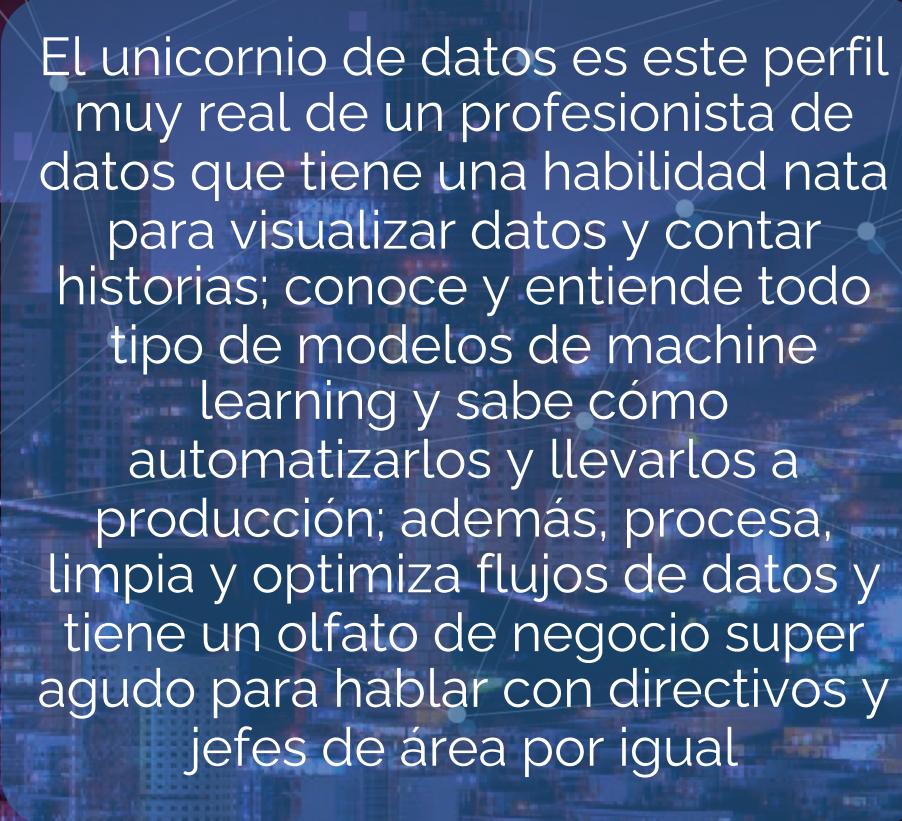




# Buscando al Unicornio de Datos

Por: Gabriel Vicario Castrejon  
December 2022



El unicornio de datos es este perfil muy real de un profesionista de datos que tiene una habilidad nata para visualizar datos y contar historias; conoce y entiende todo tipo de modelos de machine learning y sabe cómo automatizarlos y llevarlos a producción; además, procesa, limpia y optimiza flujos de datos y tiene un olfato de negocio super agudo para hablar con directivos y jefes de área por igual



# ABOUT ME



[ Él / They / Them ]

- 2014 - B.S. Engineering Physics @ Tec de Mty
- 2016 - Data Analyst @ Segundamano.mx
- 2018 - Head of Data @ Segundamano.mx
- 2021 - CDO @ Segundamano + Vivanuncios
- 2022 - Data Driven Insights Lead @ Digital Femsa



**Raise your hand if you work in a data  
related field**



**Raise your hand if you have received a job  
proposals for something that has nothing  
to do with your area of expertise**

**(E.g. I'm a Data Scientist who got contacted for a Database  
Admin position)**



**Raise your hand if you have been asked  
on an interview about skills that are not  
closely related to your area of expertise**

**(E.g. I got asked about UX/UI on an Analyst job interview)**





HOW DID  
WE GET  
HERE?

