



Industrial Problems Seminar

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About myself

Grew up in India

B.Tech in Computer Science & Engineering

M.S in Computer Science from UT Arlington, TX (graduated 2005)

Led backend development projects for web apps at BI Worldwide

M.S in Business Analytics from CSOM, UMN (graduated 2018)

Leading global analytics function at Stratasy

Job search 

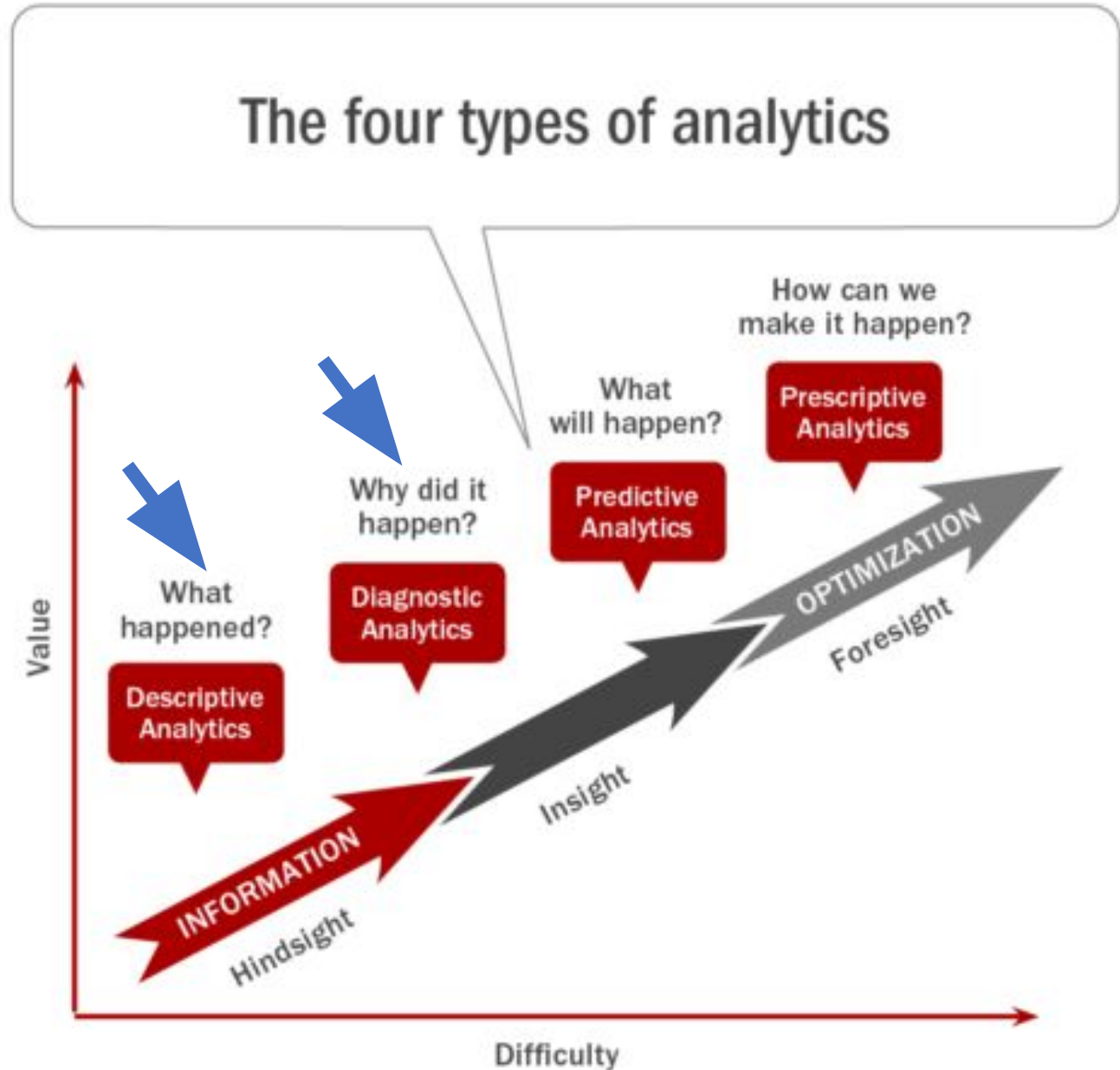
