

# This Is The Job: Data Analyst

Use this list to kickstart your advertising journey. Speak with your guidance counsellor, teachers, and parents to find out which courses, programs and next steps may be right for you.



## What is a Data Analyst?

We're the people who find clues in the data. We crunch numbers and examine patterns to find out why people behave like they do, and then we apply those patterns to advertising so that it works better. You could say we're professional puzzle solvers.

## This is what they do most days

### I analyze...

I look through various forms of data to uncover trends and insights.

### I design...

I assemble dashboards and worksheets as a way of visualizing data in eye-catching ways.

### I review...

I perform quality assurance on new or existing pages to ensure all website interactions are being properly recorded.

## In their own words:

“ I've always been a huge fan of math, analytics, and what they can uncover. While completing a chemistry degree at university, I started shifting my focus to analytical chemistry through my research project and enjoyed every second of working through the data.” - Brendan M.

“ My skills that have really lent themselves to this role are: curiosity, the ability to connect the dots with numbers, thinking creatively, and attention to detail. I'm very independent and love that I can just do my work and figure things out on my own.” - Mary H.

“ Success means different things to different people. The only person that can define what it looks like for you, is you. That definition will change as you grow, but being happy is usually the common denominator.” - Julia C.

## Explore some of the skills you'll need

- ✓ Ability to collect, analyze, and interpret data to produce insights
- ✓ Presentation skills
- ✓ Communication skills
- ✓ Educational background in finance, business, or marketing
- ✓ Ability to use different analytical software like Excel, Google Analytics, Power BI

## This Is The Job:

Was created to attract more racialized people to the exciting, creative and challenging world of advertising, with the goal of increasing diversity across the entire industry.

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