L  
U  
  
P  
  
Y  
  
T

# The Economist

The world's most valuable resource is no longer oil, but data

May 6th 2017

The data economy demands a new approach to antitrust rules

## Forbes

INNOVATION

Nov 15, 2019,

# Data Is The New Oil -- And That's A Good Thing

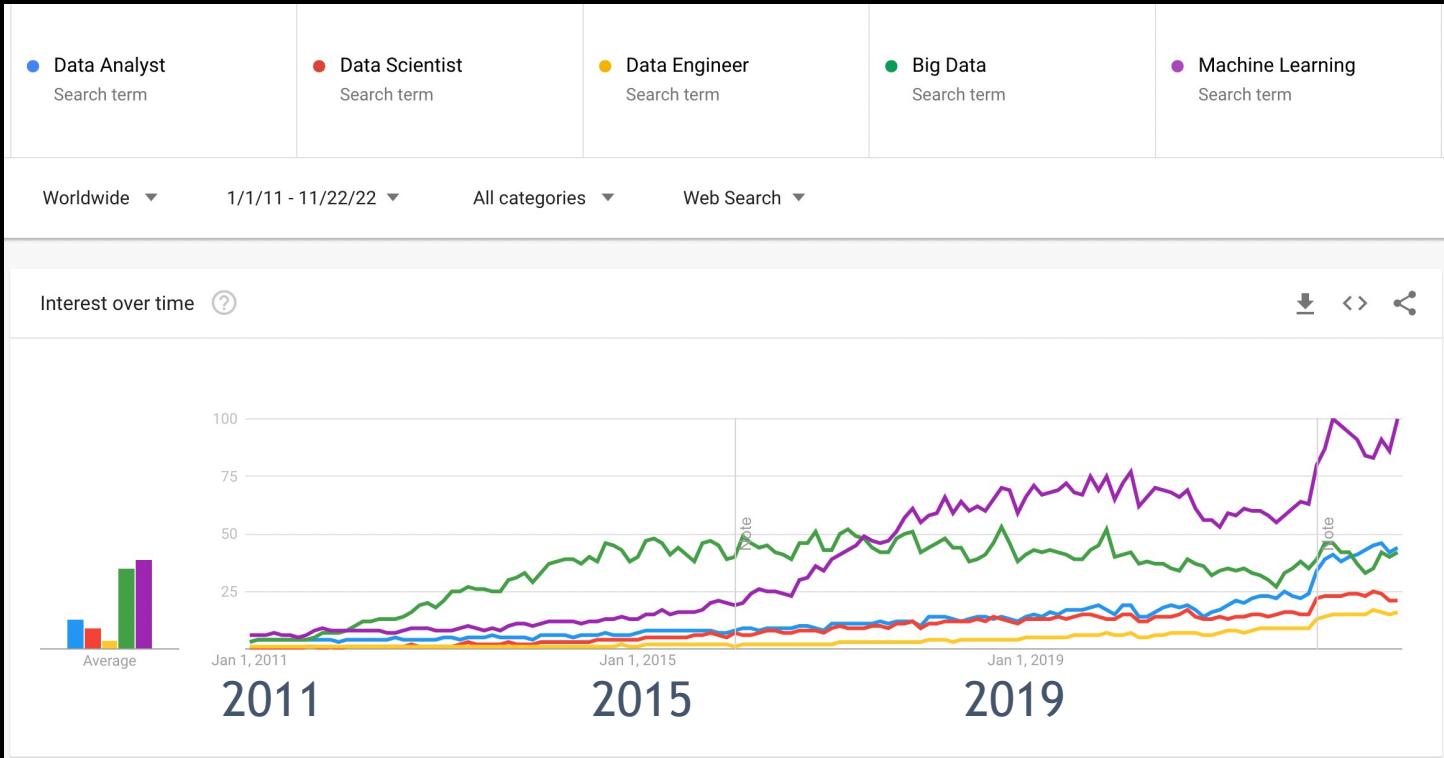
Analytics And Data Science

## Harvard Business Review

# Data Scientist: The Sexiest Job of the 21st Century

From the Magazine (October 2012)

