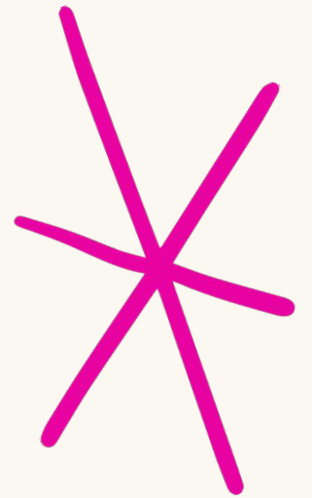
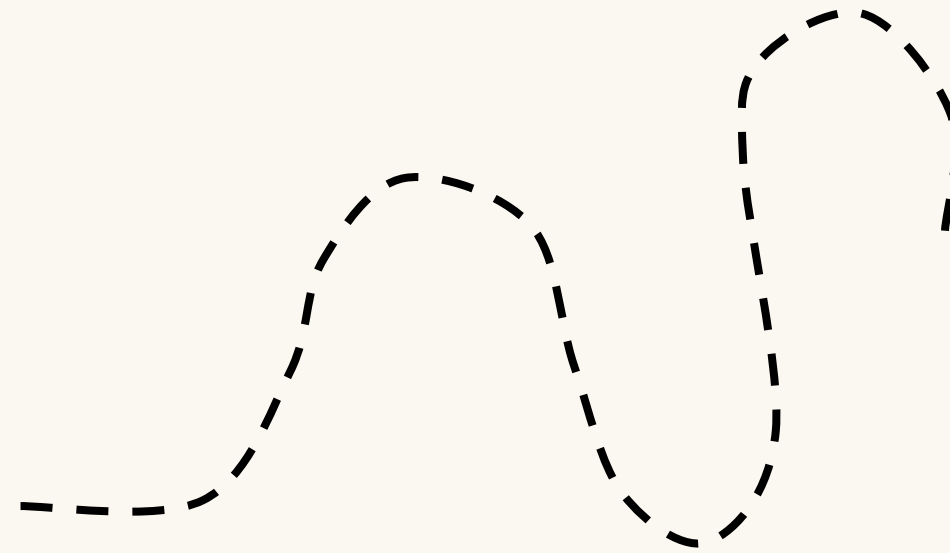


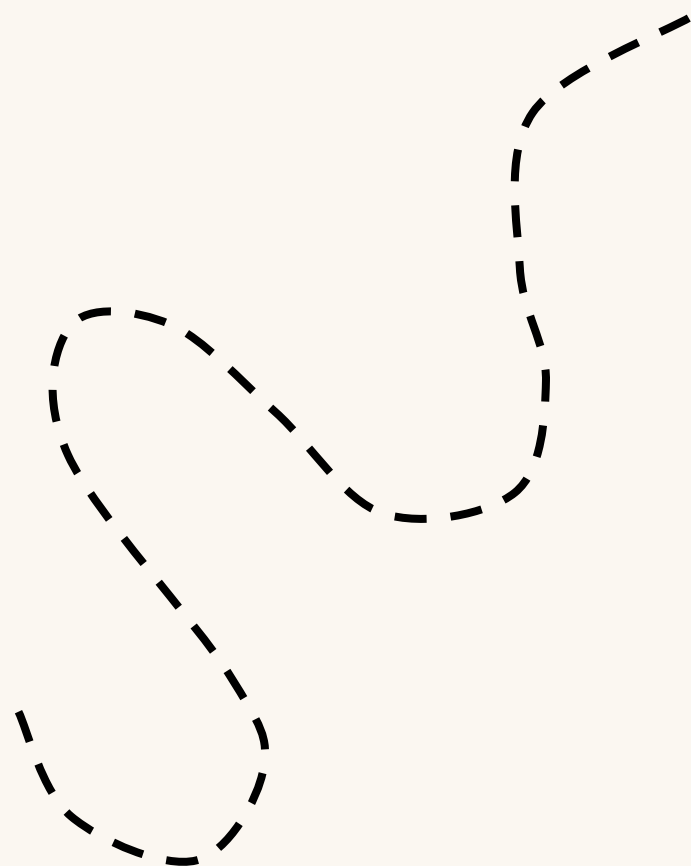
By Lina Marieth Hoyos

# How To Build



A Data Science Portfolio  
that **gets you noticed**

# By the end of this workshop, you will know

- 
1. **What is** a portfolio for Data Science?
  2. **Who needs** a portfolio?
  3. **What makes** a portfolio outstanding?
  4. **Step by step** of portfolio creation
  5. Some amazing **Examples**
  6. Common **Challenges**



Hi there! I'm Lina!

# About Me



**Mission:** Making a positive impact on women's lives

**Career strategist for women switching careers  
to Data Science**

I'm a **Scientist at heart** — BSc, MSc, PhD in Physics  
+ 5 years as a postdoc in Academic institutions working as a **Research Scientist**

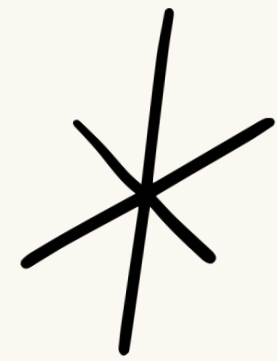
Experience working as a **Data Scientist** for a NY based company

