

## **Data Analytics**

**Does this sound like you?** You love turning data into actionable insights. You've always enjoyed math and statistics. You develop dashboards and reports in your sleep and have always been a ninja with Excel. Perhaps you can find a role in **Data Analytics**.

### **Job Overview**

If there's one area where jobs are easy to come by, it's data analytics. Right now, there simply aren't enough potential employees in the job market with the necessary data skills to satisfy the incredibly high demand from companies. If you're numbers inclined, a career in data analytics can be a worthwhile path to explore as you transition out of the military. But be warned: there's a lot to learn.

Data analytics fits under a broader category of "data science", which is an incredibly broad and deep field. At its core, data science is what you get when you mix statistics, computer programming, and domain expertise. As a data scientist, your job is to help an organization understand and utilize its data. And, these days, data drives virtually every aspect of a company's decision making. Data analytics is generally more focused than data science because instead of just looking for connections between data, data analysts have a specific goal in mind that they are sorting through data to look for ways to support.

It's common for candidates to have a strong technical background, although not necessarily a software-related one. Hard skills relevant to data science and data analytics include SQL, Python and/or R, and web development.

### **Top Skills & Competencies:**

- Analytical and Creative Mind
- Scripting (Python, MATLAB) and Statistical Languages (R, SAS)
- Campaign Management
- Adobe and Google Analytics
- Skilled in Reporting and Data Visualization Software
- Advanced Microsoft Excel
- Teamwork