



## Overview



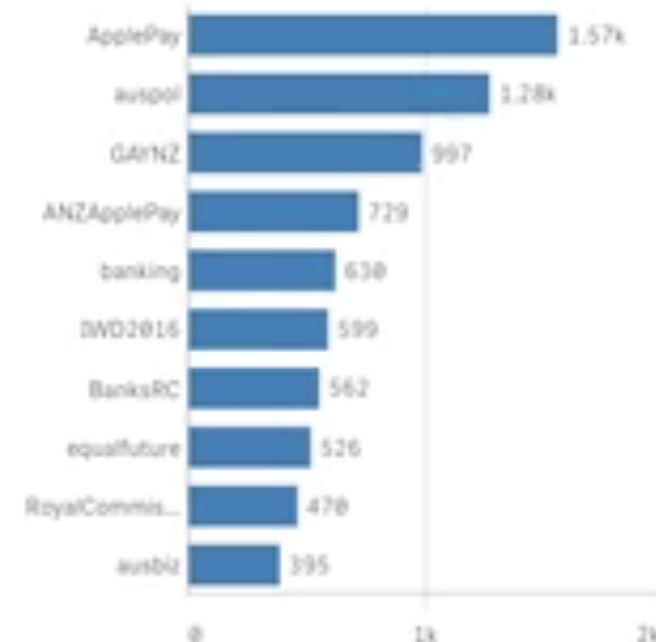
Tweets **25.82k** Retweets **18.28k** Positive % **45.3%**

### Breakdown By Organisation

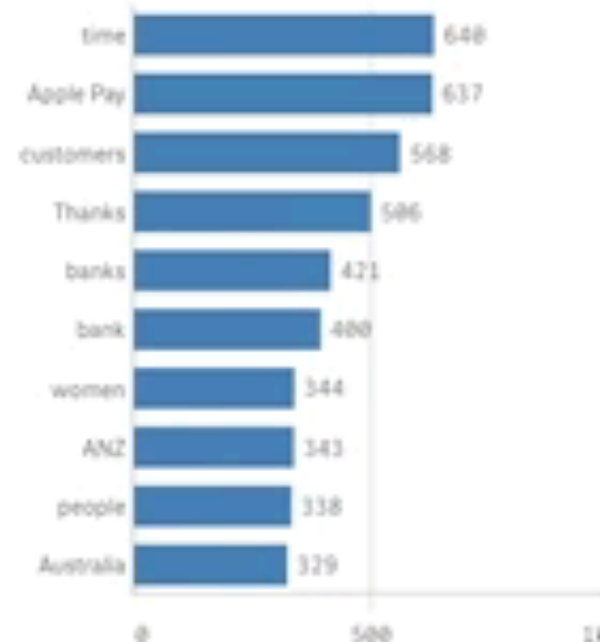
\* Click on Bank ID to filter by one organisation

Bank ID	Organisation Name	Tweet...	Retweets	Positive %	Negative %	Klout
ANZ	ANZ Australia	7,350	7,151	52.1%	6.8%	64.2
BDO	Bendigo Bank	796	889	48.5%	6.2%	54.3
CBA	CommBank	7,498	3,837	35.9%	12.1%	62.3
NAB	NAB	5,891	3,811	47.2%	6.9%	63.5
WBC	Westpac Bank	5,882	3,393	42.5%	8.1%	77.6

