

#WomenInAnalytics

who are they?

ArcStone's own women in analytics put together a list of qualities they agree comprise successful (& happy) female marketing analysts.

A NALYTICAL

Well, that's a given. But this is a multifaceted word. To understand the data, you seek to look at not just the data and numbers, but the entire situation.

N URTURING

Data isn't always easy to hear. You understand how to present information you've found in a way that will encourage and motivate the recipient.

A DAPTABLE

The digital landscape is constantly changing. You are curious and excited about this ever-evolving arena and you're ready to grow with it.

L OVER OF DATA

You love finding the numbers that can inform your clients', team's or your own work. You believe in the power of stats and always want to dive deeper.

Y AY-SAYER

It's easy for people to get down on their work when the data doesn't show what they'd hoped to see. You point out the positives and where to go next.

T EAM PLAYER

You recognize you need everyone on your team in order for your data to do anything. You also got their back with your strong data-driven perspective.

I MAGINATIVE

Data doesn't often make sense on its own. You have the ability to read a people and situations to uncover possible answers

C ONFIDENT

You rest assured knowing that you've worked hard to get to where you are. You present your work with pride in it and in yourself.

S TRATEGIC

There's a lot of data out there. You know how to find relevant answers and how to present the data so your client understands it.

SOURCES

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