

EXPLORE DATA ANALYTICS

WHAT IS DATA ANALYTICS?

If you like working with numbers, analyzing data, and using software/technical skills, consider the data analytics career path! In this path, you will be working with datasets such as Big Data. Depending on which employer or organization you work for, you will be telling a story by interpreting data to help them solve problems. During a typical day, you may be working on projects, communicating an analysis of the data you've collected to your team, and potentially doing research.

FREQUENT JOB TITLES

- Data Engineer
- Data Scientist
- Data Science Consultant
- Data/Financial/Business Analyst

IDEAL QUALIFICATIONS

- Tell a story using data
- Have experience in data mining, cleaning, and visualization
- Know current and emerging technology
- Have experience using Python and R
- Have experience with machine learning (ML) and artificial intelligence (AI) for data scientist roles
- Prefer Master's or PhD degree for Data Scientist roles

KEY SKILLS

- Strong math and logical thinking
- Quantitative and qualitative analysis
- Verbal and written communication
- Python and R programming languages
- ML and AI for Data Scientist roles

COMMON EMPLOYERS

- Google
- General Mills
- American Family Insurance
- McKinsey & Company

RELATED STUDENT ORGS

- DotDATA
- Undergraduate Statistics Club

SUGGESTED COURSES

- Computer Science 301: Introduction to Data Programming
- Statistics 327: Learning a Statistical Language
- Sociology 210: Survey of Sociology
- Geography 370: Intro to Cartography

RELATED ACTIVITIES

- Join Data Science Madison Meetup
- UW-Madison Cartography Lab with Tanya Buckingham
- Concentration in Research Analysis (CAR) Program with Jim Raymo