Founder of **Minded Bridge**

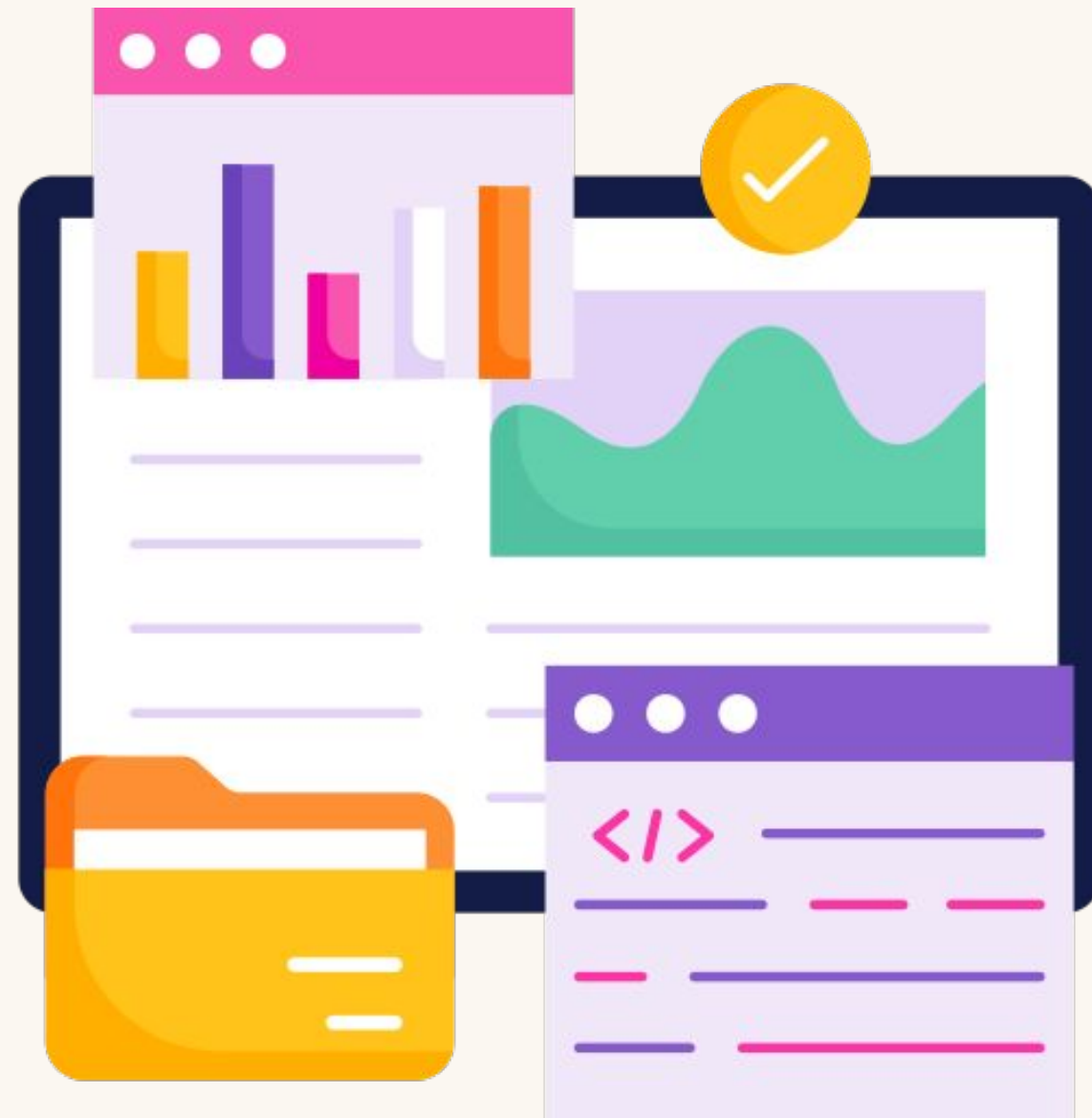
Mentor at **Finding Ada (UK)**

Committee member at **Women in Data Science (previously from Stanford)**

Science communication: **TED Ed** - Lesson

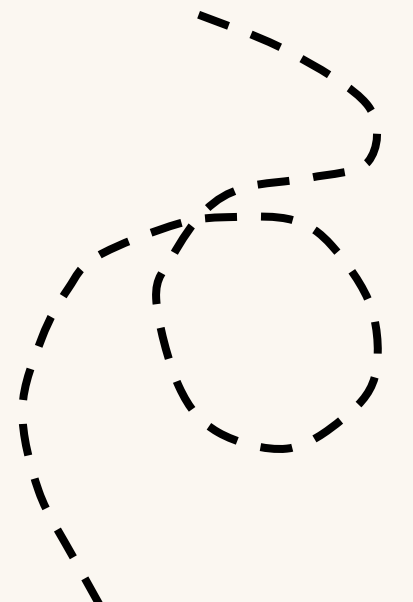


# What is a portfolio for Data Science?



Icon made by SBTS2018 from [www.flaticon.com](https://www.flaticon.com)

A portfolio for Data Science is a collection of all the **projects you feel the most proud of have achieved** and that highlights your **skills**.



# Who needs a portfolio for Data Science?

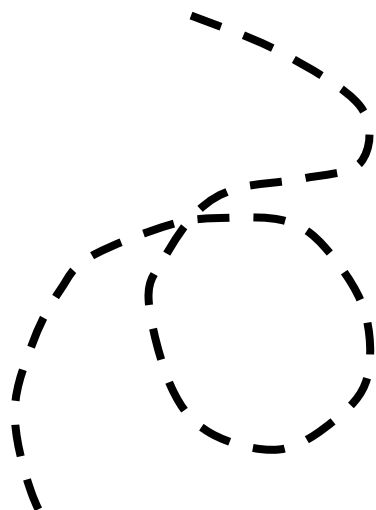
Not every portfolio is  
created for the same  
reasons

How do you organize your portfolio  
What do you highlight?  
The level of depth you share  
The platform for uploading the  
portfolio



Icon made by Freepik from [www.flaticon.com](http://www.flaticon.com)

← Who is the Audience?

