

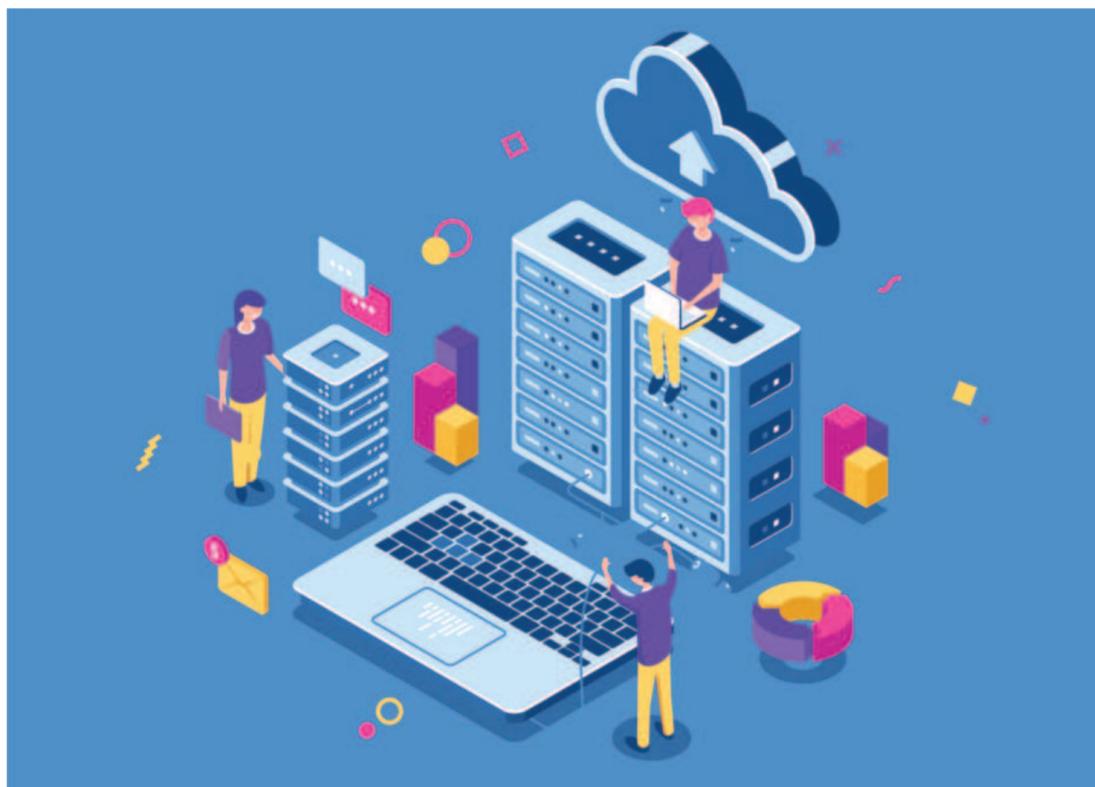
# TARGET MARKETING THROUGH DATA SCIENCE

## AND HOW TO BUILD A CAREER AROUND IT

Let's bust some myths about data science first. While most people think it's all about machine learning, AI, deciphering codes and things like that, it's not the case most of the time. The misconception prevailed and still prevails to some extent because most data scientists were hired by companies for analytical jobs. In reality, data science is not really about deciphering the codes, rather it's more about using data for creating the maximum positive impact for a company or organisation. Data science is a combination of computer sciences and data mining, which is defined by the *Journal of Data Science* as 'almost everything that has something to do with data: collecting, analysing and modelling. Yet the most important part is its application- all sorts of applications'. The application bit includes machine learning along with many other important aspects, but that somehow overshadows all the other aspects of data science.

From a target marketing perspective, the job of a data scientist is to gain insights on the products, craft product recommendations and use data to improve existing products. Making complicated models and data visualisations come way later in the list of priorities. For example, companies like Google, Facebook and Netflix don't need to rely on the complex data analysis, rather they look for data scientists who can solve the most complex of problems using data and work as a strategist for their company. Same goes for many other local companies in the e-commerce market. Market research is a key aspect that needs the work of a data scientist. A data scientist can work through an extensive range of data and find the factors that might improve the sales, or even forecast the demands and expected revenue of a certain product. How people react to certain advertisements on social media can be recorded and then interpreted to forecast the demand or sales that the product is expected to generate. Successful target marketing is a key reason for which companies often rely on data scientists these days.

While companies with more resources can have a better system in terms of work distribution and employ more people specialising in each aspect of data science, they prefer having Master's or PhD degree holders on board for more advanced and technical aspects of the job, i.e. jobs involving AI and rigorous machine learning. People who are eligible for pursuing a career in data science represent a variety of majors from different faculties, such as computer science, software engineering, environmental engineering, systems and management engineering, economics, statistics, mathematics, etc. However, undergraduate freelancers can self-train themselves or take up courses to develop the skills needed to make a career out of it, and can contribute



to the more basic aspects that the companies need, such as setting up databases, working with the analytics, building up the metrics, running experiments and developing simple algorithms. There are vast career opportunities in this sector for people with different skill

levels. However, there are some basic steps that everyone wanting to pursue a career in data science should follow.

