



> Job hunting for DAs

Why it's tough

What you can do about it

DS Dojo April 2022

Oscar Baruffa

Who am I?

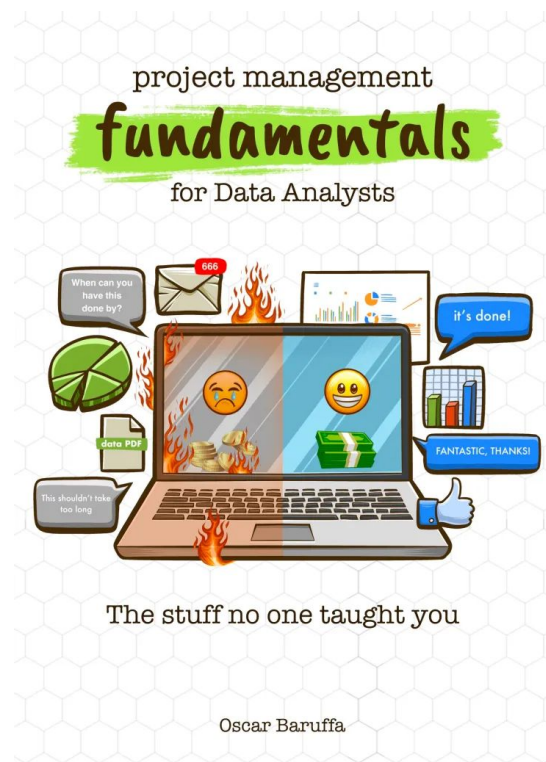
Working ~15 years

Mech Eng, Audit, Economic & Strat, Analytics

Hired throughout, Positive feedback on my applications

- Created & maintain www.BigBookofR.com
(250+ mostly-free R programming books)
- Wrote Project Management Fundamentals for DAs
(www.oscarbaruffa.com/pm)
- Tweet [@OscarBaruffa](https://twitter.com/OscarBaruffa)
- Blog about data, careers and R (www.oscarbaruffa.com)
- Newsletter www.oscarbaruffa.com/newsletter

Slides at end of presentation



What we'll be covering

- Hiring process
- Generic, semi-tailored and highly-tailored CVs
- Cover letters
- You vs more qualified* candidates
- Managing your energy when job hunting
- SWAG!

Caveats

- ❑ Not research-driven, just my experience
- ❑ Local job market and cultural factors
- ❑ Your preferred approach
- ❑ Contradictory advice

Pick what resonates with you

Some questions you might have

Let's keep questions for the end

I'll highlight some as we go

Hiring process

> Is this you?

“I was perfect for that job - why didn't I even get a rejection?”

“How many jobs must I apply to?”

“These requirements are crazy”

“I'm unemployable” 😱



> The facts (as I see them)

- Companies have work needing done and need people to do them
- You are employable - you have skills and knowledge

Q: “How do I identify my skills and knowledge?”

> The job-ad-to-1st-day pipeline

Scope the job profile

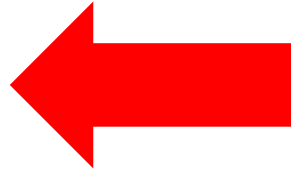
Create & publish the ad

Screen CVs & create shortlist

Interview rounds (/assignment)

Offer

Start



Q: “Why is screening CVs key in this process?”

> The problem(s)

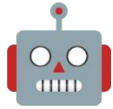
Company side

- ❑ Job scope is poorly defined (they don't know what they want)
- ❑ Job ad is too generic
- ❑ Job ad has too many requirements

Your side

- ❑ Your CV & cover letter are too generic

> The hiring process



ATS



Recruiter



Hiring Mngnr



Colleague



Tech Lead



Director



HR Manager



Your CV

> Who you are vs what they can see

Pleasant to
work with

Appreciate
clean data



Good at
googling

Persistent

Knack for
data viz

Finish
projects

Tell good
jokes

Not scared by coding errors

Hiring Mngr



Recruiter



Colleague

What your CV says

> Your CVs job



Hiring Mngr



Recruiter



Colleague

Where this is a match, make it as obvious as possible
Don't punish the hiring manager, help them make the match

> 3 types of CVs you should have

Generic CV

Semi-tailored CV

Highly-tailored CV

> Generic CV

One CV that you use for everything.