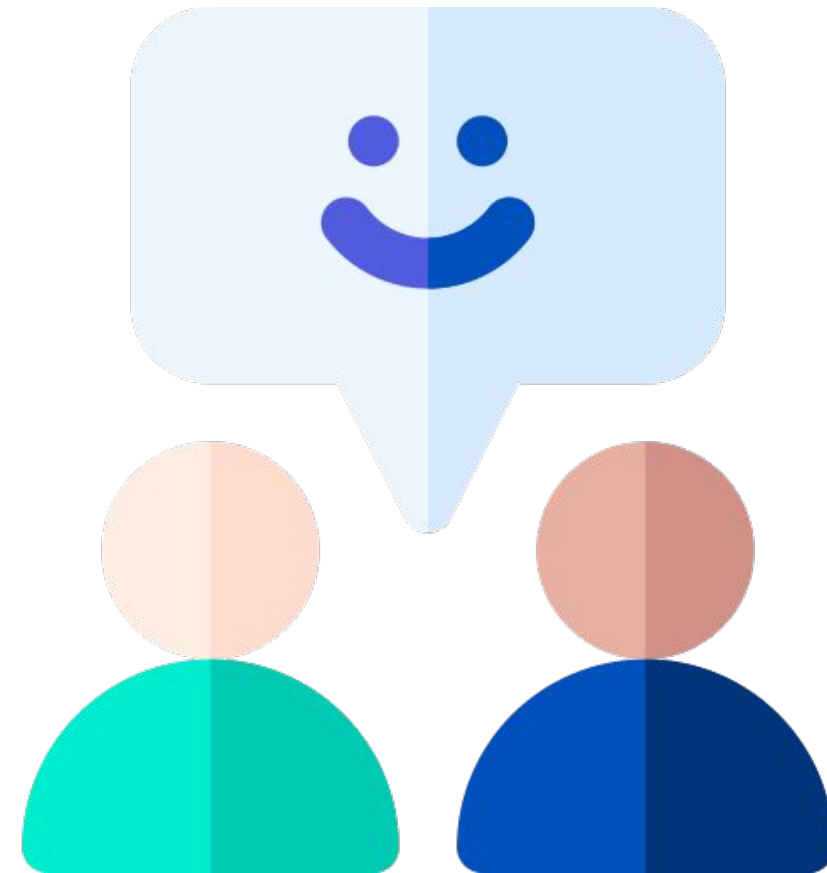




# Who needs a portfolio for Data Science?

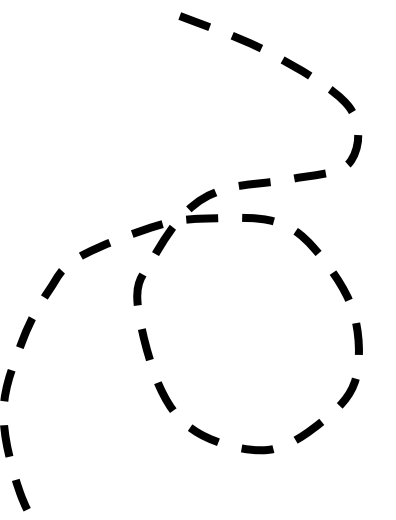
## Option 1

Maybe you're looking for **a place to showcase your projects** and/or share them with others.



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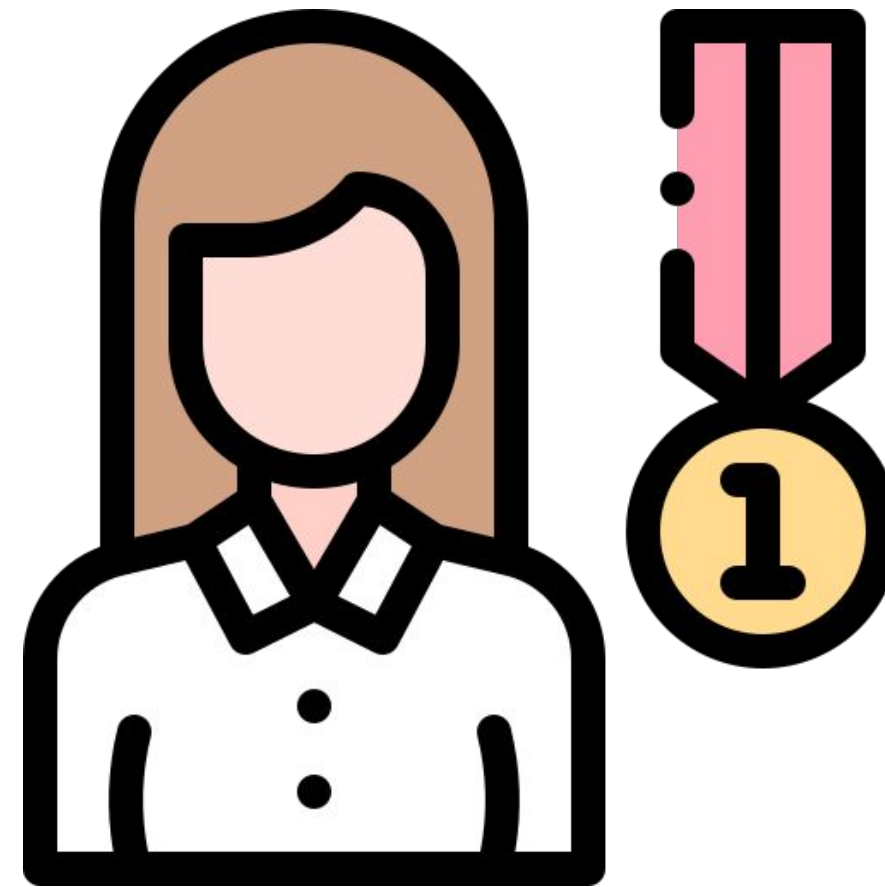
Who is the Audience?



