Data Science

What do I need to know in order to become a data scientist?

How do I land a job as a data scientist?

- **Business Data Scientists**

- **Product Data Scientists.**

Skills Required

- **Data Analysis / Exploratory Analysis**

- **Data Preprocessing**

- **Applied Machine Learning**

Business Data Scientist

- improve business profitability through data analysis, predictive modeling, and testing. For business data scientists, the emphasis is on the insight that you can derive from the data.

- Examples include:
  - **Marketing** - Building predictive models and bidding strategies for ad markets like Google Adwords or Facebook Ads
  - **Investing** - Using stock price data, global macro-economic indicators, and machine learning to predict stock prices
  - **Strategy** - Using clustering to find "similar" test and control stores for a chain-wide experiment
  - **Operations** - Building models that predict customer churn, allowing the company to proactively reach out

Product Data Scientist

- build ML / AI tools and software. They train models, buil dprototypes, and integrate ML solutions into other parts of the software. For product data scientists, the emphasis is on the product that you build.

- Examples include:
  - **E-Commerce** - Building and integrating a dynamic pricing model into an e-commerce platform
  - **Entertainment** - Building a recommendation engine to recommend other movies a user might enjoy
  - **Banking** - Building a fraud detection system after analyzing large numbers of credit card transactions
  - **SaaS** - Building a chatbot platform that uses natural language processing (NLP) to provide smarter chatbots