

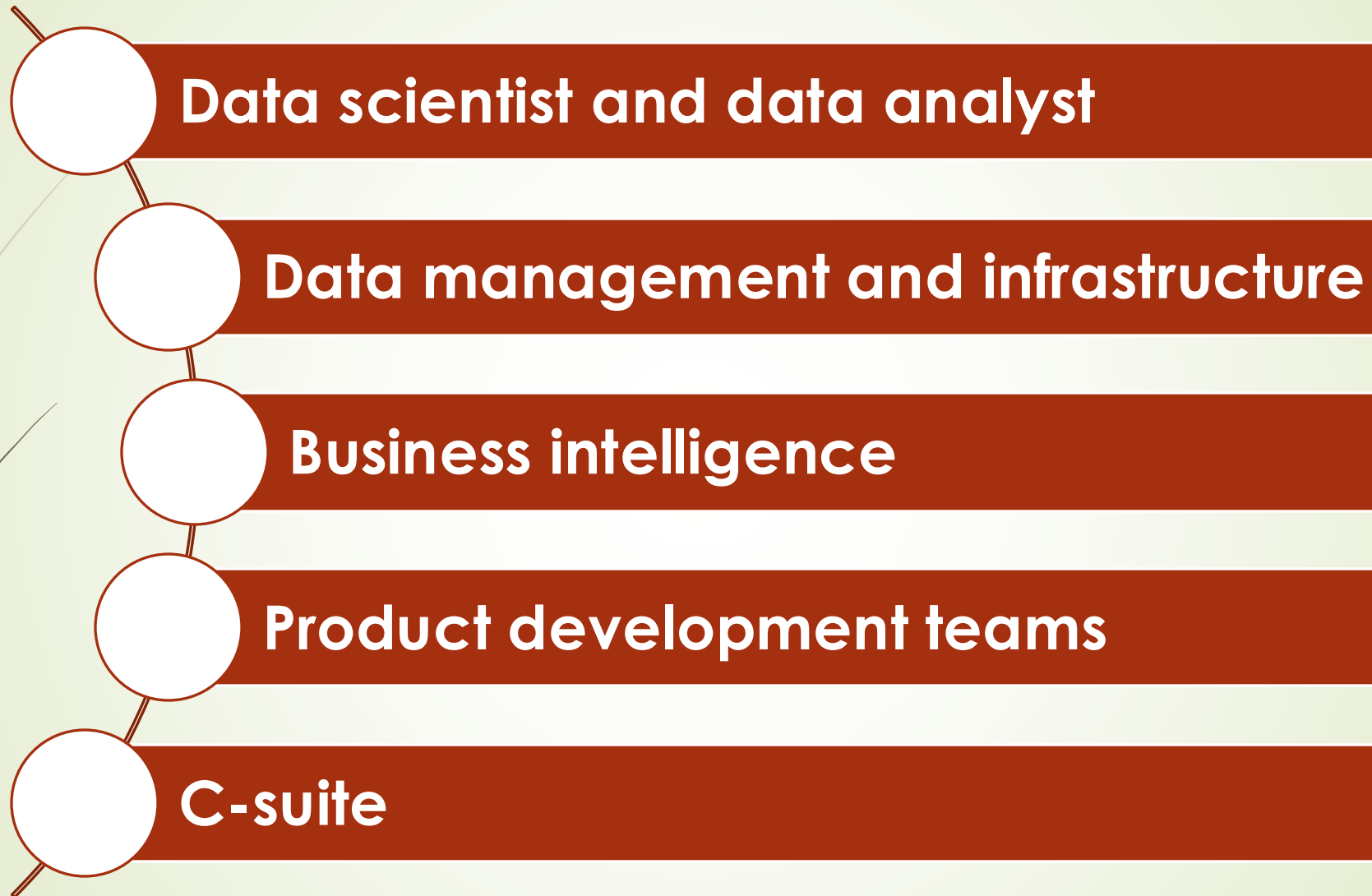
Profiles of data professionals



In today's data-driven world, the role of data professionals has become increasingly vital across various industries. This PowerPoint presentation showcases five exemplary profiles of data professionals who embody the skills and expertise required to excel in the field of data analytics and data science. Each profile delves into their backgrounds, key accomplishments, and the unique contributions they have made in harnessing the power of data. Join us as we explore their journeys and the impact, they have had in shaping the future of data-driven decision-making.

Introduction







Data scientist and data analyst

Data scientists and **data analysts** are professionals who work extensively with data to generate insights.

Their role involves gathering, cleaning, and analyzing datasets, then presenting the findings to stakeholders to support decision-making. As data-driven insights become more critical across industries, these experts play a vital role in guiding decisions, identifying patterns in user behavior, and optimizing resource allocation. More businesses rely on data analysis to streamline operations and make informed, strategic choices.