# NOVELTY

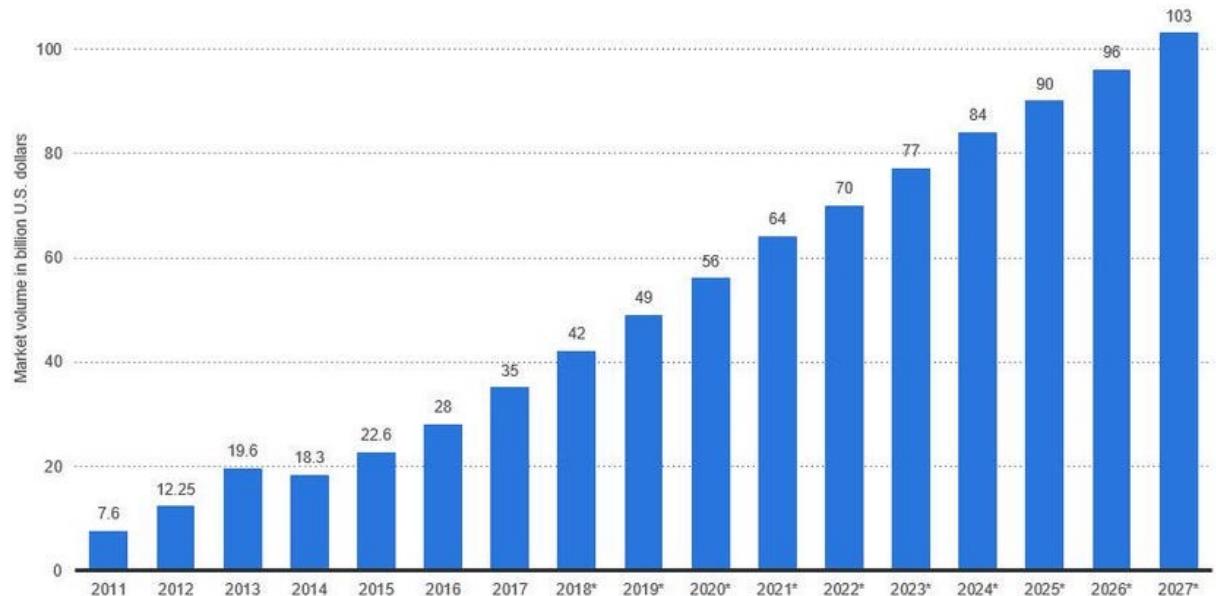


Source: <https://trends.google.com/>

# HIGH EXPECTATIONS

Forecast Revenue Big Data Market Worldwide 2011-2027

## Big Data Market Size Revenue Forecast Worldwide From 2011 To 2027 (in billion U.S. dollars)



statista

<https://www.statista.com/statistics/254266/global-big-data-market-forecast/>

# HIGH DEMAND

Data scientists are in high demand  
**Data scientist job postings, per 1 million postings on Indeed**

