



Data scientists  
The three-minute guide





# Why it matters now

## High demand, low supply

With so many companies preparing to ramp up their analytics and big data capabilities, many are finding it difficult to identify and recruit the talent they need. And in analytics, just having the right systems in place isn't enough.

So many companies find themselves in a talent war, going head to head with competitors, and even other industries, for a dwindling pool of data scientists.

That means they need to get resourceful—identifying and developing hidden talent already under their noses, looking for new talent in places they may have never considered before, borrowing from partners, and a lot more—if they want to win.

# Why data scientists?

## Fluent in the language of business

Data scientists are the people who understand how to fish out answers to important business questions from today's tidal wave of structured and unstructured information.

A good data scientist can't just be a gold-medal mathlete. He or she has to be able to speak the language of business as well—which is what separates data scientists from great analysts or data management experts. Data scientists want to build things—not just give advice.

# The benefits

## **Spark new creativity and curiosity**

Data scientists can bring a fresh perspective that can help company leaders view their data in totally new ways—as well as overturn many of the long-held assumptions and organizational folklore that drive gut-based decision making.

## **Bridge the gap**

In many companies, the people responsible for data hardly ever interact with those who are running the business. That's a mistake—and it's one that a data scientist can help address.

## **Harness other investments**

You may have to spend a lot to retain a data scientist suited to your organization. But when you consider that person's ability to influence smarter, more focused investments in other areas such as technology, it's a premium worth paying.

# What to do now

## **Expand your search**

Traditional recruitment efforts at prestigious universities probably won't be enough, especially for more traditional companies. Consider looking for talent at companies where many people may be looking to move on—whether due to a liquidity event, poor performance, or other challenges.

## **Plan beyond the individual**

Don't expect to find one person to do it all. You'll need a team—so plan accordingly and look for people who know how to collaborate.

## **Look within**

Don't overlook resources you already have in place. Maybe it's the business expert who has plenty of ideas but needs an intern to test them, for example. Innovation competitions can also bring previously hidden talent out of the woodwork. Internal training, as well as external certificates or degrees in data science, can help them shine.

# Time's up



## Applied science

If you're placing big bets on analytics and want to make sure you have the talent to deliver, it's worth thinking about the role a data scientist could play in your organization.

We're happy to help you think through this challenge. Here's where to start.

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