Analytics 

Marketing Landscape 

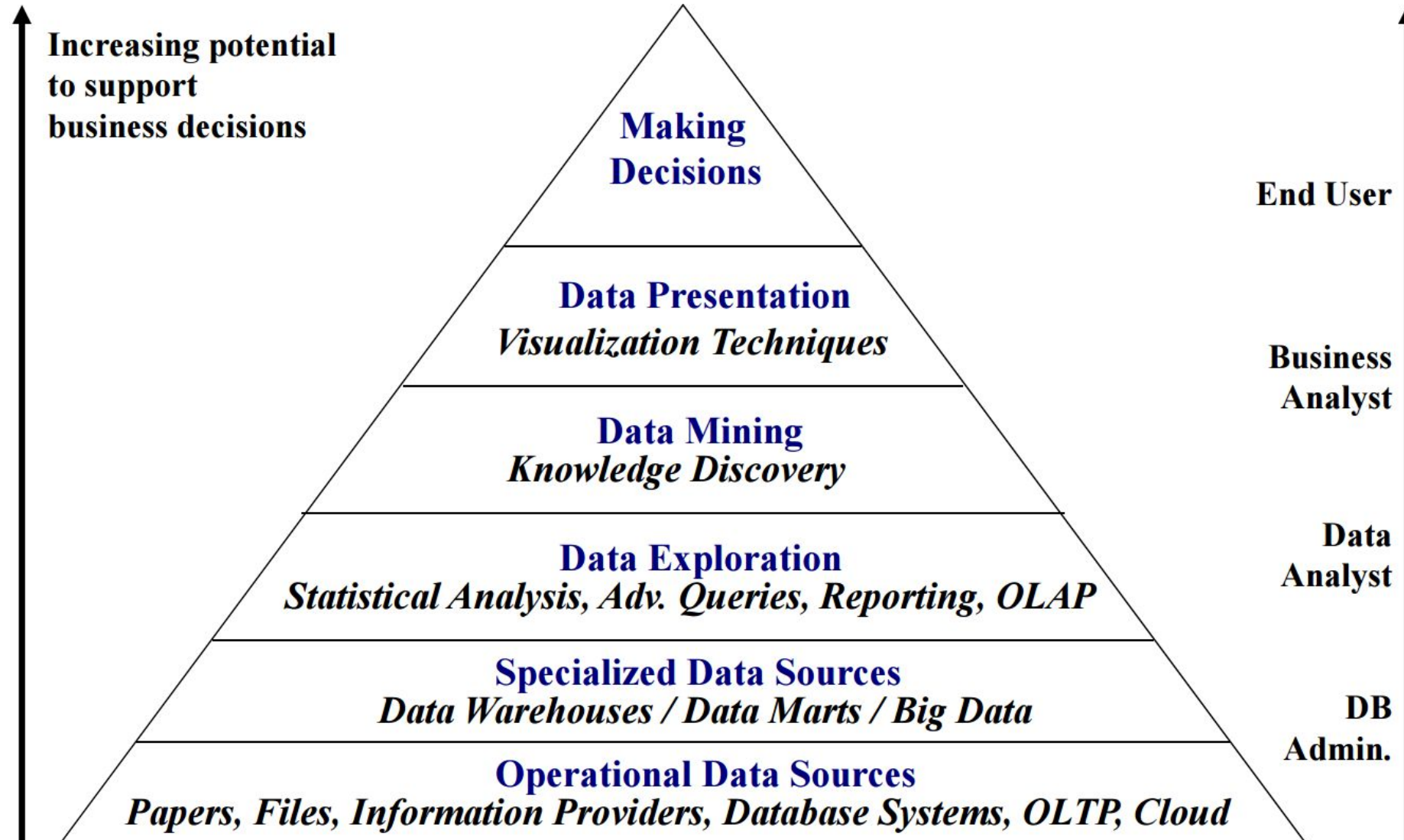
Job search



Matching academic interests to industry needs



Finding the sweet spot for your skills



3 must-have skills on your resume

1. Problem-solving
2. Visualization
3. Story-telling

Decoding a job description and telling a story with your resume & cover letter

- What are they *really* trying to solve?
- What can you do?