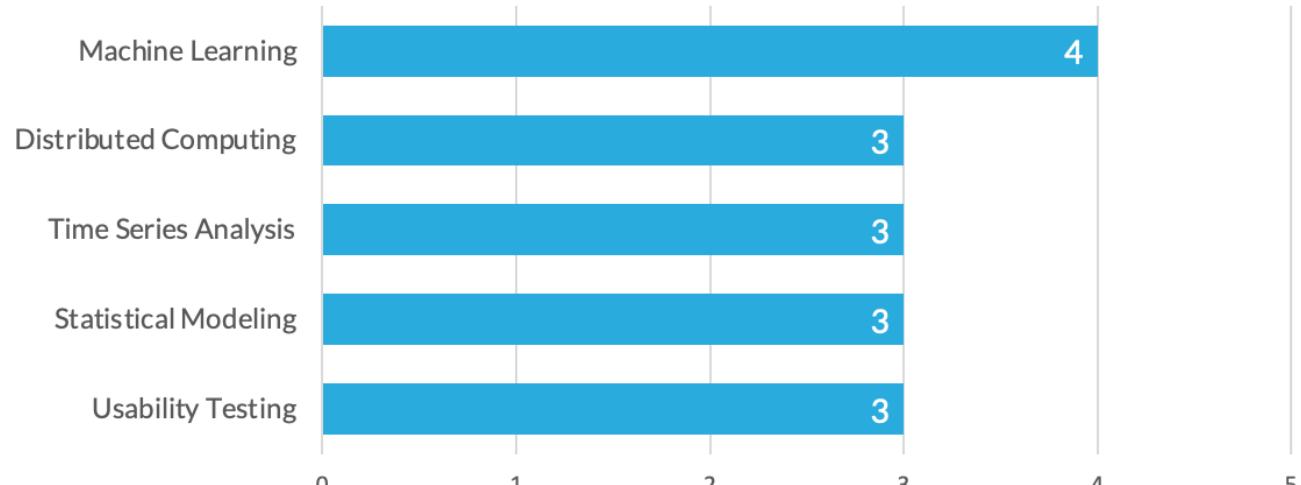


<https://www.hiringlab.org/2019/01/17/data-scientist-job-outlook/>

indeed

# VALUES SKILLS

## Most Common Technical Skills from Glassdoor's Best Jobs



Source: Skills-data obtained from Glassdoor job listings Jan 2021 through Nov 2021

