

This Is The Job: Data Scientist

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 Scientist?

We're the ones who collect, analyze and interpret data, and we tend to be very good with numbers and coding. To dig deep for more data and insights, we also create algorithms and predictive models, and develop A/B testing for campaigns.

This is what they do most days

I strategize...

I work with strategists and creatives to plan out how data can be leveraged within their work.

I analyze...

I sift through data to understand what the numbers are telling me about people and their behaviours.

I visualize...

I take data sets and make them visual so that teams and clients can understand trends.

In their own words:

“ I'm a curious person and I don't settle for the first answer I see – I keep digging for more. I love exploring data and trying to understand why people do and say the things they do. We live in a world with more data than ever, and combing through it is pretty exciting.” - Regina A.

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.

To learn more visit thisisthejob.org