### Popular Hashtags

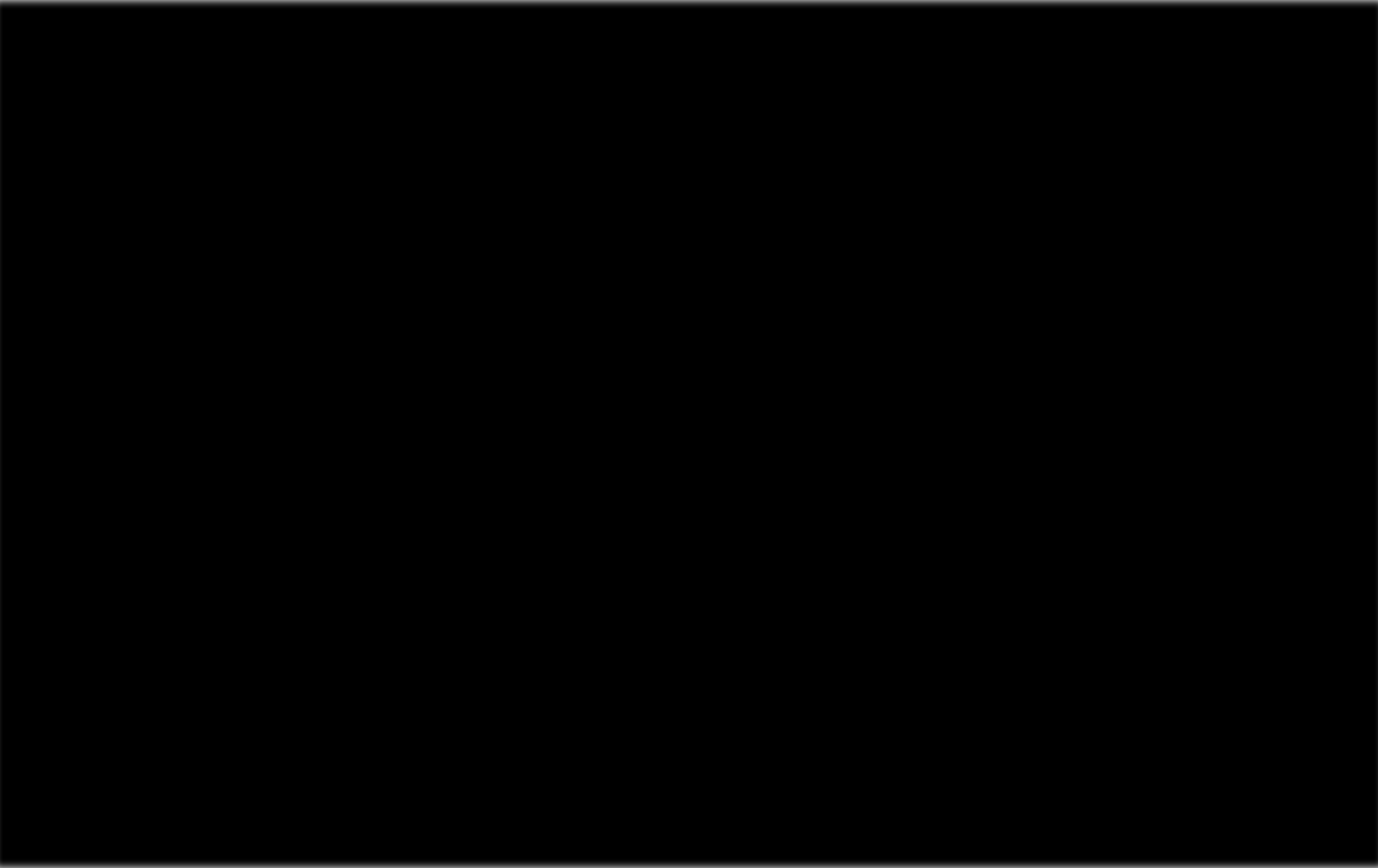


### Popular Keywords



### Total Activity Over Time





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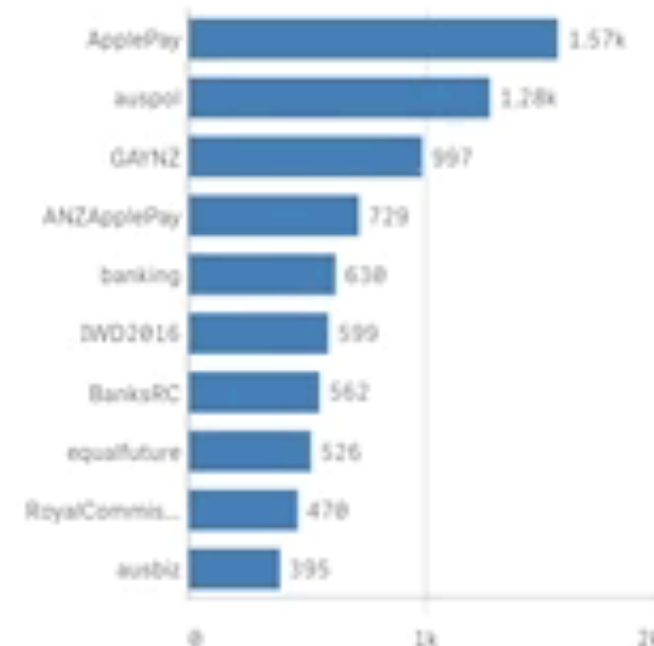
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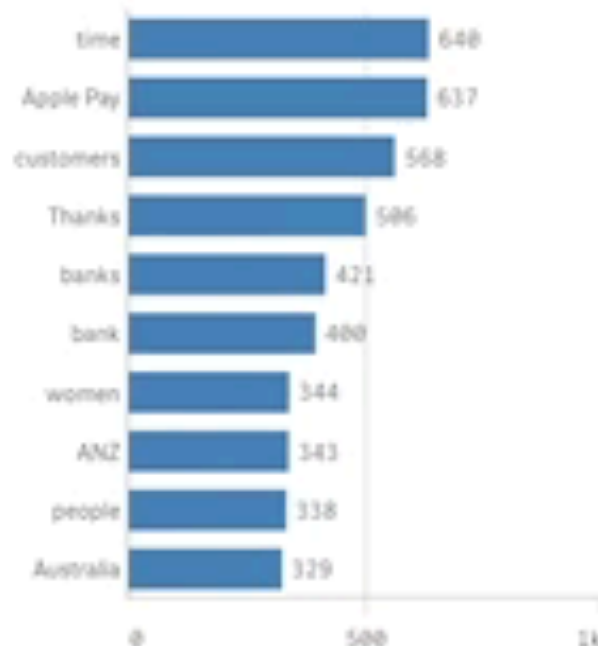
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Bank ID	Organisation Name	Tweet...	Retweets	Positive %	Negative %	Klout
ANZ	ANZ Australia	7,358	7,151	52.1%	6.8%	64.2
BGO	Bendigo Bank	796	889	48.5%	6.2%	54.3