Number of Jobs Listing Skill

glassdoor | ECONOMIC  
RESEARCH

Source: <https://www.glassdoor.com/research/best-jobs-for-2022/>

# DIVERSITY



# LACK OF A CLEAR DATA STRATEGY



# NAÏVE PROFILING



ML OPS

CLOUD  
COMPUTING

CI/CD

STREAMING

AI

PROJECT

MANAGEMENT

STORY  
TELLING

DEEP  
LEARNING

STATISTICS  
BATCH  
PROCESSING

EXPLAINABILITY

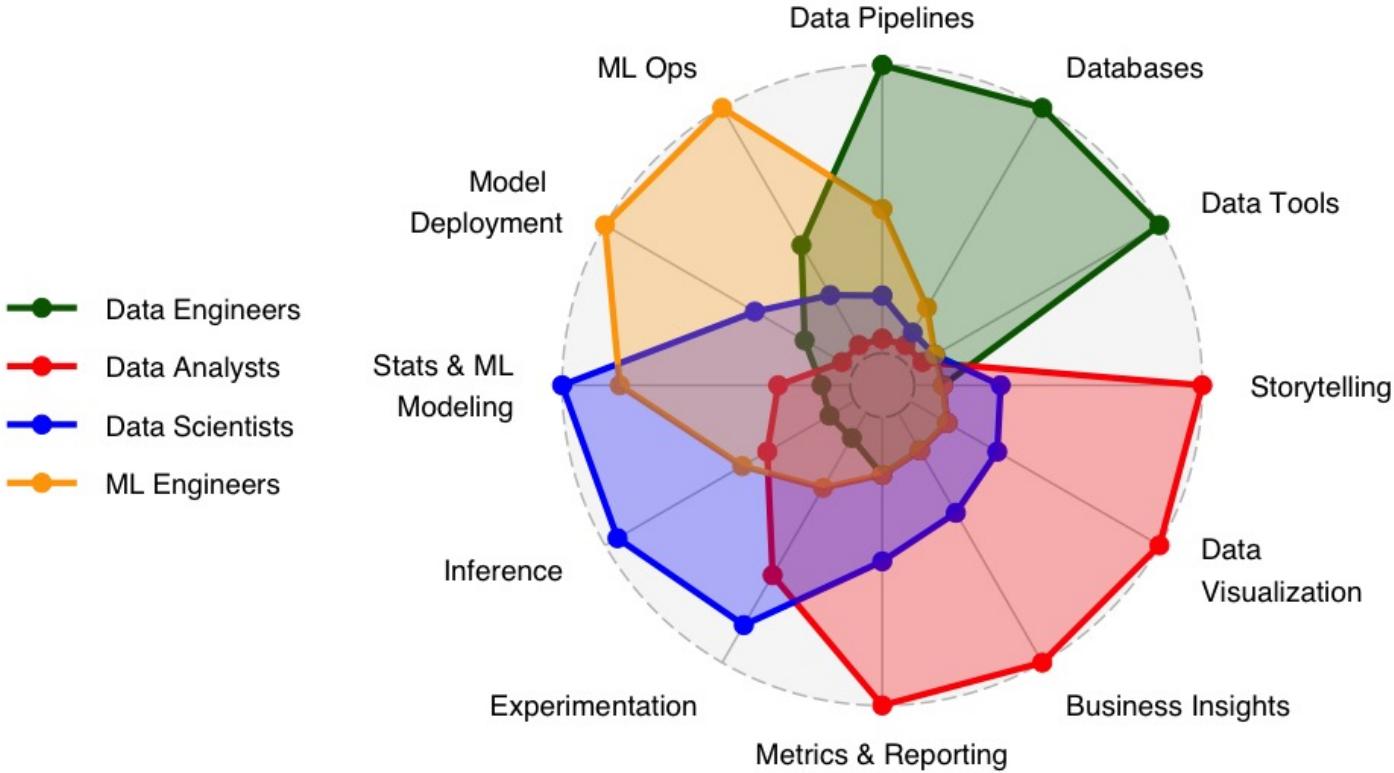
NLP

MACHINE  
LEARNING

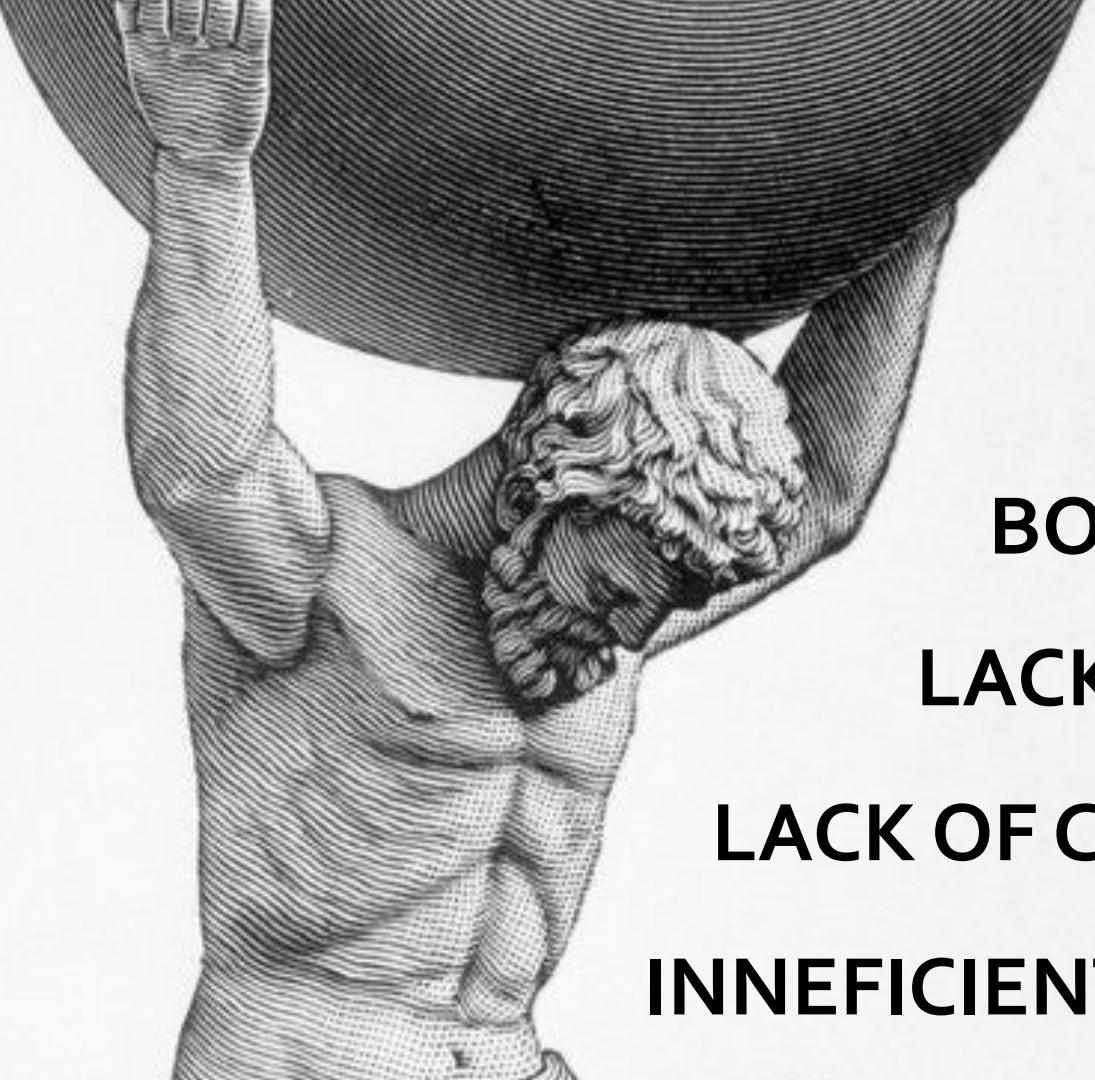