#### LEARNING SQL AND DATA METRICS

SQL is considered to be the easiest language for building up the basic infrastructure of a

database. It is widely used by people employed in jobs that involve business intelligence. A good knowledge of data metrics is necessary for developing the build of a good product, which will determine the success of an endeavour.

#### LEARNING OTHER SOFTWARE LANGUAGES

Expertise in IPython, R, Excel and Tableau is needed to develop better skills in manipulating, visualising and interpreting data. What matters more than technicality is the ability to communicate and interpret the data in a better and easier way. In the end, it really doesn't matter which software you use as long as you are fast and effective in communicating and interpreting the findings.

#### THE EXPERIENCE OF AN INTERNSHIP

After developing a certain set of skills, it is important for anyone wanting to pursue a sustainable career in data science to get a proper internship experience. This can help you prepare yourself for the real challenges you might face while working as a professional data scientist. It can also increase your ability to spot the implications of your findings to a great extent, which can effectively increase your chances of landing greater career opportunities in this sector in the future.

#### DEVELOPING COMMUNICATION AND PRESENTATION SKILLS

Communication is crucial no matter which sector you work in. Speaking about this particular sector, the entire point of data science is to communicate and interpret the findings that come through rigorous analysis. Improving your writing and Power Point skills is important as well, as good presentation skills can take you a long way ahead.

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## The second Bangladesh Economics Summit to be held on October 31- November 2



Economics Study Center (ESC) is proud to present the 2nd Bangladesh Economics Summit (BES) 2019. The event will take place from October 31 to November 2, 2019 in the social sciences building at the University of Dhaka. After the event's successful debut in 2018, ESC is determined to make the second season even grander.

Economics Study Center is the official student chapter of the Department of Economics, University of Dhaka. It represents the entire student body of the department, and is responsible for promoting economic and business thinking, and facilitating relevant programs. The Center was established in 1973. Professor Dr. M M Akash is currently the moderator of this organisation. Professor Dr. Shafique uz Zaman, Chairman, Department of Economics, University of Dhaka, is the chief patron of the organisation. The vision of the organisation is to be an institution in the study and research of theoretical and applied economics, in order to ensure active and dynamic participation in economic policymaking of the country.

Along with its regular activities like organising seminars, symposiums, study circles, quiz and presentation competitions, the entity partners with prominent organisations in conducting high-profile events. It was one of the organising partners of "South Asian Economics Students Meet 2018" held in January 2018. It also published the first issue of Bangladesh Students' Digest on Economics and Development (BSDDED) in 2018, and the second issue of BSDDED has been published as well in 2019.

The second chapter of BES aims to move forward with a goal to educate the people about the macroeconomic issues that are essential to having a sustainable livelihood. It has always been ESC's mission to create a platform where students of economics around the country will meet to share their ideas about economics and political economy. The events will be designed and organised to engage people into thinking about such issues. Academicians, policy-makers and young economists will share the platform to explore the solutions to such problems. The summit

will consist of paper presentation competition, essay competition, policy debate, panel discussion, public lectures and other segments.

The theme of this year's paper presentation competition is "Ensuring Inclusive Growth & Sustainable Livelihoods: Bangladesh Perspective". The sub-themes include issues like food security and poverty, quality education, health and well-being, decent work and employment opportunities, gender equality, human capital development, environment and climate issues, inequality, institution and governance, informal economy, etc. The theme for the essay competition is "Circular Economy".

In the previous year, participants from various public and private universities around the country had participated in the essay competition and presented papers on the designated theme. The event was attended by esteemed guests and panellists from renowned organisations and institutions, including Dr. Binayak Sen from BIDS and Dr. Harun-Ur-Rashid, Professor, Department of Philosophy, University of Dhaka.

## Making a DIFFERENCE

Bangladesh is rapidly moving towards middle income status by 2021. Our businesses definitely offer immense opportunities for the growing economy and this diversity needs a stage for the stories untold. See Bangladesh make its mark on the global map as Making a Difference brings you our proudest success stories from across the country.

## Identifying toxic people at workplace

*It's very difficult to define toxicity within a person but here are 6 notions that can remind us to wise up and stay away from toxic people with a net negative contribution to our lives.*

#### GUESS WHAT 'X' DID TODAY

The moment in time you notice that someone is trying to befriend you by belittling other people, you should turn your protective guards on. While it might feel like they are confiding in you, remember that they won't hesitate to talk behind your back either.

#### ARE YOU FREE NOW?

They will ask you for repeated favours in a way that you can't refuse. After the completion of the work, they will not give you any credit for the assistance you offered. However, it's safe to say that they will never even bother to help you out in times of trouble by carefully planting some vivid excuses. Don't waste your time behind them.

#### AM I RIGHT OR AM I RIGHT?

No matter how much they mess up, they will never admit to their faults. In fact, they will play the dirty blame game and bring other people down. They won't even hesitate to blame you when needed.

#### I'M ONLY LOOKING OUT FOR YOU

They will judge people and craft a distance between you and other people. Sometimes you will give in to them because of their manipulative nature only to find out later that they have intrinsic motivation in place.

#### DO I KNOW YOU?

They act differently based on circumstances. You will



be surprised when they start ignoring you in front of other people but again tie it back when no one's around. Their behavioural patterns cannot be predicted by any means which will leave you confused most of the time. To preserve your integrity, avoid engaging.

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