CBA	CommBank	7,498	3,837	35.9%	12.1%	62.3
NAB	NAB	5,891	3,811	47.2%	6.9%	63.5
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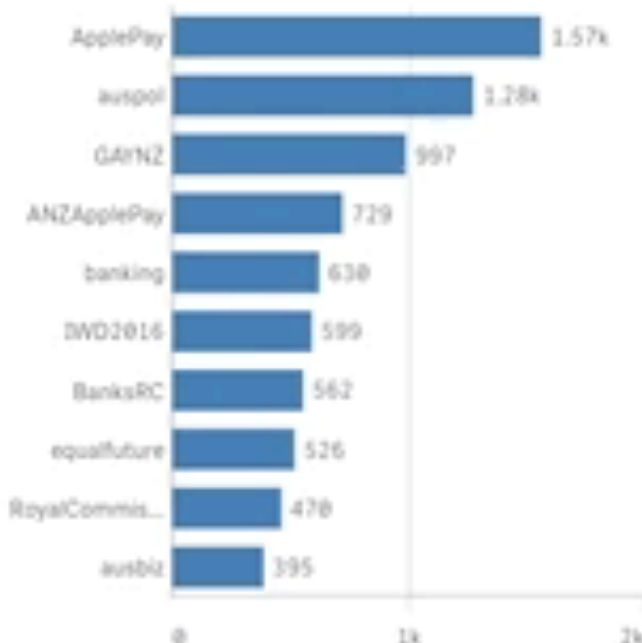
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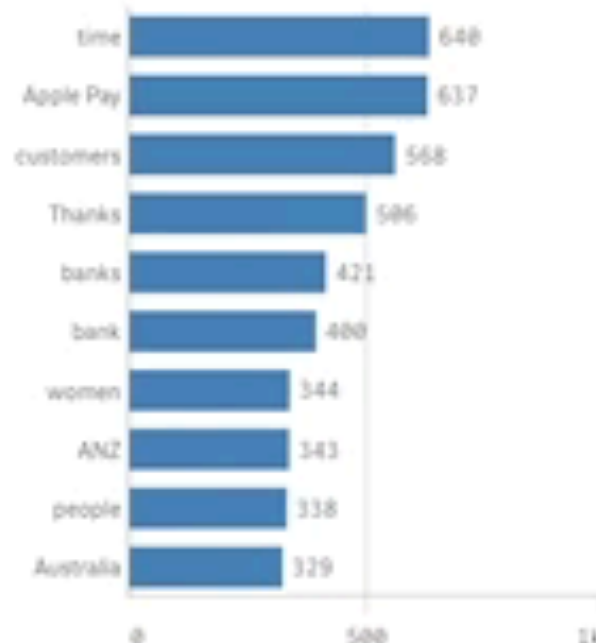
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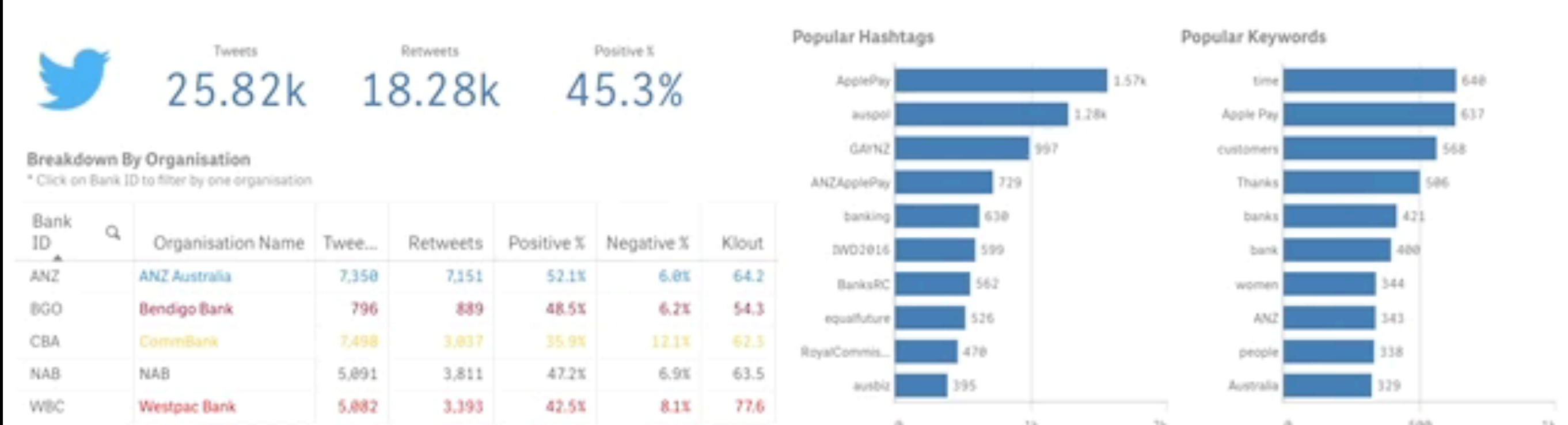
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# CHOOSING BIG DATA AS A CAREER

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- The **data scientist**, who likely performs more complex analyses involving more complex data types and is familiar with how underlying models are designed and implemented to assess inherent dependencies or biases.
- The **business analyst**, who is likely a more casual user looking to use the tools for proactive data discovery or visualisation of existing information, as well as some predictive analytics.
- The **business manager**, who is looking to understand the models and conclusions.
- **IT developers**, who support all the prior categories of users.