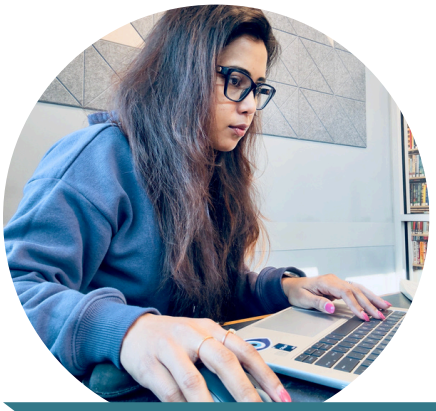
Data Scientist

Experience, Marketing Operations & Strategy

I lead data extraction, evaluation, and integration efforts to incorporate customer data from multiple sources and design statistical models. These models help campaign managers to plan strategically. My data models, scores, and audience strategies provide an extensive understanding of the customers and products to improve performance.

I solve complex problems and innovate solutions that have a real impact on people's lives. Being part of a dynamic and collaborative team where ideas are shared, challenges are tackled together and successes are celebrated adds to the rewarding nature of my job.



Tanaya Bose

Day-to-Day

A data scientist's day is a mix of analytical work, coding, collaboration, and continuous learning. Throughout the day, data scientists may also engage in ad hoc tasks such as troubleshooting technical issues or working on access requests for new data sources.

One common misconception is that data scientists just build pretty models and analyze data. In reality, data science is a rigorous and iterative process that requires careful planning, data preparation, modeling, evaluation, and interpretation.

Important Skills

❖ Coding ❖ Programming ❖ Statistics ❖ Mathematics ❖ Data Manipulation/Cleaning ❖ Web Scraping ❖ Machine Learning ❖ Data Visualization ❖ Big Data Technologies ❖ Database Management

❖ Communication ❖ Problem-Solving ❖ Critical Thinking ❖ Teamwork ❖ Collaboration, Adaptability ❖ Curiosity ❖ Time Management ❖ Ethical Awareness ❖ Resilience

Overcoming Challenges

Working with messy and incomplete data!
In many real-world scenarios, data collected may be inconsistent, contain errors, or missing critical information, making it challenging to extract meaningful insights. Data cleaning and pre-processing are some of the biggest tasks in a data scientist's life. I developed robust data-cleaning pipelines to identify and correct errors, handle missing values and standardized formats.

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Courses to Take in High School

Start focusing on developing a strong foundation in mathematics, statistics, and computer science. Take courses in calculus, linear algebra, probability and programming languages like Python or R. A solid understanding of these fundamentals will serve as the basis for your data science journey.

Advice As You Explore Careers

As you explore the field of data science and consider pursuing it as a career, remember to embrace curiosity and lifelong learning.

Be resilient and persistent in finding your passion and purpose. Collaborate and connect with others, make an impact and stay ethical and responsible.

Average starting salary for this role

$80,000

Embrace Curiosity & Lifelong Learning

"As you can work on your journey in data science remember that your unique perspective, skills and passion have the potential to make a difference in the world.

Stay curious keep learning and never underestimate the impact you can have as a data scientist. Good luck with your journey!"