Doesn't cater to a specific role.

Pro: Saves your time/energy

Cons: Hard to show how you match the role

<https://www.beamjobs.com/resumes/data-analyst-resume-examples>

twitter: @OscarBaruffa bl

FARAH MARTIN

DATA ANALYST

CONTACT

farahmartin@email.com
(123) 456-7890
Brooklyn, NY
[LinkedIn](#)

EDUCATION

B.S.
Mathematics and
Economics
University of Pittsburgh
September 2010 - April 2014
Pittsburgh, PA

SKILLS

SQL
Excel/ Google Sheets
A/B Testing &
Experimentation
Tableau
Python (Pandas, Scikit-learn)
Google Analytics
Leadership Experience

WORK EXPERIENCE

Data Analyst

Fountain House

May 2018 - current / New York, NY

- Built out the data and reporting infrastructure from the ground up using Tableau and SQL to provide real-time insights into the product, marketing funnels, and business KPIs
- Designed and implemented A/B experiments for products to improve the conversion rate by 19 basis points and reduce churn by 12 basis points
- Implemented long-term pricing experiment that improved customer value by 25%
- Built operational reporting in Tableau to find areas of improvement for contractors resulting in \$250K in annual incremental revenue
- Led a team of 2 full-time employees and 4 contractors

Data Analyst

Wavely

August 2016 - May 2018 / New York, NY

- Partnered directly with the executive team as the first data hire to formulate and report on KPIs across their web properties that received 225M visitors annually using SQL and Google Sheets
- Built a logistic regression model to help the SEO team decide which keywords to target, resulting in a 15% lift in YoY site visitors in 2018
- Collaborated with product managers to perform cohort analysis that identified an opportunity to reduce pricing by 22% for a segment of users to boost yearly revenue by \$730K
- Developed root cause reports to address problems with customer conversions, successfully revealing insights that boosted conversions by 32%

Product Modeling Analyst

Geico

August 2014 - August 2016 / Washington D.C.

- Developed and owned reporting for a nationwide retention program with Python, SQL, and Excel, saving ~90 hours of monthly labor
- Identified procedural areas of improvement through customer data, using SQL to help improve the profitability of a nationwide retention program by 8%
- Applied models and data to understand and predict repair costs for vehicles on the market, and presented findings to stakeholders

>Semi-tailored CV

CVs aligned to job types that attract you, but not specifically tailored for a particular role.

Pro: Already much better chance of good match

Cons: None

Q: “How many should I make?”



R, Excel, Shiny

Amazon recommendations

Marketing

Churn, customer acquisition

ZAR

Sales Attribution

GBP

Automation

EUR

Scraping Reporting

CI, github actions

>Highly-tailored CV

Highly customised to the role

Pro: Best chance of demonstrating a match

Cons: Energy intensive, time consuming

>Highly tailored

As Data Specialist, you will use your extensive experience in **data analysis** and smallholder agricultural **value chains** to provide IDH Farmfit and its partners with key **strategic insights** on the design and how to improve the performance of Service Delivery Models for smallholder farmers.

- a. Set-up the **Farmfit database** and develop it into a **public online portal** enabling partners to use our analytical tools.
- b. Lead Farmfit's benchmarking activities, **pro-actively distil trends** and insights from the database and translate these insights into actionable insights that can be **effectively communicated**
- c. Drawing on the insights from your analysis, engage in **high-level strategic discussions** with senior management of private and public organizations on the development of sustainable smallholder business models.
- d. Together with the Farmfit Manager Utrecht, further develop the SDM methodology and lead the adjustment of the (online) analytical tools
- e. Together with the Farmfit Technology Manager, drive innovation on management information systems for smallholder farmer business models.
- f. For selected cases, conduct quantitative SDM analyses of individual companies.

CV

Strategic and Business Planning

Long-term forecasting of recycling for recycling **non-profit organisation**. **Analysing** contracted partner **recycling data** and overseeing management of millions of Euros of funding. Macro and micro **economic data analysis** and understanding of **value chains**. **High-level stakeholder engagement** across global and local brands, NGOs, recyclers, collectors, waste-pickers and academics in preparation of industrywide plan submitted to Government (worth €66m over 5 years). Managing budget of 70% company budget. **Enhance data as strategic asset**. Preparation of recycling contracts (€3-€4m annual budget, €20m+ contract value). **Regular reporting and communicating** with non-technical stakeholders.

