Embarking on a Business Analytics Career?

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Twelve lessons from the trenches that you might find helpful:

1. Data is never perfect. Be comfortable with ambiguity.
2. Problems are never well-defined. Be comfortable with ambiguity.
3. Technology is constantly evolving. Develop a hacker's mindset.
4. Analytics is an iterative process. Be comfortable with it. Get your peers to be comfortable with it. Embrace failure.
5. Develop domain expertise. It will help you build better solutions.
6. There are going to be more problems than you can solve. Prioritize the most impactful ones first. Avoid being a catch-all for all things data.
7. Rigor is critical. But don't let the perfect get in the way of the good. Don't let bad get in the way of the good either.
8. Look for the simplest methodology that solves the problem. Not everything needs big data and complex algorithms.
9. Triangulate, Triangulate, Triangulate,
10. Organizational inertia is real. Especially in analytics. You'll need to take people along to be successful.
11. Embrace the translator role between Research, Engineering and Business. You are going to be doing a lot of it.
12. Learn to communicate with non-analytics and non-technical audiences. Your key stakeholders will often not share the same expertise.

And most importantly, remember to have FUN!
Hina Arora
1 article

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Head of Analytics & Technical Program Management
Great write up Hina! I’ll be printing this and sharing it at work.
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my favorite is #11
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