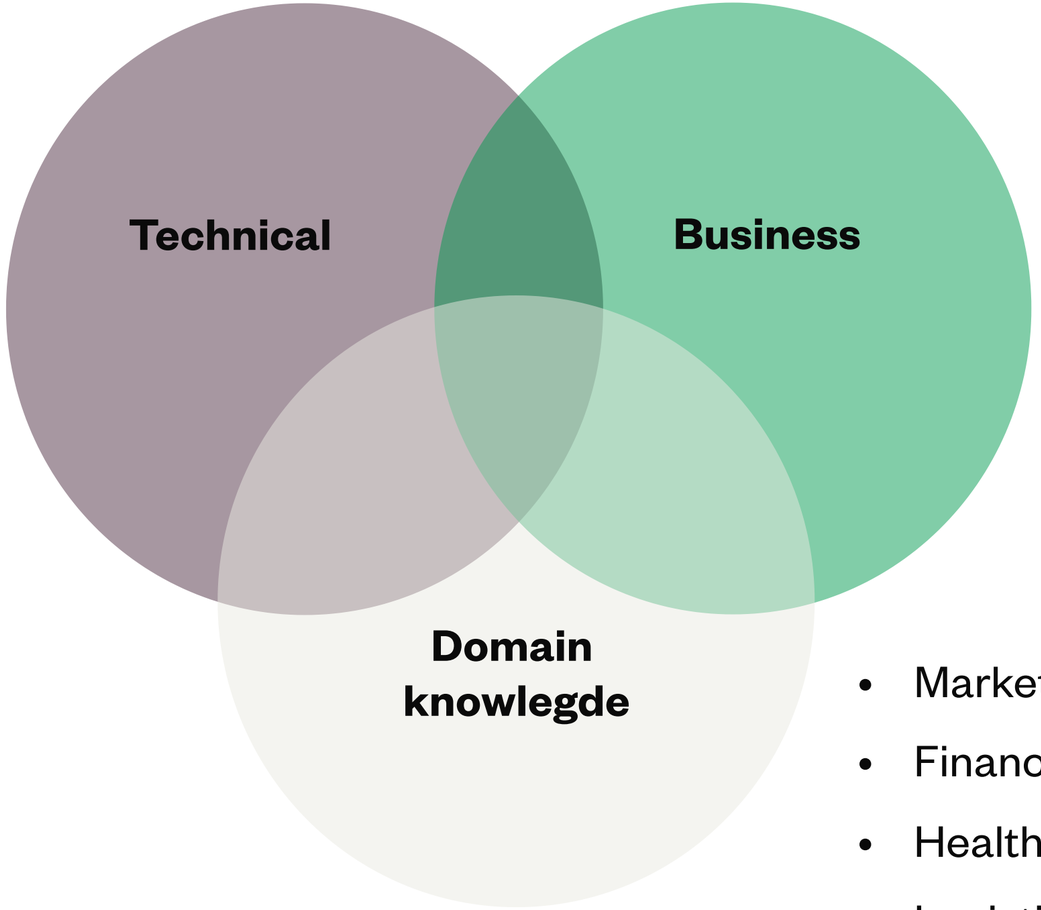
Roles in data analytics

Data scientist

Mission	• Build data science/ ML models to convert data into insights to support decision making
Key responsibilities & skills	**Technical** • Maths & stats • Machine learning + • Data preparation/ manipulation • Data analysis • Data modelling • Data visualisation **Business** • Business analysis (requirements, etc.) • Communication • Presentation
Key tools	• Python • SQL

Skills in data analytics

- Data analysis
- Data modelling
- Data visualisation
- Maths & stats
- **Tools:** SQL, Excel, Python, Tableau



- Communication
- Problem solving
- Teamwork
- Project management
- Business analysis

