

How to Build a High Performing Analytics Team



Guest Speaker

Jenny Schmidt



Thursday . 1PM Central . November 21st, 2019



HOST

Nick Reddin

Vice President, ATC

- Has over 25 years of experience in the employment and technology services industry
- Works with Fortune 500 companies in achieving their workflow and technology goals
- Specializes in technology innovation, sales, change management and driving operational efficiencies

GUEST

Jenny Schmidt

Owner, J Schmidt Consulting



- HR Expert in developing analytics professionals
- Partners with Analytics and HR departments to develop analytics talent on an individual, team, and organization level
- Provides leadership coaching, team building for analytics teams, and organizational design consulting

About ATC:

Using a fully customized mix of **onsite consulting, offshore resources, enterprise-grade tools and frameworks**, and **highly-talented staff placements**, ATC helps organizations bridge key knowledge, technology, and process gaps to help you accelerate growth.

We solve problems at every stage of your product development lifecycle, enabling you to focus on your core business while we manage the details of transforming your business and delivering **success**.

Agenda

Analytics Roles



Build Skills



Develop Talent

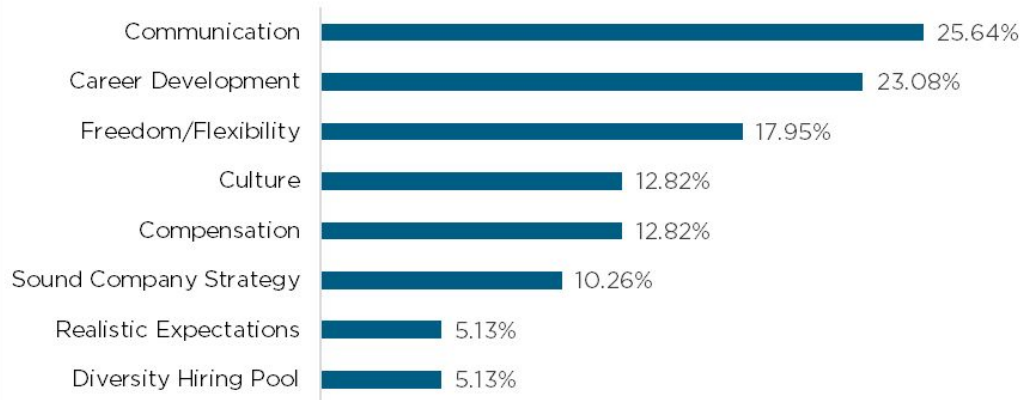


Career Development

#1 attribute
tied to
Retention

Mercer: Sirota analysis 2018

How To Overcome Deficiencies

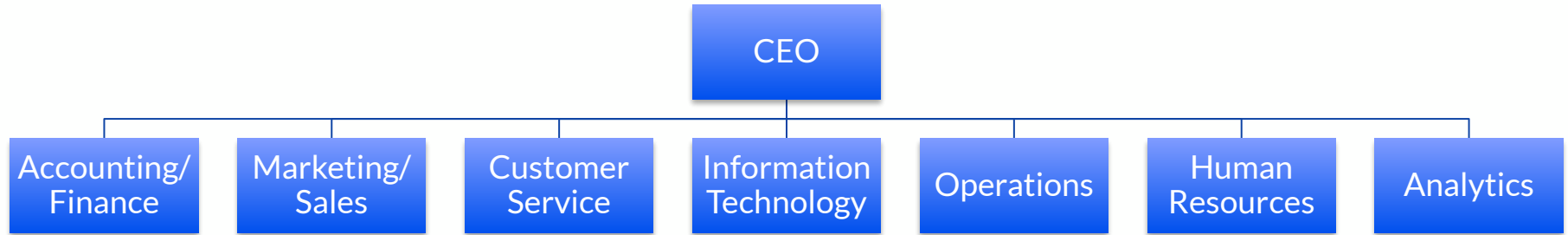


International Institute for Analytics Research Brief:
Attracting Analytics and Data Science Talent April 2019

