Intro to Data Analytics Task 1.1

Chosen interview: A Day in the Life of a Data Analyst – featuring Eric Fandel, Data Analyst at Fiksu AND Off the Charts: An Interview with Riley Newman, Head of Analytics at Airbnb

1. **Think about the analyst from the interview you've just read. Write 150 - 200 words about how they approach their work and the environments in which they conduct that work.**

I read both interviews and found both of their approaches to data analytics interesting. They both regard data, and analysis of such data as one of the key components of running a successful company in this modern age, but they approach the data in different ways. Riley Newman, the Head of Analytics and Data Science for AirBnB comes from a non traditional data scientist background since he majored in economic geography and was going to pursue his PhD in the UK, until his duty of being in the U.S coast guard brought him back home. This unique background shines through especially in his philosophy that it is important for companies to be 'data informed" rather than 'data driven', he believes that while data is important it doesn't show the whole picture, and people are the ones who actually tie in everything together. While on the contrary Eric Fandel, Data Analyst at Fiksu, believes all businesses decisions should be solely 'data driven'. In the interview Eric's background isn't mentioned, but according to LinkedIn he has a finance background, has worked with BCG one of Boston's financial consulting groups, and has a masters in Aerospace Engineering. Perhaps being involved with finances has jaded him to rely more on numbers and big data to drive all of his decisions.

I agree more with Riley Newman, that while data is a key component it shouldn't drive all of your decisions. Data might not be biased, but people certainly are, and they could warp the incomplete data to fit their views. That's why it's so important for conversation and humility between team members to correctly assess the data.

2. Using what you learned in the article, start building your profile as a data analyst. What fields of data analytics are you interested in? What in particular do you find interesting about these fields?

Im currently unsure what field of data analytics I want to base my profile/career off of. I definitely have an interest in finances, or rather business analytics. I have a background in working as a salesperson/manager at a small business operation. I helped ran the boutique from top to bottom, whether it be ordering and managing the merchandise, to selling and interacting with the customers, to setting up quarterly and annual profit reports. I did that for 5 years, but transitioned to pharmacy technician at Walgreens during the pandemic hoping to help with patient care. What I realized after working in the patient care for almost a year is that while fulfilling to care for people, it is also very draining, as well as sad when the patients you build relations with eventually pass.

I have always had an interest in computer science whether it be software/website development, or data analytics, but I always was scared to attempt it due to the very technical nature of the profession. However seeing many of my peers transition careers, and gain motivation through Youtube, I believe I can also thrive in this industry. I am looking forward to learning more in depth about SQL, Story telling with data, and any other skills along the way to help succeed in this field.

Resources:

https://www.qlik.com/blog/a-day-in-the-life-of-a-data-analyst-featuring-eric-fandel-data-analyst-at-fiksu

https://chartio.com/blog/riley-newman-interview/

https://www.linkedin.com/in/ericfandel/