And yes, (most, some?) Hiring Managers read (crisp) cover letters
(with personality)

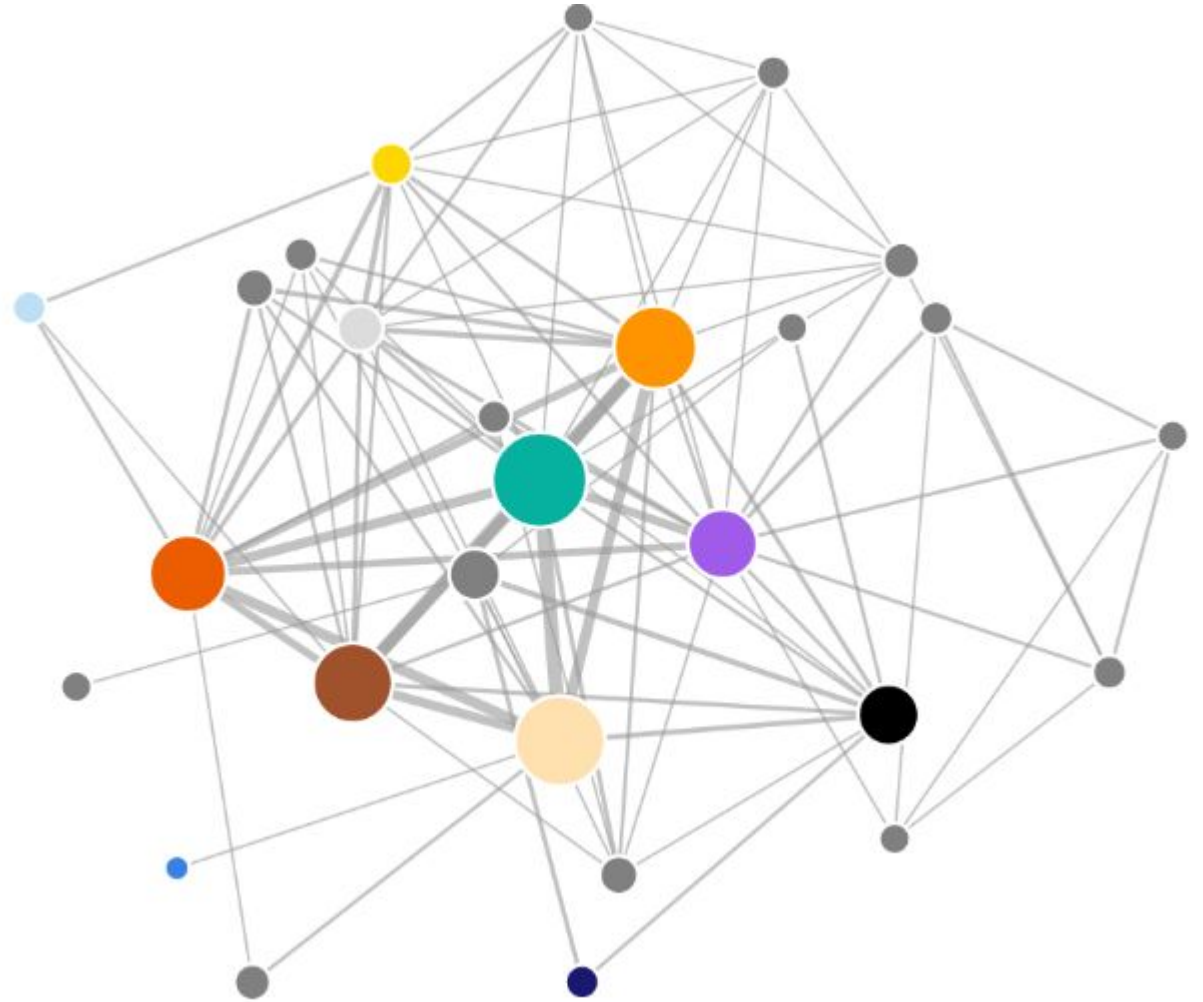
Decoding a job description

- Dream job
- Job with “character”
- Needs a complete makeover



Network X 3

- LinkedIn
- Request a coffee meeting
- Persist/follow up



Analytics



Avoiding analysis paralysis

- Start with a question
- Sign off on written problem statement
- Define audience/user group
- Slicing & dicing – quality over quantity
- High level first
- Check in
- Highlight issues but back them up with solutions
- Perfection is overrated

