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Research Assessment #10 - Data Analytics

Every company tracks user interactions and can take away some form of data. However, the problem lies in finding meaning within the data itself—that is where a data analyst is essential. I know that in today's age, everything is digital, and every company is beginning to understand how imperative it is to hold a digital platform. Furthermore, throughout my interviews, business professionals have repeatedly stressed the importance of understanding data analytics in the marketing industry. The marketing landscape has completely changed, and the future looks largely digital. Thus, I believe this is an important skill to obtain—a primary reason why I have incorporated it into my Original Work Project. This assessment will be information I've received from an article *and* verbal knowledge from an interview with Ron Kinkade.

According to the article, there is a difference between data analysts and data scientists. Data analysts ask specific questions and analyze trends in data. They use this information to develop detailed plans and strategies for the company. On the other hand, data scientists take a more holistic or philosophical approach; they ask the why. Data scientists create platforms that data analysts use.

Regarding required skills—the two jobs bring somewhat polar requests. For example, data analysts need beginner to intermediate basic software knowledge, whereas data scientists must have expertise in Java and other computer-science-related programming languages.

While reading this article, I was reminded of one of my recent interviews with my now mentor, Ron Kinkade. We centered this discussion around data analytics, and he asked me, “What’s the difference between 5% and 8%?”. I hesitated, as it felt too easy to answer, but begrudgingly replied, “3?”. He then showed me that if these were two different campaigns, each with their respective engagement percentages, the difference was 60%. Ron stated that that was how to find meaning within the data. We talked more about the functionality of data analytics and some good platforms I should get comfortable with. Considering this conversation and other interviews, I plan to get comfortable using Google Analytics to track my website's SEO and engagement.

The article maps out a clear, concise process of data analytics. First, they define their question, which usually stems from a problem. For example, at Text-em-all, Ron said their support team kept receiving similar questions from their clients about their software navigation, so they asked the marketing team if they could create content videos to introduce the platform. Next is collecting the data, which can be done through many different software platforms. According to Ron, the important thing is not necessarily knowing every single software but having a good understanding of what they do. . During my interview, Ron stressed the importance of having a basic

understanding of the different platforms and how to navigate them versus spending hours trying to understand every single different program and how each worked individually. The third step is cleaning the data. In all honesty, I knew nothing about this at first, but the article taught me that it is essentially taking out copies or just invaluable surface data. It is unlike the next step, which is to analyze the data. Essentially, use the numbers that are given to answer your questions. Lastly is putting that information in a digestible format through using marketing skills.

Overall, I really enjoyed this assignment as it gave me some good insight into data analytics. I think this topic is something that will take many more hours for me to fully understand, but I'm ready for the challenge.

CITATION

Stevens, E. (2022, August 16). What is data analytics? A Complete Guide for Beginners. CareerFoundry. Retrieved November 4, 2022, from <https://careerfoundry.com/en/blog/data-analytics/what-is-data-analytics/>

Annotated Article

<https://docs.google.com/document/d/1yOE98NeVH7oN7iqMTSHvIG0gjmJDAXgTDE0AhSnNXLc/edit?usp=sharing>