BUSINESS  
SAVYNES

DATA  
PROCESSING





**WHAT HAPPENS  
IF YOU FIND  
ONE?**



**BURN OUT**

**BOTTLE NECK**

**LACK OF FOCUS**

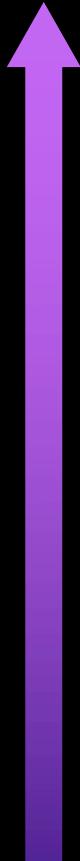
**LACK OF CHALLENGE**

**INNEFICIENT SYSTEMS**



# HOW TO AVOID THIS?

ENABLEMENT



INFRASTRUCTURE

ANALYSIS  
&  
DATA CULTURE

ML

AD HOC MODELS

SEGMENTATION

FORECASTING

EXPERIMENTATION

BUSINESS OBJECTIVES

METRICS FRAMEWORK

DEMOCRATIZATION

DATA STRATEGY

BUSINESS NEEDS

DATA LITERACY

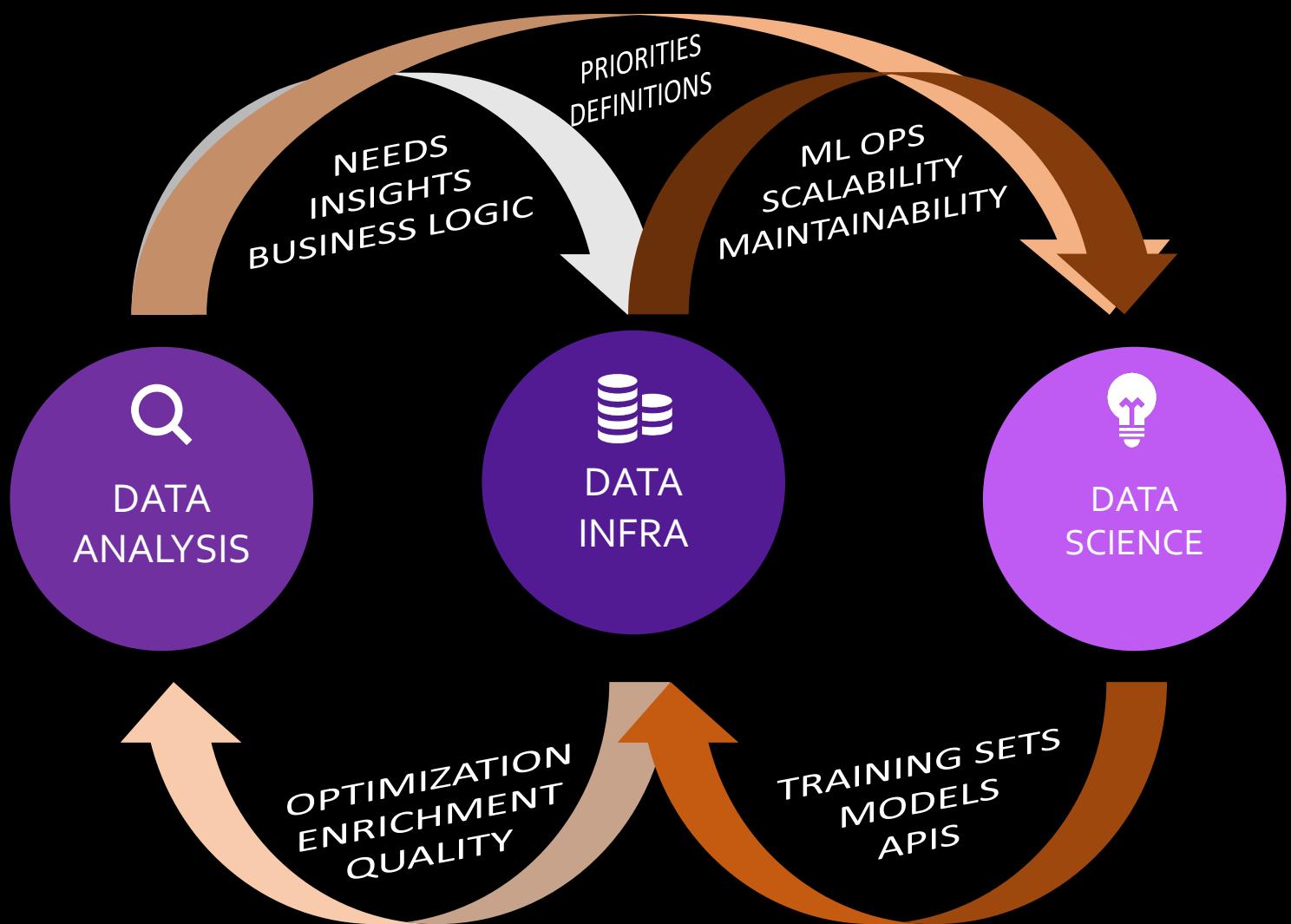
DATA LITERACY

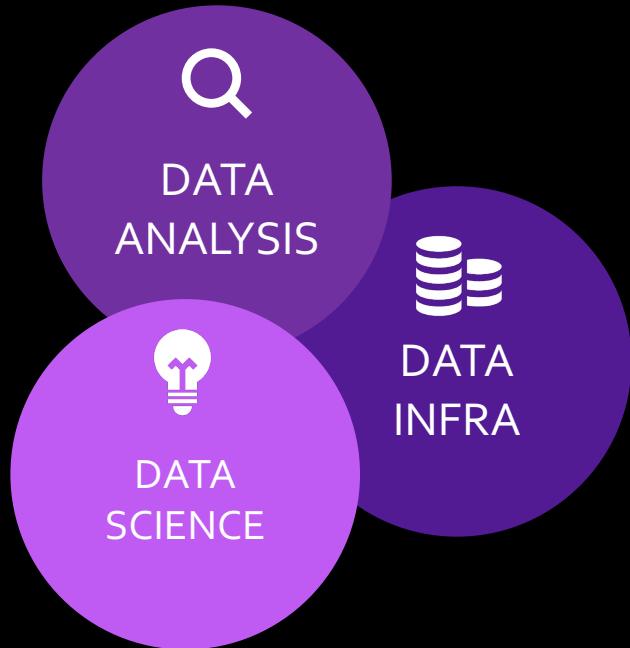
DATA QUALITY

DATA GOVERNANCE

DATA PROCESSING

PRIVACY BY DESIGN



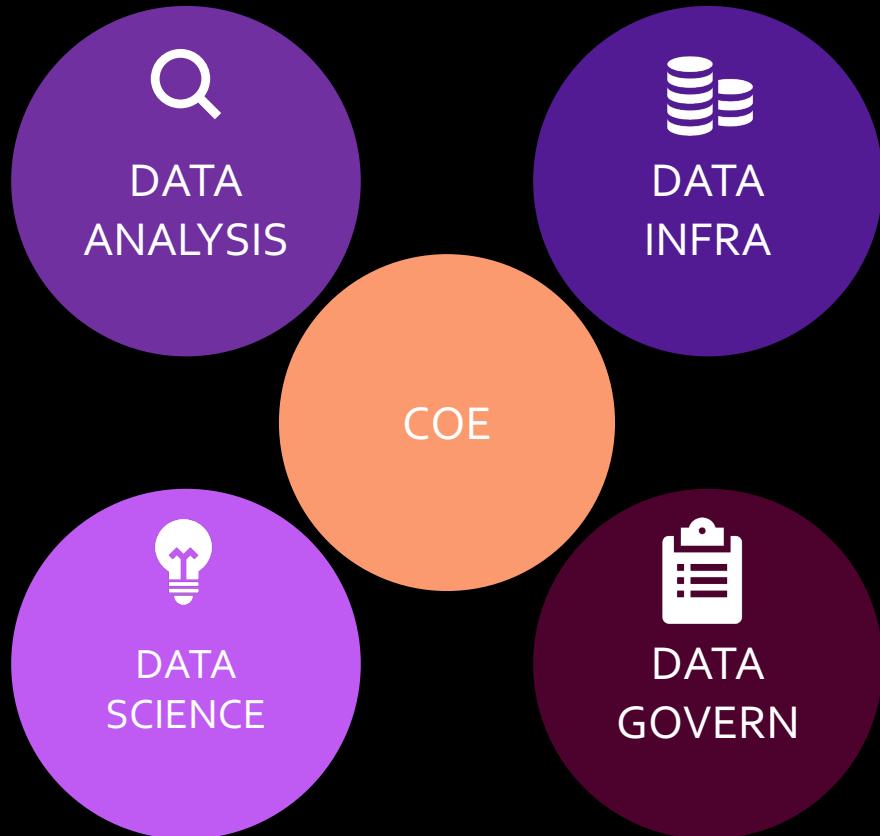


MORE AGILE, EASIER TO CONTROL

HARDER TO SCALE

MORE SCALABLE, SPECIALIZED

REQUIRES MORE ALIGNMENT



- BETTER ALIGNMENT
- MORE FOCUSED
- MORE SCALABLE



- COMMUNICATION CHALLENGES
- TIME CONSUMING



# CONCLUSIONS

BEFORE JUMPING TO THE HIRING PROCESS,

UNDERSTAND THE NEEDS AND THE MATURITY  
LEVEL OF THE ORGANIZATION

WHEN WE TALK ABOUT TEAM STRUCTURE

ONE SHOE DOESN'T FIT ALL

**COMMUNICATION INSIDE AND OUTSIDE OF  
THE DATA TEAM IS KEY, MAKE SURE YOU GET  
SR ROLES THAT HELP BUILDING BRIDGES  
BETWEEN THE DATA TEAM AND THE REST OF  
THE ORGANIZATION**



[linkedin.com/in/gabriel-vicario-c/](https://linkedin.com/in/gabriel-vicario-c/)



Thank you!