Jack

Job Title

data analyst

Age

18 to 24 years

Highest Level of Education

Bachelor’s degree (e.g. BA, E

Social Networks

Industry

Technology

Organization Size

1100-5000 employees

Preferred Method of Communication

- Phone
- Email
- Text Messaging
- Social Media
- Face-To-face

Tools They Need to Do Their Job

- CRM Software
- Content Management Systems
- Email
- Invoicing Software
- Reporting Software
- Employee Scheduling Software
- Word Processing Programs
- Business Intelligence Dashboards

Job Responsibilities

- Collecting, cleaning, and organizing data related to population and cities in a particular continent.
- Analyzing and interpreting data to identify trends and patterns related to population in different cities.
- Creating visualizations and dashboards to present the data in a clear and understandable format.
- Providing insights and recommendations based on the data to help stakeholders make informed decisions.
- Collaborating with other team members to identify areas for improvement and optimize processes.

Their Job Is Measured By

1. Accuracy of data analysis.
2. Data quality.
3. Efficiency of data processing.
4. Meeting project deadlines.
5. Data visualization.
6. Customer satisfaction.

Goals or Objectives

- To accurately analyze and present data on the most populous cities in a given continent to stakeholders and decision-makers.
- To be able to easily filter and manipulate data on cities by various criteria, such as population or geographic location.
- To identify patterns and trends in the data that can help inform business decisions or policy-making.
- To continuously improve data analysis techniques and methodologies to enhance the accuracy and relevance of the data.

They Gain Information By

As a data analyst, he gathers information from various sources such as public databases, official websites of governments, statistical reports, and academic research. He would also use tools and techniques to extract, process, and analyze the data such as statistical software packages, programming languages, and data visualization tools. Additionally, he may consult with subject matter experts and colleagues in related fields to gain a deeper understanding of the data and its context.

Biggest Challenges

- Ensuring the accuracy of the data.
- Handling large data sets.
- Balancing various user requests.
- Keeping up with evolving technology and analysis techniques.

Needs and expectations

- Access to reliable and up-to-date data: access to accurate and current data on population figures for cities and continents around the world.
- Work with other teams or departments within the organization to ensure that this data is available in a timely and usable format.
- Tools for data visualization and analysis: software or tools that allow to manipulate and analyze large datasets, as well as create clear and effective visualizations of the findings.
- Need to work with IT or other teams to ensure that these tools are available and properly configured for his needs.
- Understanding of business objectives: have a clear understanding of the business goals and objectives that work is intended to support.
- Work closely with stakeholders in other departments to ensure that the analysis is aligned with broader organizational priorities.

Anxieties and motivations

Anxieties:

- Making sure that the data is accurate and up-to-date, as the analysis will be based on this data.
- Ensuring that the analysis is comprehensive and includes all relevant factors, such as different population groups and demographic trends.
- Ensuring that the analysis is easily understandable by non-experts, such as business stakeholders who will use the insights to make decisions.

Motivations:

- Having a strong interest in data and analysis, and wanting to use these skills to provide valuable insights to stakeholders.
- Feeling a sense of accomplishment when the analysis leads to actionable insights that drive business success.
- Wanting to continuously improve and refine the analysis process to make it more efficient and effective.

Scenario

Jack is a data analyst working for a global marketing firm. His team has been tasked with identifying the most populous cities in each continent to help their clients target their marketing campaigns more effectively. To accomplish this task, Jack uses a data visualization tool that allows him to query and analyze data on cities and their populations.

Jack inputs the desired continent and the number of cities he wants to see into the tool's interface. The tool then generates a list of the top N populated cities in that continent, sorted by population size from largest to smallest. Jack can then export this data into a report and share it with her team and clients.

Using this tool and user story, Jack is very happy and is able to quickly and efficiently gather the necessary information to help his team make data-driven decisions for their clients.

User Story

This user story builds on the previous one by adding the ability to filter the list of cities by continent and specify the number of cities to display. As a user, you want to be able to view a list of the top populated cities in a particular continent. The number is specified by the user, and the list is sorted by population from largest to smallest. This feature will allow you to see the most populous cities in that continent based on your desired number. For example, if you specify N=10, you will see the top 10 most populous cities in that continent. This can be useful for various purposes, such as market research, travel planning, or academic studies.