# Who needs a portfolio for Data Science?

## Option 2

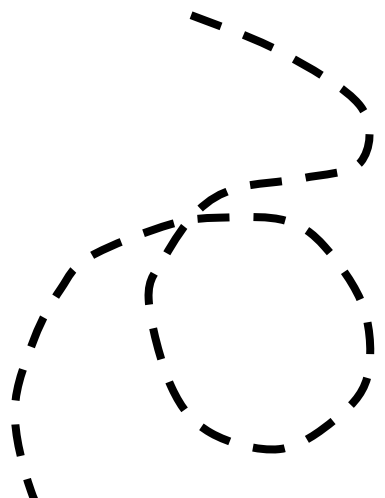
You might looking to **gain**  
**recognition** in the industry



Icon made by Freepik from www.flaticon.com

**Who** is the Audience? →

Peers, other professionals,  
executives, and people in  
the industry



# Who needs a portfolio for Data Science?

Option 3

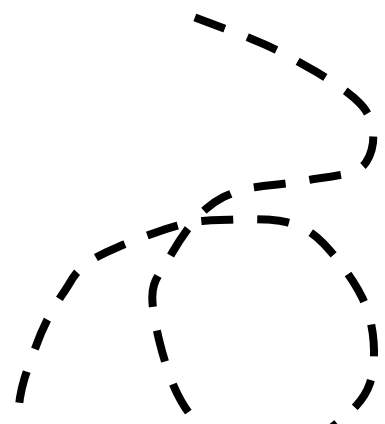
To get a job



Who is the Audience?



Talent Acquisition  
specialists and  
hiring managers





# Who needs a portfolio for Data Science?

## Option 4

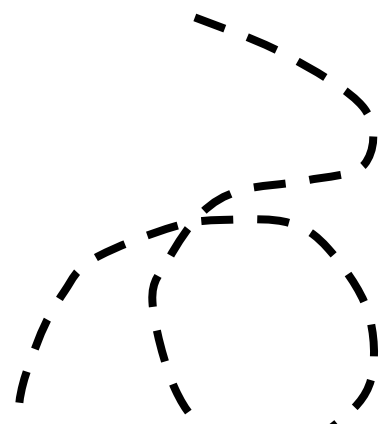
To get a job and you  
are switching career  
to Data Science



Who is the Audience?



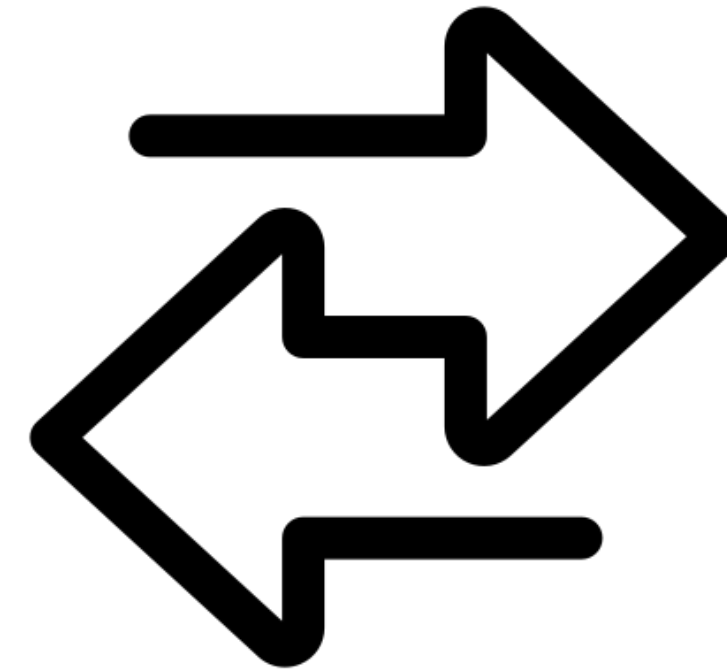
Talent Acquisition  
specialists and  
hiring managers



# Who needs a portfolio for Data Science?

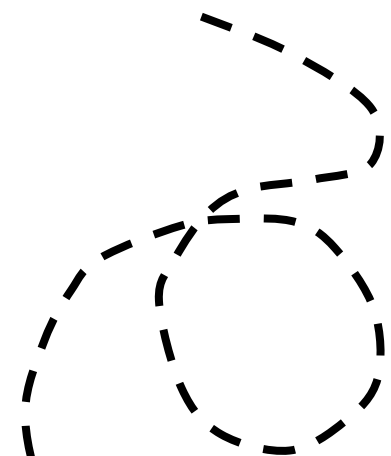
## Option 4

How do you, as a **career switcher**,  
showcase your data science skills  
and knowledge?



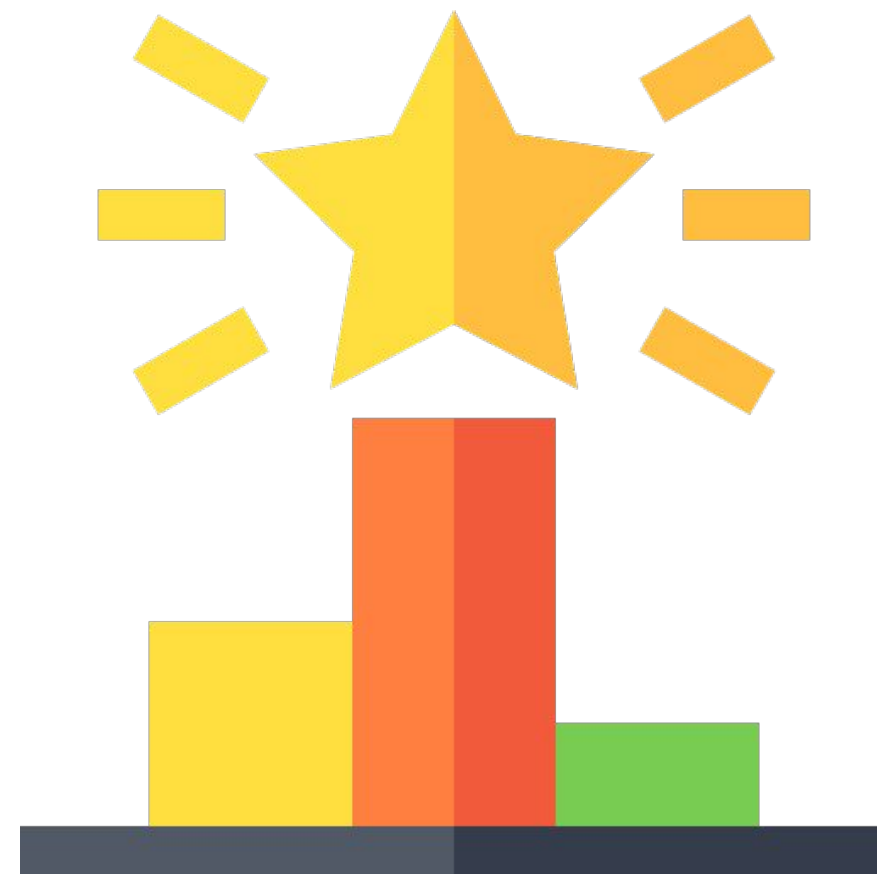
Icon made by Rutmer Zijlstra from [www.flaticon.com](http://www.flaticon.com)