...

Sustainability Engineer

Sustainable building design expert, carbon calculations, energy strategy development.

>How I did it

Generic Sustainability & Data

Data focus

Sustainability focus

Role-specific

Cover letter

> Cover letter (Motivation)

Too short <- Just a few sentences

Example: R, SQL, <domain expertise>, data quality

Too long <- Long wall of text,

“I’m very excited to apply for the position of

whole page/s, life history

I’ve been using R for [X, Y, Z] in [domain] for 2 years. I’ve got some basic knowledge of SQL through [x] course.

Just right <-About 400 - 600 words,

I enjoy the process of spotting data quality issues as I did in [previous role] when I investigated outlier issues that I traced back to poor form validation”

Hit all the keywords in 2nd or 3rd sentence

Q: “What if I’m switching fields or careers entirely?”

>Cover letter

As Data Specialist, you will use your extensive experience in **data analysis** and smallholder agricultural **value chains** to provide IDH Farmfit and its partners with key **strategic insights** on the design and how to improve the performance of Service Delivery Models for smallholder farmers.

- a. Set-up the **Farmfit database** and develop it into a **public online portal** enabling partners to use our analytical tools.
- b. Lead Farmfit's benchmarking activities, **pro-actively distil trends** and insights from the database and translate these insights into actionable insights that can be **effectively communicated**
- c. Drawing on the insights from your analysis, engage in **high-level strategic discussions** with senior management of private and public organizations on the development of sustainable smallholder business models.
- d. Together with the Farmfit Manager Utrecht, further develop the SDM methodology and lead the adjustment of the (online) analytical tools
- e. Together with the Farmfit Technology Manager, drive innovation on management information systems for smallholder farmer business models.
- f. For selected cases, conduct quantitative SDM analyses of individual companies.

Cover letter

Many of my skills are closely aligned to the requirements of this role, having gained experience in dealing with **global markets for commodities** and understanding **value-chain dynamics** where **informal operators** make up a large proportion of the supply chain. **Although I do not have formal experience in Agribusiness**, I am fully capable of quickly understanding the fundamental drivers of ecological and economic sustainability in any field, **having already done so in many other sectors**.

Understanding the underlying data has been a constant presence throughout my career. It is not just interpreting the data that is important, **but understanding how it is collected**, how it is **perceived**, how **underlying assumptions** may change and how the priorities, politics and personalities of stakeholders must all be kept in mind **when communicating results and recommending strategies**. Increasingly, **ethical considerations** must be made when dealing with the analysis and reporting of data. This will be worth considering in light of FarmFit possibly having a **public portal**. My **six years of working at an NGO** serving private members and public stakeholders with varied interests will also prove valuable.

You vs “the qualified ones”

> “I have no experience”

Good news, a **good** CV does not correlate with the **MOST** CV

~~Most experience~~

Specific experience

~~Most skills~~

Specific skills

~~Most certifications~~

Specific certifications

~~Most languages~~

Specific languages

~~Most keywords~~

Specific keywords

Specific and relevant to the role

> Example

“Sharing results with internal stakeholders”

Git	R-Markdown, Word and internal wiki
Azure Certified	
Keras, Leaflet, D3	Incorporate feedback to improve report design
Python core developer	Briefed non-technical managers on limitations
R, Python, Tableau, Shiny, PowerBI, Bash	
Forbes 30 under 30	Improved our data gathering process by...

> Remember

“There are no absolutely-perfect candidates”

Only really-good candidates whose shortcomings we know and can work with

Q: “What happens if there’s no good matches?”

