

# Finding a Position in Analytics

## Introduction

This guide presents a short step-by-step process outlining the steps that we have found helpful when looking for a position in the field of data science and analytics. Unlike other guides, this one emphasizes understanding your own strengths, weaknesses, preferences, and working styles, because we have found those areas to be vitally important to success and happiness in work environments.

## 1. Understanding Yourself



You will find difficulty in relating to others in a work setting, such as job interviews, until you understand yourself and what you bring to the job. Of the many tools that psychologists have produced many tools to assess personality types, our favorite is the Myers-Briggs temperament test, based on Jungian principles. In the Myers-Briggs test, we seek to describe different people using 16 different personality profiles. The personality profiles are described by four letters. The first letter indicates if you are extroverted (E) or introverted (I). The second letter shows if you process information using your senses (S) or your intuition (N). The third tells if you relate to people using thinking (T) or feeling (F). The fourth letter indicates if you prefer closure (J, standing for judgement) or you like to keep things open (P, standing for perceiving). Several websites offer free tests to discover your Myers-Briggs profile. Here is one example:

<https://www.16personalities.com/free-personality-test>

For more information on this topic, and to refine it further, please see the several good sources available on this topic, such as “Please Understand Me” by Keirsey and “Strengthfinders” by Rath.

## 2. Selecting a Position



Next, leverage the information you just learned to select a position for yourself, within the realm of analytics. We can apply the Myers Briggs results to predict job success. Some sources summarize the 16 types into four basic temperaments:

Source: [http://www.keirsey.com/4temps/overview\\_temperaments.asp](http://www.keirsey.com/4temps/overview_temperaments.asp)

Each temperament has a particular career path that will likely suit them well:

**SJ: The Guardians:** Guardians deal with facts and cooperate with others. If you are an SJ, you will likely do well as a manager of analytics projects.

For example, Scott W, a fellow instructor, tested as an ESFJ. He reported that he recently started a new position within analytics and almost immediately found himself become a team builder. As an SJ, he gravitates toward the manager role, and his F (feeling) side increases his empathy toward others, vital in team building.

**SP: The Artisans:** Artisans deal with facts and are not eager to close. Called “concrete utilitarians,” they do what works. If you are an SP, you are the person people go to when they need to “get things done.”

**NT: The Rationals:** Rationals deal with intuition and thinking. If you are an NT, you will likely do well understanding the meaning behind the data you calculate.

**NF: The Idealists:** Idealists deal with ideas and take other people’s feelings into account. If you are an NF, you will likely do well as a team member. You will get 5/5 stars on your “works well with others” performance review.

For example, Elisabeth L, one of my students, tested as an ENFJ. She told me she was skilled at exciting others, motivating them, and spreading enthusiasm. Her E and her F tendencies make her a natural fit for this role. She also reported that she succeeds at creation, design, and development of any kind, not surprising, given her N temperament.

Another example NF is Jane P., another one of my students, who tested as an INFP. She reported that she is empathetic with others (no NT would ever say that), and that she works well with all kinds of personalities. She said she does well when she is involved in communications, especially data visualizations.

### 3. Industry



We recommend keeping one area constant, either the industry (such as finance) or the function (such as engineering), when switching jobs. Doing so allows you to leverage the learnings you acquired so far toward your new position. For example, if you are an engineer in the finance industry and you desire to move into marketing analytics, you could stay within the finance industry and explain to the hiring manager how your quantitative skills learned in engineering will contribute to your success in analytics within the finance field.

## 4. Job Descriptions



Now that you know something about yourself, the type of position you want (based on your personality), and your industry, it is time to look at actual job postings. In the job postings, we seek to find 3 criteria:

- a. The degree to which you are excited about the duties you would be performing
- b. The characteristics of the hiring companies (what type of companies are hiring for that position?)
- c. The specific qualifications and skills required by that position

First, if you are not excited about any of the positions you see, you need to re-evaluate the type of position you seek. We recommend you test out different positions to see which you prefer.

Second, determine if the characteristics of the company match what you want in an ideal employer. What do you want? Money? Fame? Power? Friends? How well does the company and position fulfill those needs?

And Third, assess the qualifications required against the ones you possess. What new skills do you need to learn? Often, not having a key skill, such as experience in a specific programming language, is not a deal breaker, as long as you are passionate about the company and the position. You are often just a few YouTube tutorial videos away from learning that language.



## 5. Famous



Prospective employers will almost certainly search for your name on search engines such as Google, so you need to check search results on yourself. We recommend visualizing what you want people to see when they search for your name, and then make that vision a reality. We offer three specific strategies to increase your online fame:

- a. From a macro level, we recommend activities to increase your contribution and exposure to your field. Specifically, we believe that writing books, authoring articles, and speaking at events all show your contribution to the art.
- b. On a more micro level, one quick win is to go to book-oriented websites, such as Amazon.com, and write insightful reviews on books in your field. Search engines such as Google often pick up such reviews. Reviews will showcase your knowledge online and add to your credibility.
- c. On a brand level, ensure your “brand” (your name) is distinct. If a famous celebrity shares your name, consider tweaking your brand to make it distinct. For example, you could use your middle name, such as FirstName MiddleName instead of FirstName LastName. Alternatively, you can hyphenate your name, such as FirstName-MiddleName LastName.

## 6. Networking



With your new brand developed, print business cards with it and go to relevant events. We recommend going to Meetup.com and finding related events in your local areas. There, you can find like-minded people and get to know them. More specifically, hiring managers often attend such events, seeking to find intelligent, credible candidates to fill vacant positions.

## 7. Plan



Your goal with planning is to develop a concrete set of steps you need to take to achieve your goal, and a timeline with which to do them. We recommend establishing metrics against which to track progress, such as completing two interviews per week.

## 8. Multiple Opportunities



We recommend pursuing multiple opportunities at the same time. First, you will have the possibility of considering multiple offers. Also, it will make you appear less desperate, because you know if one employer says No, you still have four or five others in the pipeline.

Good Luck!