Portfolio



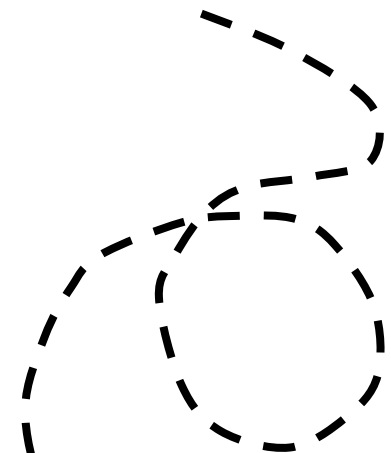
# What makes a portfolio outstanding?

There isn't a unique  
answer to this question



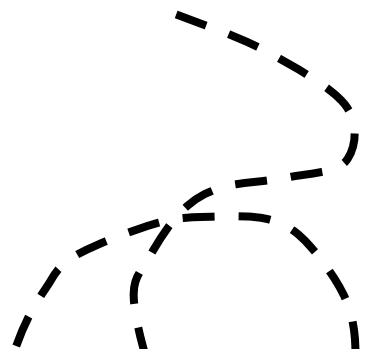
Icon made by Freepik from [www.flaticon.com](http://www.flaticon.com)

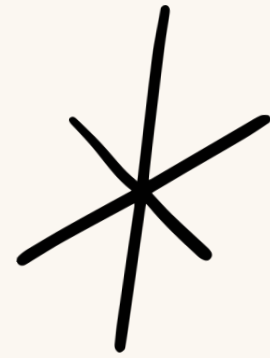
There are some essential  
elements that will help  
elevate your portfolio



# Essential elements in your portfolio

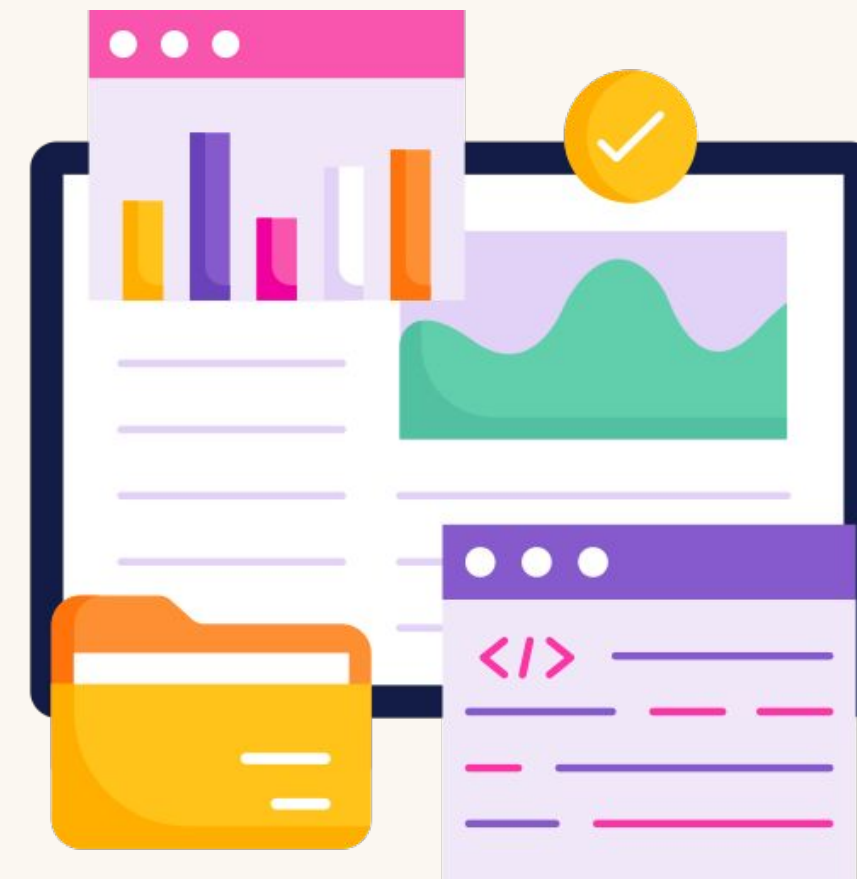
- Easy to understand and navigate.
- You should highlight your skills and make them evident to any visitor.
- Visualization and storytelling.
- Include projects that can make you apart.



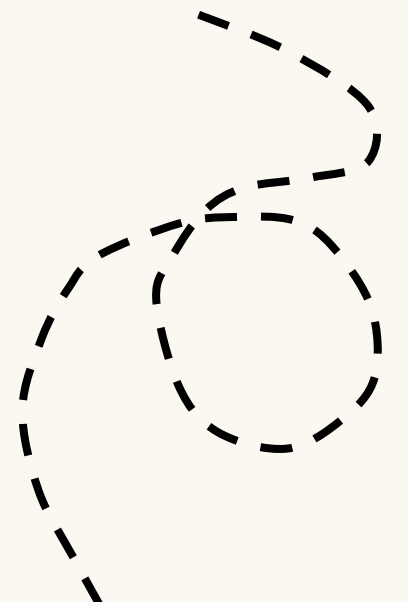


# Step by step of portfolio creation

6-steps



Icon made by SBTS2018 from [www.flaticon.com](http://www.flaticon.com)





1

Icon made by Shuvo.Das from www.flaticon.com

## Step by step of portfolio creation

Select the skills you want to show based on your desired industry in data science.