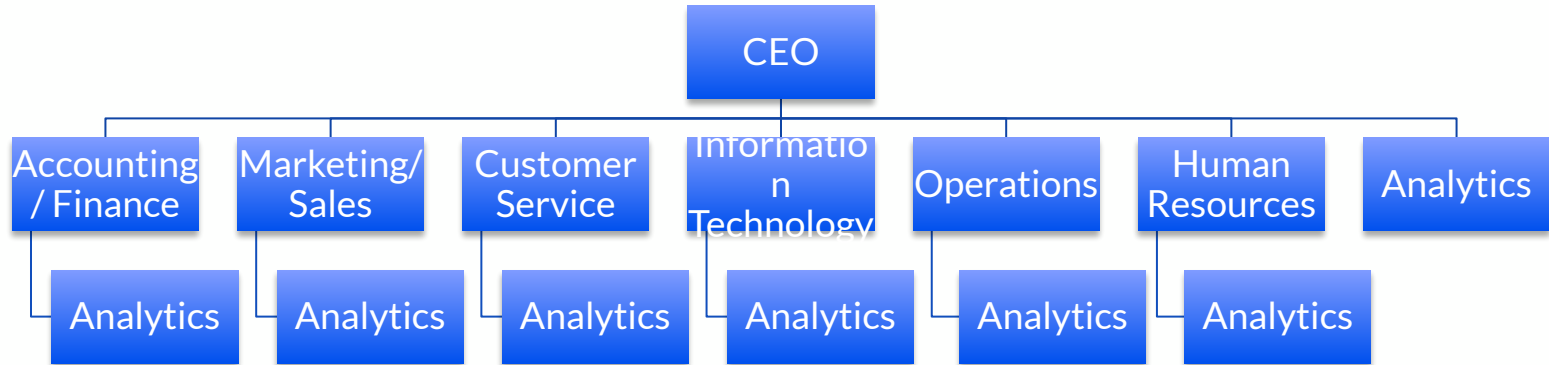
Analytics Roles

- Reporting Hierarchy
- Analytics Team
- Technical Career Ladder

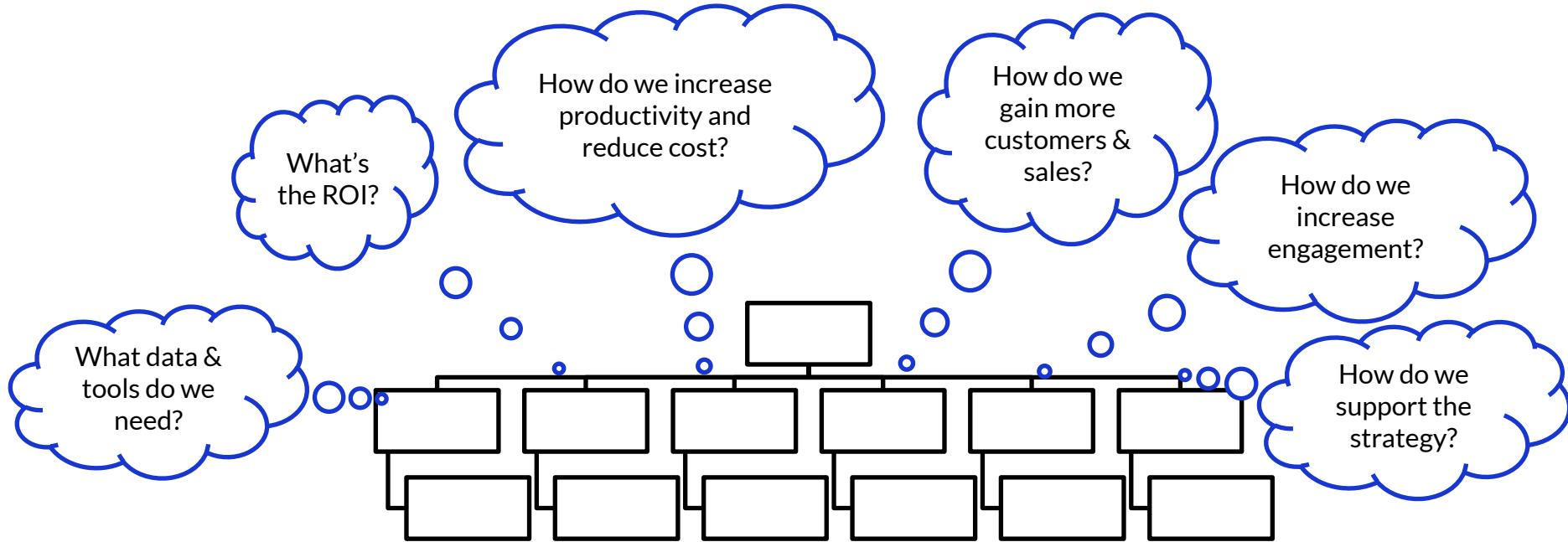
Centralized



Decentralized / Federated



Different Perspectives



Analytics Team

Data Scientist



Draws insights
from data
using statistics

Business Intelligence



Tells a story
about insights
using data

Analytics Translator



Implements
analytics projects to
solve business
problems

Data Wrangler



Organizes
data to be
used for
analytics

Technical Career Ladder



Technical Path



Career Options



Clear Expectations

Manager Path



See Possibilities



Still Technical

Data Scientist Level Cutters

	Tools /Software		Data			Analytics Modeling	Domains	
	# of Tools	Proficiency Level	# of Data Sets	Volume of Data	Type of Data	Complexity	Industry	Functions
Data Scientist Intern	1-2	Intern	2-3 data sets	Gigabytes	Mostly structured	Regressions	No Prior Knowledge	1 Analytics Dept
Data Scientist	2-4	Proficient	3-10 data sets	Gigabytes	Mostly structured	Time Series Analysis, Decision Trees	Basic Knowledge	2+ LOB
Senior Data Scientist	5+	Tool Agnostic	10+ data sets	Terabytes	Some unstructured	Random Forest	In-Depth Knowledge	Analytics & Business Experience
Principal Data Scientist	6+	Expert	High-Volume & Very Diverse	Petabytes	Mostly unstructured	Machine Learning, Neural Networks	Expert Knowledge	Multiple Divisions or Analytics Depts

Build Skills

- Skills & Knowledge
- Behaviors
- Teamwork

Skills & Knowledge



TOOLS:

 python


+a|b|eau


by RStudio



Behaviors

What is the differentiator?