Key attributes

- **What they do:** Identify trends, patterns, and actionable insights from data.
- **How they do it:** Utilize advanced statistical modeling and data analytics techniques to derive insights.
- **Entry-level positions:** Data scientist or analyst roles at the entry level may not require extensive prior experience. These positions are often more flexible regarding the necessity of traditional academic qualifications..

Sample job titles

- Data scientist
- Marketing analyst
- Data analyst
- AI analyst
- Business analyst
- Data Visualization Specialist
- Big Data Analyst



Data management and infrastructure

Data professionals in **management** and **infrastructure** roles are primarily responsible for building, maintaining, and overseeing systems that store, distribute, and ensure the integrity of data.

They collaborate with data analytics teams to support their needs by providing reliable and secure data environments. Their key responsibilities include maintaining the performance and functionality of data systems, ensuring scalability, and ensuring compliance with local, state, and federal regulations related to data security, privacy, and ethical standards.

Key attributes

- **What they do:** Oversee and maintain the systems, databases, and tools that manage and store data within an organization.
- **How they do it:** Leverage technologies, databases, and cloud infrastructure to ensure secure, scalable, and efficient data storage and access.
- **Focus:** Ensuring data integrity, optimizing data pipelines, and maintaining compliance with data security and privacy regulations.

Sample job titles

- Data engineer
- Technology engineer
- Data manager
- Database Administrator (DBA)
- Data steward
- IT architect
- Cloud engineer



Business intelligence

Data analytics and **business intelligence (BI)** share many similarities, as both fields focus on using data to generate insights that drive decision-making.

However, **business intelligence** is more specifically concerned with developing processes and systems that transform raw data into actionable information. BI professionals create tools like tables, reports, and dashboards that provide stakeholders with easy access to relevant data, enabling continuous and informed decision-making. These roles complement core data analytics and data science professionals by ensuring that decision-makers always have the necessary data at their fingertips.

Key attributes

- **What they do:** Convert raw data into meaningful insights through reports, dashboards, visualizations as well as perform predictive analysis that support decision-making.
- **How they do it:** Develop, manage dashboards, reports to ensure continuous and easy access to relevant data for stakeholders.
- **Focus:** Empowering stakeholders by providing real-time, accessible, and actionable insights, thus facilitating data-driven decision-making.

Sample job titles

- BI (Business Intelligence) Analyst
- BI solution developer
- BI software engineer
- Data Visualization Specialist
- Report Analyst
- Big Data Analyst
- BI Manager



Product development teams

Professionals in product development analytics roles oversee a portfolio of customer and stakeholder-focused analytics projects and initiatives. They are responsible for shaping and managing the organization's analytical strategy.

These roles typically require significant experience, as they encompass broader, more strategic responsibilities. Product development analytics professionals collaborate across teams to ensure the alignment of data-driven initiatives with business goals, driving innovation, and ensuring the delivery of actionable insights on a larger, often global, scale.

Key attributes

- **What they do:** Manage the portfolio of analytic projects, ensuring alignment with business and product goals, and shaping the analytical strategy of the organization.
- **How they do it:** Collaborate with cross-functional teams to oversee customer and stakeholder analytics, guiding product development through data-driven insights.
- **Focus:** Strategic, high-level decision-making with an emphasis on integrating analytics into product development and broader organizational objectives.

Sample job titles

- Product analytics manager
- Product developer analyst
- Analytics Product lead
- Digital (data) product manager
- Customer product manager
- Product Strategy Analyst
- Head of Analytics and Strategy



C-suite

C-suite roles encompass high-ranking executives within an organization, with the "C" standing for "Chief."

In recent years, there has been a growing trend for C-suite executives to integrate data-driven decision-making into their organizational processes. Individuals in these leadership positions are expected to possess a strong understanding of data and analytics, enabling them to leverage insights for strategic planning and operational efficiency. By fostering a data-centric culture, C-suite leaders can drive innovation and enhance overall organizational performance.

Key attributes

- **What they do:** Provide strategic leadership and direction for the organization, leveraging data insights to inform high-level decision-making.
- **How they do it:** Integrate data-driven processes into organizational strategies, collaborating with other executives and teams to align goals and drive performance.
- **Focus:** Promoting a culture of data literacy and accountability across the organization to support strategic initiatives and enhance competitiveness.

Sample job titles

- Chief Operating Officer (COO)
- Chief Marketing Officer (CMO)
- Chief Data Officer (CDO)
- Chief Analytics Officer (CAO)
- Chief Technology Officer (CTO)
- Chief Information Officer (CIO)
- Chief data scientist