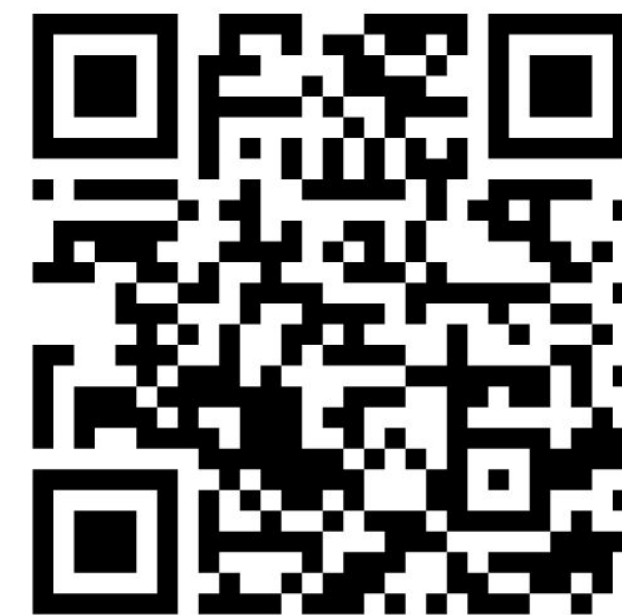


What's your niche  
in Data Science?



Pre-selection of the type of datasets you will need:

Text, Numeric, Images, Videos, Maps, etc.



2

Icon made by Shuvo.Das from [www.flaticon.com](http://www.flaticon.com)

## Step by step of portfolio creation

Use your information advantage



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3

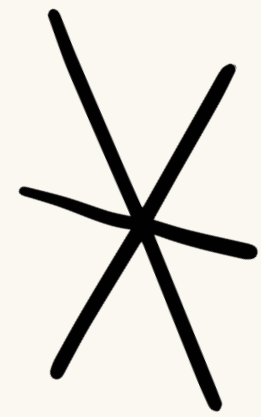
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## Step by step of portfolio creation

Search for a dataset



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# Datasets

You can take a simple data set and create something remarkable - Lina Marieth



4

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## Step by step of portfolio creation

Data Analysis



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Questions

Analysis

Process

Answers



5

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# Step by step of portfolio creation

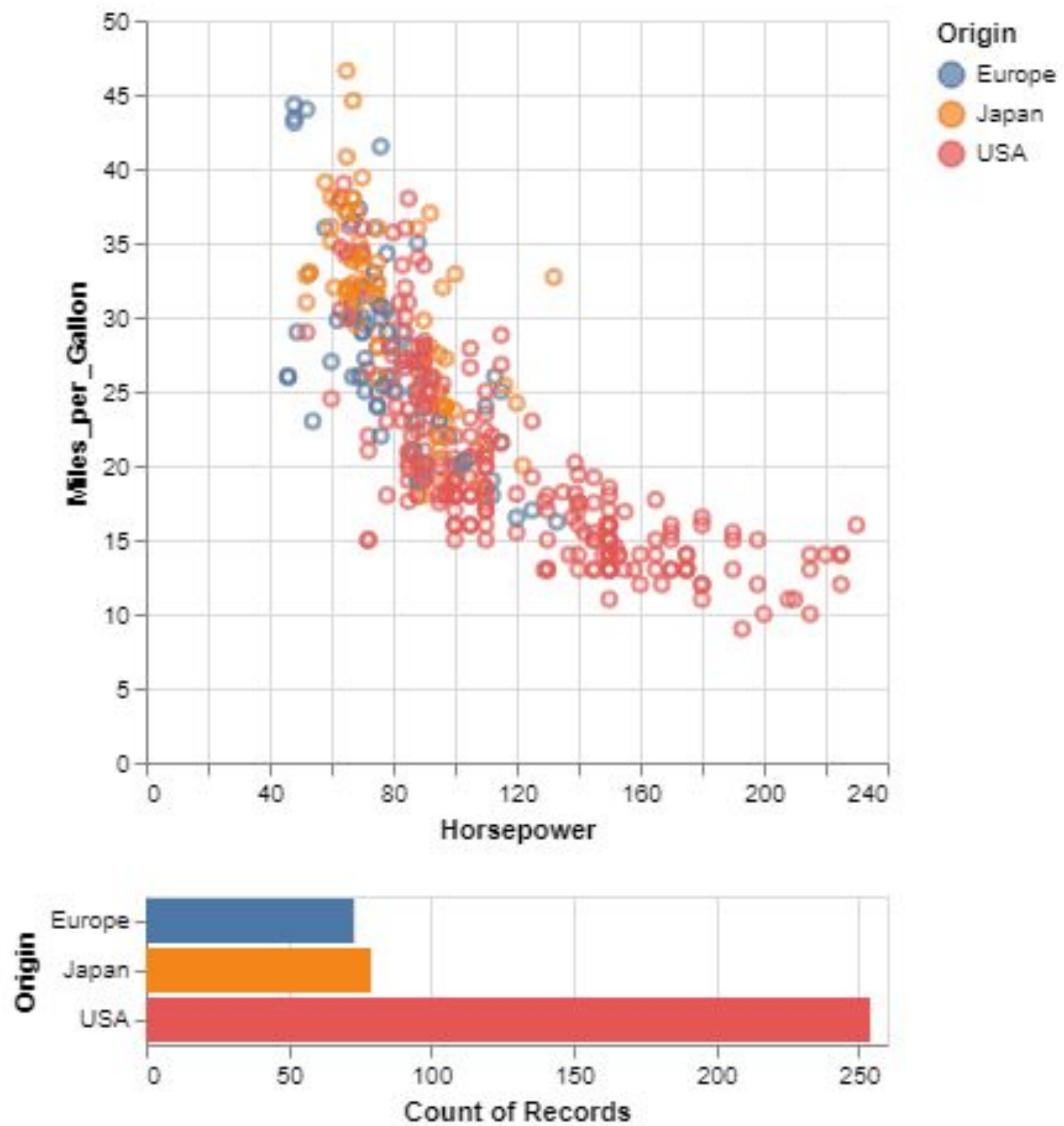
## Storytelling and visualization

- Bokeh,
- Matplotlib
- Plotly
- Anywidget
  - Vega-altair
  - Drawdata





Icon made by Shuvo.Das from [www.flaticon.com](http://www.flaticon.com)