3 key guiding factors to building robust solutions

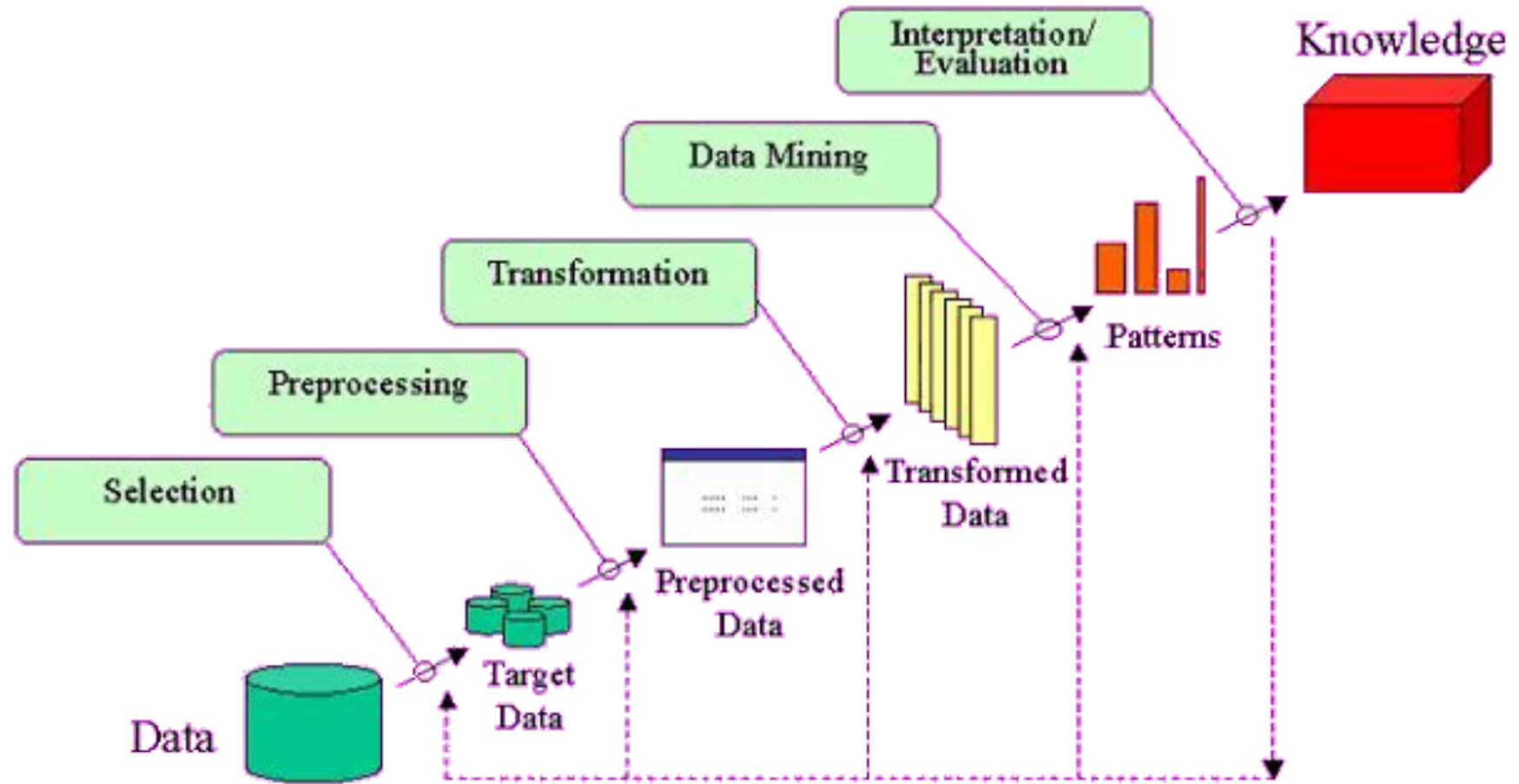
- Is it actionable?
- Is it repeatable and/or automated?
- Is it scalable?

