EXPLORE DATA

WHAT IS DATA?

If you like working with numbers, analyzing data, and using software/technical skills, consider the data career path! In this path, you will be analyzing datasets to find solutions, hidden patterns, and trends. 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 data projects, communicating the findings of the data you've analyzed 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, R, and or SQL
- Tableau data visualization tool
- ML and AI for Data Scientist roles

COMMON EMPLOYERS

- Google
- 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
  Statistics 240: Intro to Data Modeling
- 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