Source: Vega-Altair

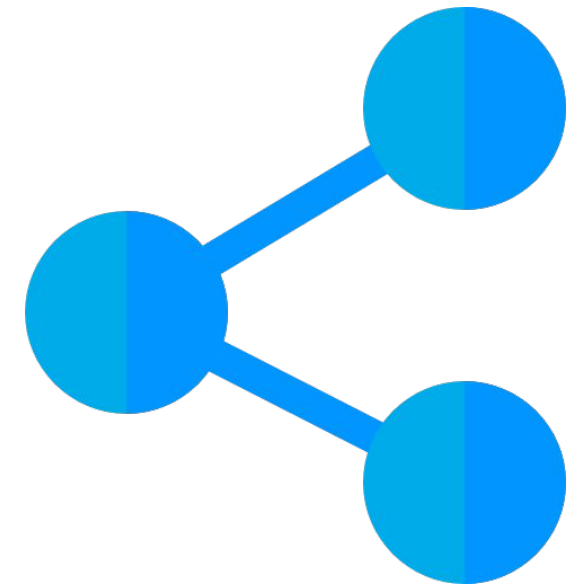


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# Step by step of portfolio creation

## Sharing your portfolio: Storytelling

Easy to share: Link  
Add your personality  
Group by skills  
Edu. background or experience



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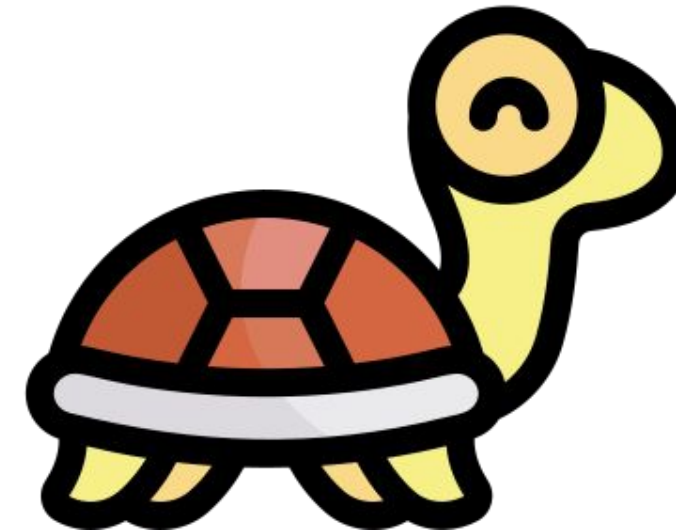
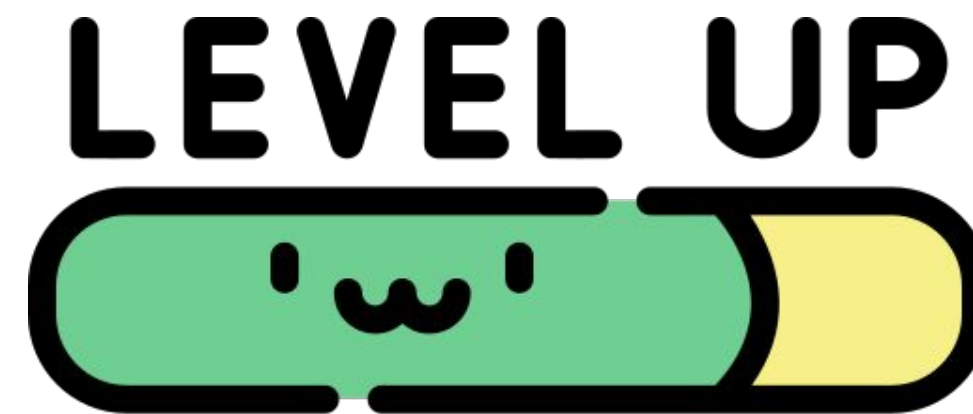
1/2