Story-telling is an art

- Captive audience is the best kind of audience
- Focused content and effective delivery
- Highlight problem, solution, confidence

3 technical skills to acquire for a strong analytics foundation

1. A querying language (R, Python, SQL)
2. A visualization tool (Tableau, Power BI, QlikSense)
3. A few modeling techniques (linear & logistic regressions, decision trees)



3 soft skills to acquire for a strong analytics career

1. Willingness to learn
2. Building trust with people, especially demanding people
3. Knowledge sharing

Marketing Landscape

Data-driven Marketing



In the U.S alone, the data-driven marketing economy (DDME) has increased from **\$156 Billion in 2014** to **\$202 Billion this year 2016**,

and employed nearly a million people - **650,000** which is more than what it did in 2012.



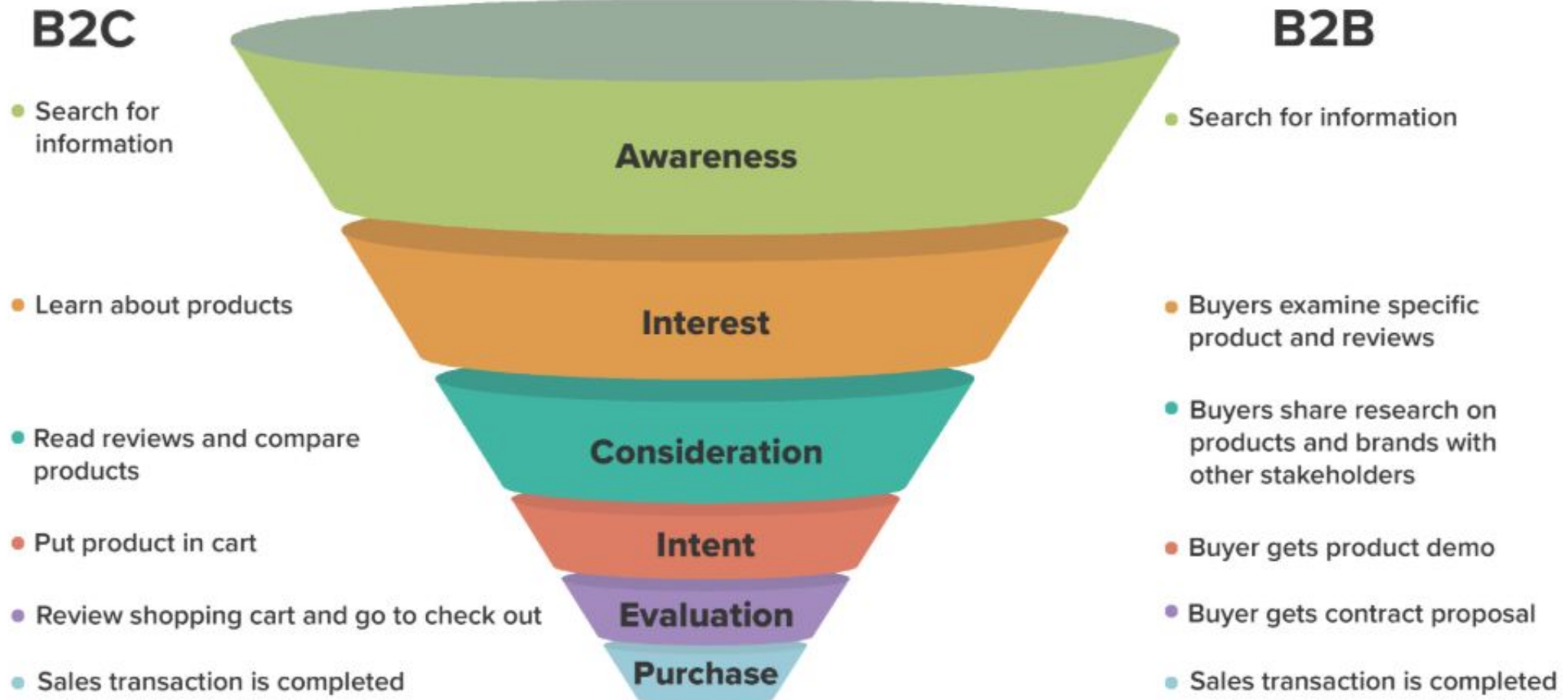
Extracting Actionable Insights

Despite the plethora of tools on the market, many marketers find it difficult to “collect data and use it to the fullest advantage” A survey from IDG revealed that the top data concern for marketers is the **“difficulty of extracting insights” at 42%**.