- Marketing
- Finance
- Healthcare
- Logistics

Skills in data analytics

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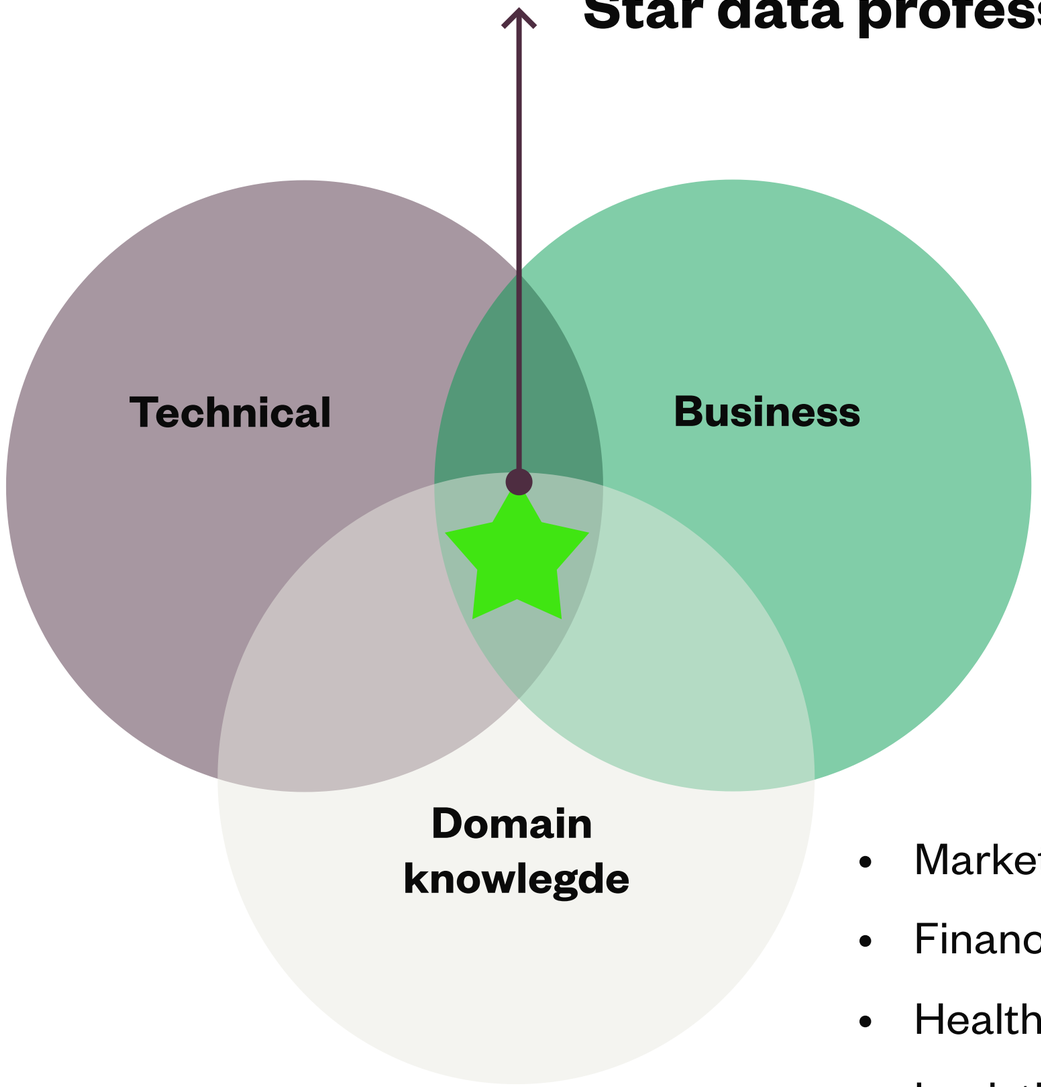

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Remember:

You don’t need to be an expert in everything!

Instead:

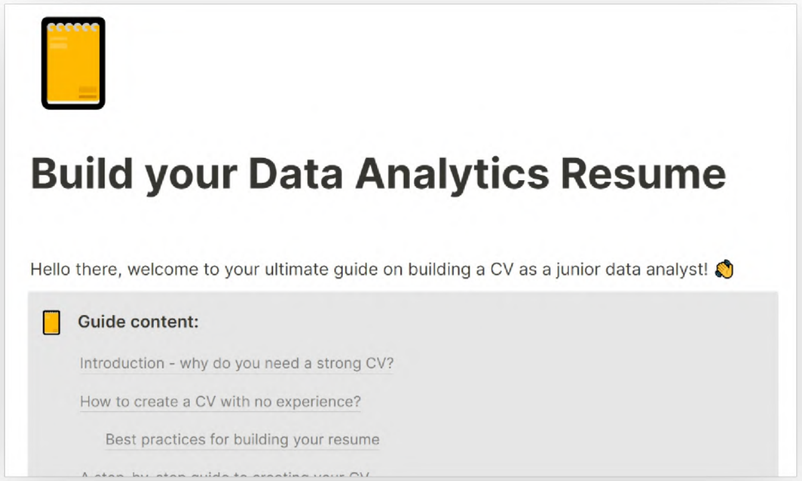
Focus on tasks you enjoy and master those skills

Building CV

Use Zoom chat

What makes for a good CV?

Key resource: Building your data analytics resume



Create your data analysis resume

Link

Before you start building your CV...

- What skills do you need to demonstrate?
- Audit your skills and experiences
- Identify skill and knowledge gaps for improvement

Building CV

- Use one of the proven templates
- Design your CV - use flowcv.com

Homework!

Using the resources available on Campus, complete the following before next week's session:

1

What skills do you need to demonstrate for a data analyst role?

Have a look through 3-5 job ads to identify:

- What would be your key responsibilities? e.g. visualisation, modelling
- What tools would you work with? e.g. SQL, Tableau
- Make sure to include both **business and technical** skills

2

Audit your skills and experiences

- What are your **strengths and weaknesses** in the required skills you've identified in step #1? Rate them on a scale of 1-5 (1 - beginner, 5 - expert)
- Identify key skills that require most improvement

3

Create improvement plan

- For skills you've identified as requiring improvement in step #2, list 3-4 ways how you will improve them

Use this template

Questions?