Step by step of portfolio creation

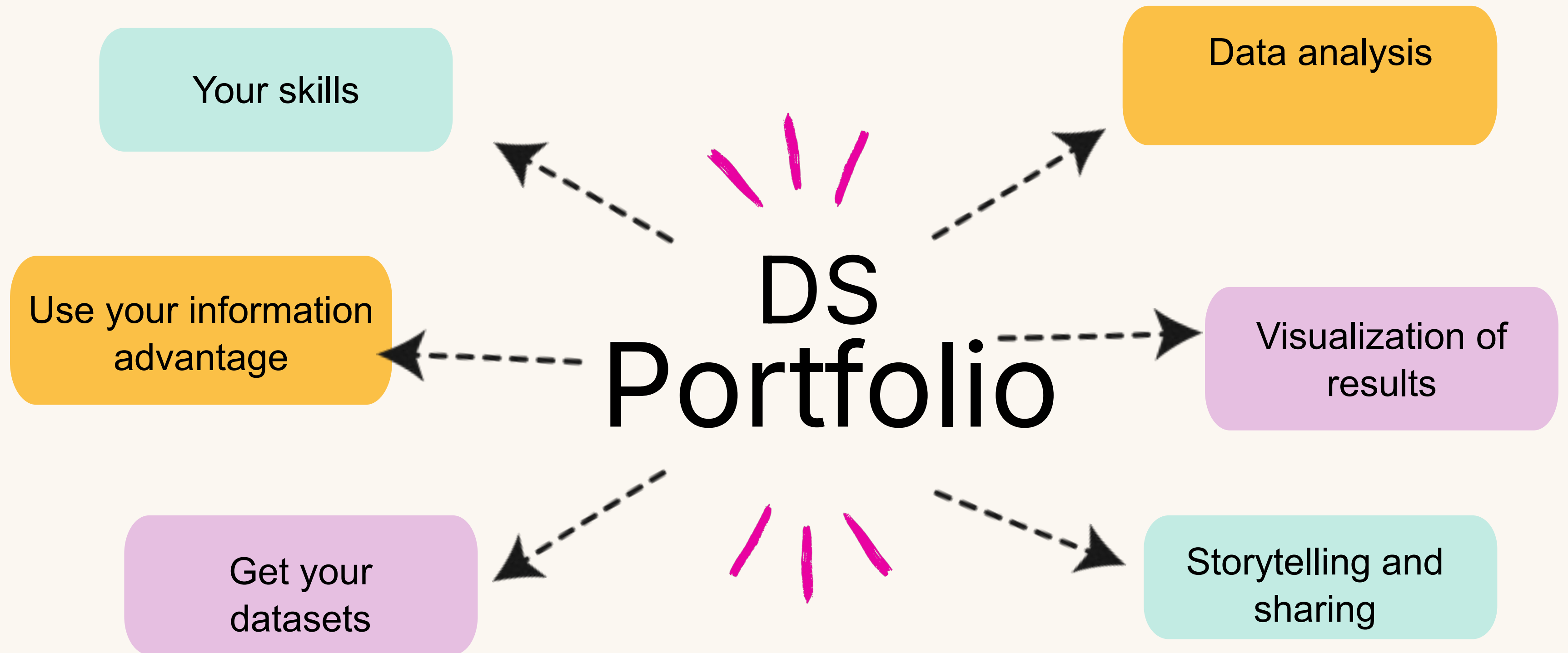
Icon made by Shuvo.Das from [www.flaticon.com](http://www.flaticon.com)

Next-Level Thinking

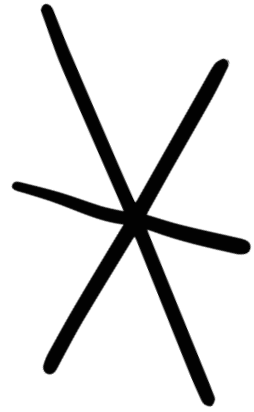
Product



Icon made by Freepik from [www.flaticon.com](http://www.flaticon.com)

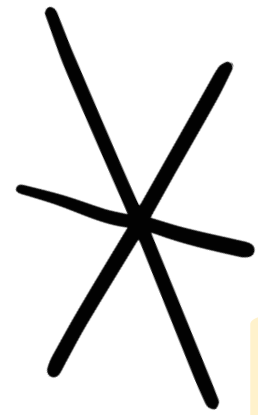






Examples of portfolios





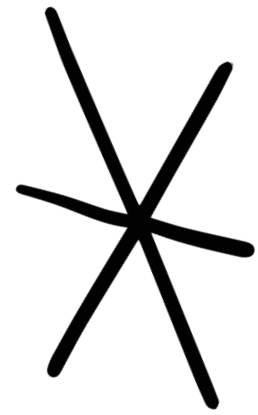
**Hanna Hyan**

Hanna is a data scientist and generative artist

<https://www.hannahyan.com/>



Host: Amazon



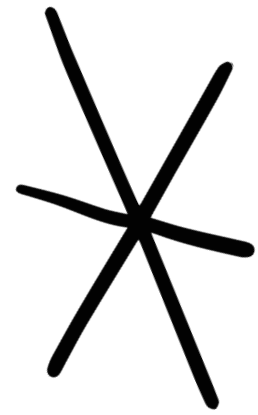
## Marco Tavora

Marco is a theoretical physicist, consultant, writer, and entrepreneur.

<https://marcotavora.squarespace.com/portfolio-marco-tavora>



Host: Squarespace



**Naledi Hollbruegge**

Consulting Analyst

<https://naledi.co.uk/>



Host: Google Cloud



## Common Challenges

- 
- **I want an impressive portfolio** → Creates procrastination
  - 
  - **I think my projects aren't impressive or good enough for my portfolio** (perfectionism, overachieving)
  - 
  - **Lack of clarity about the story I can tell/extract from the dataset**
  - 
  - **Spend a lot of time creating multiple projects** without focusing on showcasing the “right” skills for the desired role or job
  - 
  - **Overcomplicating :**
    - Free vs Paid
    - Design
    - Accessibility: Website, GitHub pages
- 



# Providing massive value to Women around the world

Rolling up my sleeves and supporting women

**Eight live** sessions to create a data  
science portfolio from scratch

**When:** From Sep 2nd-25th (on Mondays and Wednesdays at 16h CET)

**Who:** Women who are ready to build a portfolio for data science

**How:** 100% Online

Limited spots for personalized attention



**Data Science  
Portfolio Accelerator**

The graphic features a central illustration of a woman with long dark hair, wearing a teal sweater, standing with her hands on her hips. Surrounding her are several icons: a globe with a circular arrow, a target with an arrow, a bar chart, a handshake, a recycling symbol, and a multiplication sign. The entire graphic is enclosed in a dark teal border. In the bottom right corner, the website [linamarieth.com](http://linamarieth.com) is listed. A large QR code is positioned to the left of the graphic, and a blue curved arrow points from the text 'Join the accelerator' towards the QR code.

Join the  
accelerator

# Connect with me

Website

[linamarieth.com](http://linamarieth.com)

LinkedIn

[@linamaho](#)

Newslette

[linamarieth.com/newsletter](http://linamarieth.com/newsletter)



**LinkedIn**

THANK  
YOU!