Manage your energy

> Manage your energy wisely

One generic, two semi-tailored and n-tailored CVs/cover letters



Match	Generic / low match	Good match	Perfect match
CV/cover	Generic	Semi-tailored	Tailored
Applied effort	Low	Medium	High

> Main takeaway: Be specific

- You are employable
- Better match > having the “most” skills/experience etc
- Don't punish the hiring manager
- Surface your knowledge and experience (by being specific)
- It takes energy to be specific, so work smartly

> Main takeaway





SWAG



> Additional Resources

Resume examples

<https://www.beamjobs.com/resumes/data-analyst-resume-examples>

“Is there anything I can do to stand out to employers?” - core element of this presentation

<https://oscarbaruffa.com/standout/>

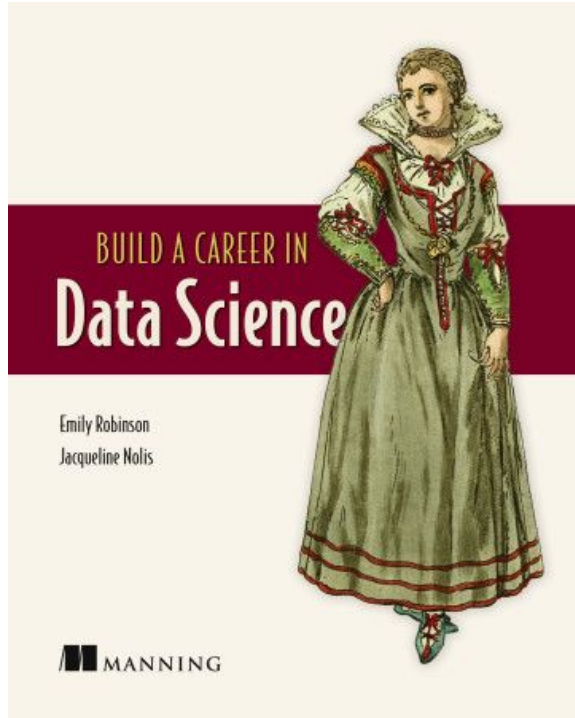
Hiring a Data Analyst - my notes taken during a typical CV screening process

<https://oscarbaruffa.com/hiring-a-data-analyst/>

Job Reviews - video reviews of job ads

<https://oscarbaruffa.com/jobs/>

> Additional Resources

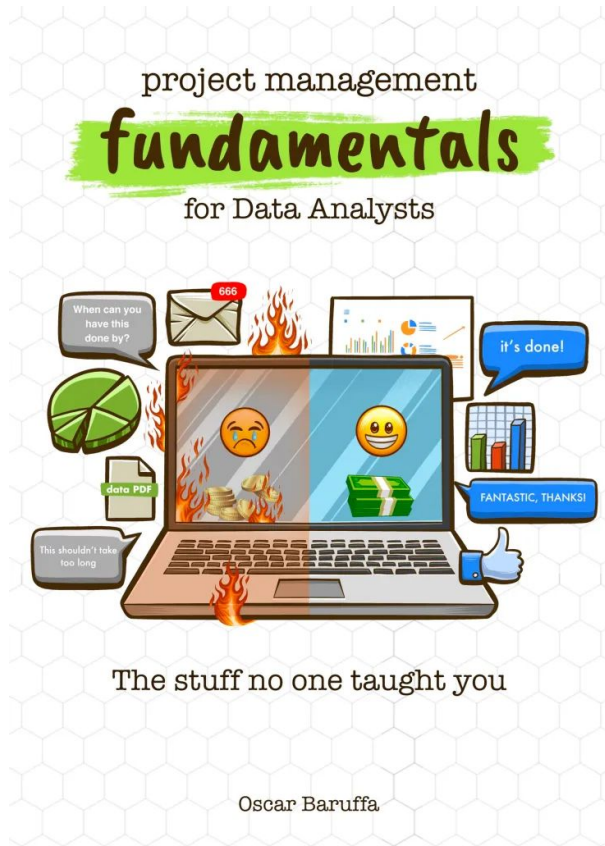


www.bestbook.cool

Redirect to Manning site with discount

Free podcast: <https://podcast.bestbook.cool/>

> Additional Resources



Stop projects catching fire!

Condensed, quick read

<https://oscarbaruffa.com/pm/>

Questions

> Questions

1. How do I identify my skills and knowledge?
2. Why is screening CVs key in this process?
3. How many semi-tailored CVs should I make?
4. What happens if there's no good matches?
5. What if I'm switching fields or careers entirely?

Slides @ <https://oscarbaruffa.com/dsdojo/>

Tweet [@OscarBaruffa](https://twitter.com/OscarBaruffa)

Newsletter www.oscarbaruffa.com/newsletter

twitter: [@OscarBaruffa](https://twitter.com/OscarBaruffa) blog: OscarBaruffa.com