Initiative



Curiosity



Applicability



Influencer

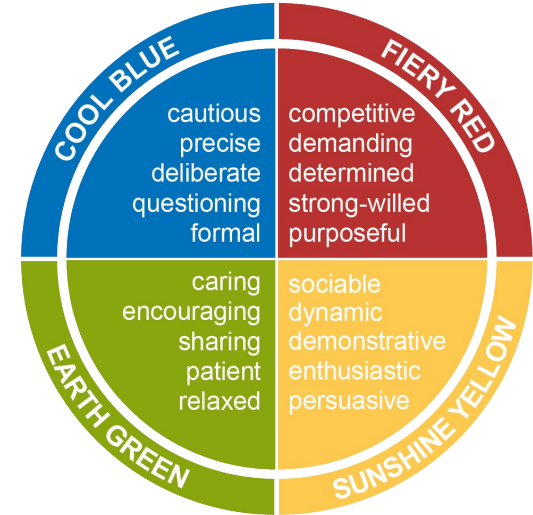


Adaptable

Teamwork



Insights Discovery is a simple four-color model that helps people understand themselves and others, and why they act the way they do.

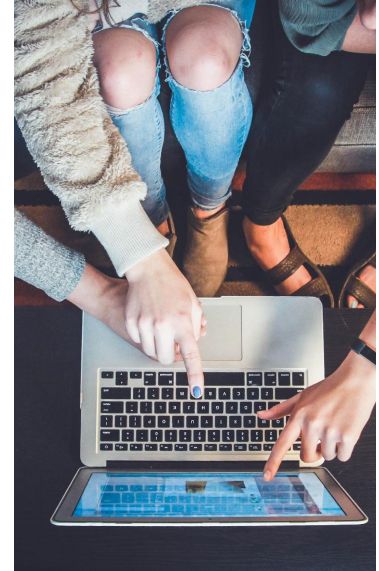


Develop Talent

- Learning Culture
- Provide Opportunities
- Individual Development Plan

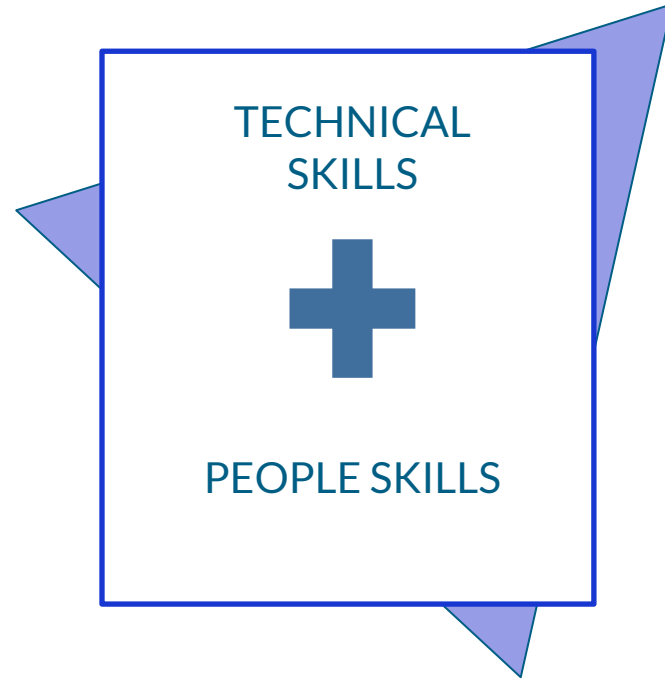
Learning Culture

- ✓ Internal Community of Practice
- ✓ Virtual Communication
- ✓ Conferences
- ✓ Online Training
- ✓ Innovation Time
- ✓ University Partnerships



Provide Opportunities

- ▶ Identify a Mentor
- ▶ Hire a Coach
- ▶ Present Findings
- ▶ Apply Learnings
- ▶ Mentor Others



Development Plan

- ▶ Development Opportunities
- ▶ Potential Career Paths
- ▶ Potential You See + Their Aspirations
- ▶ No Promises



DEVELOPMENT PLAN FOR ANALYTICS PROFESSIONALS

Name _____ Date _____

Business Acumen

Goal	Target Completion Date	Actual Completion Date

Data

Goal	Target Completion Date	Actual Completion Date

Statistics & Modeling

Goal	Target Completion Date	Actual Completion Date

THANK YOU!



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atc.