In the Data Analytics Bootcamp I want to learn the latest tools and techniques for access and analyzing data and presenting the analysis to communicate the findings to others. I have some experience with Tableau, but that has been limited to using and modifying workbooks that were created by others. I am excited to learn how to use Tableau to access data sources and create my own analyses. I have recently taken a python course and have seen its potential to access, manipulate and analyze datafiles. I am hoping to take this to the next level in the bootcamp by applying the capabilities of python to extract information and gain insights from real world data. I have very little experience with databases and SQL so I am excited to fill in that gap in my data analysis skill set. I also hope to learn more about state of the art and applications of machine learning and AI as those technologies appear to be exploding with real world applications. Finally, I am excited about the intent of the Bootcamp to not only teach students how to do data analysis but more importantly how to continuously learn and update our skills via the community and other resources.

I intend to use the skills I develop in the Bootcamp to redirect my career back to marketing and business strategy. The first half of my career was spent in strategy roles but over the last few positions I have held, my work has been more focused on communications and other go-to-market activities. I find I am more motivated and competitive when I am using analysis to gain insights and drive decisions about a business. By updating my data analysis and visualization skills, I will be better positioned to secure and succeed in a strategy-focused role.