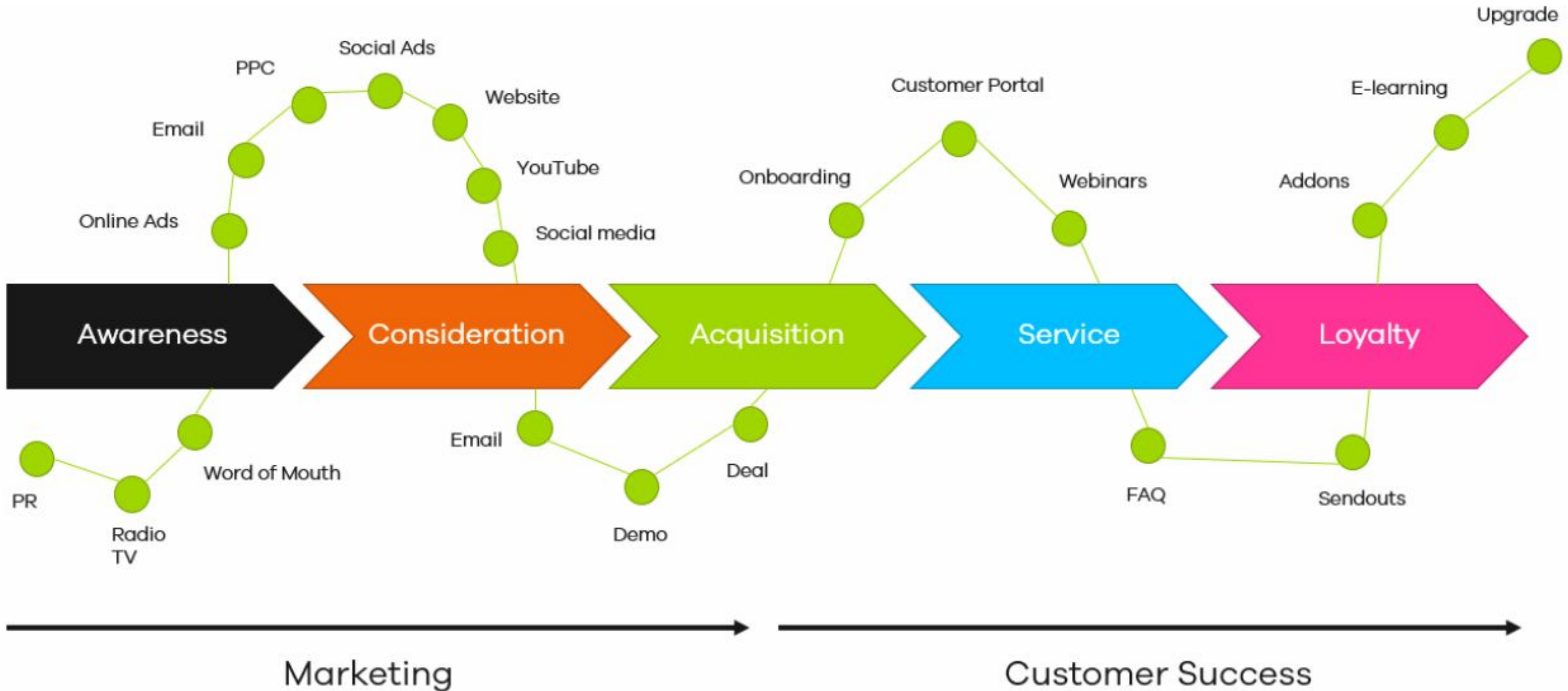
Marketing funnel

The Marketing Funnel: B2C vs. B2B

TrackMaven



Marketing customer journey



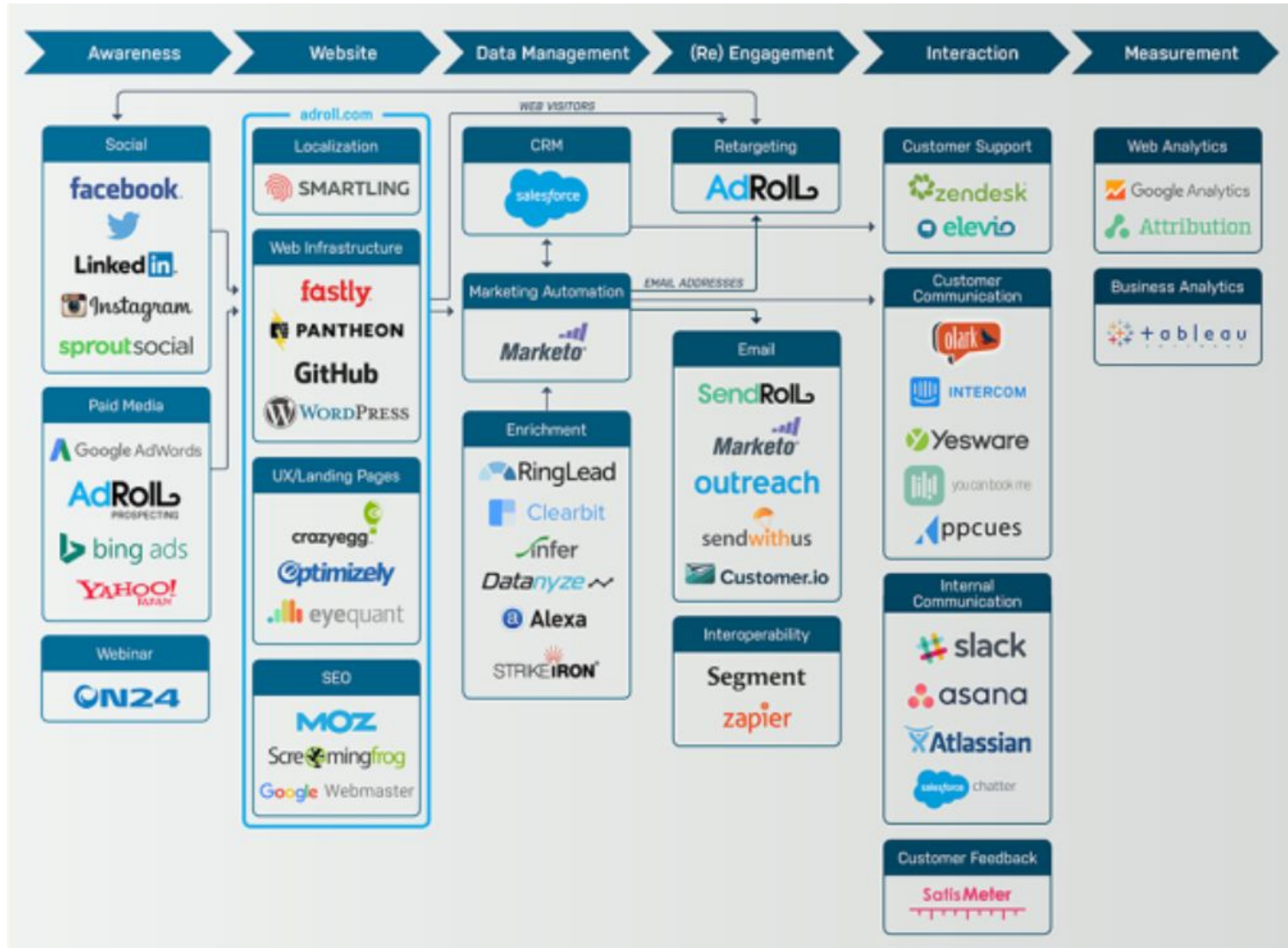
Digital Marketing



Marketing tactics



Marketing tech stack



We are hiring!

Stratasys Career Page <https://careers.stratasys.com/>

Marketing Data Analyst (27370)

<https://careers.stratasys.com/Requisition.html?id=27370>

Digital Quality Assurance Analyst (27244)

<https://careers.stratasys.com/Requisition.html?id=27244>

User Experience Strategist - Digital Marketing (27137)

<https://careers.stratasys.com/Requisition.html?id=27137>



Thank you