



Buscando al Unicornio de Datos

Por: Gabriel Vicario Castrejón
December 2022

El unicornio de datos es este perfil muy real de un profesionalista de datos que tiene una habilidad nata para visualizar datos y contar historias; conoce y entiende todo tipo de modelos de machine learning y sabe cómo automatizarlos y llevarlos a producción; además, procesa, limpia y optimiza flujos de datos y tiene un olfato de negocio super agudo para hablar con directivos y jefes de área por igual.



ABOUT ME



[Él / They / Them]

- 2014 - B.S. Engineering Physics @ Tec de Mty
- 2016 - Data Analyst @ Segundamano.mx
- 2018 - Head of Data @ Segundamano.mx
- 2021 - CDO @ Segundamano + Vivanuncios
- 2022 - Data Driven Insights Lead @ Digital Femsa



**Raise your hand if you work in a data
related field**



Raise your hand if you have received a job proposals for something that has nothing to do with your area of expertise

(E.g. I'm a Data Scientist who got contacted for a Database Admin position)



**Raise your hand if you have been asked
on an interview about skills that are not
closely related to your area of expertise**

(E.g. I got asked about UX/UI on an Analyst job interview)



A close-up, low-angle shot of a large, rusted metal wheel or gear, possibly from a ship's engine. The wheel is made of dark, weathered metal with visible rust and texture. The spokes of the wheel are prominent, radiating from a central hub. The lighting is dramatic, with strong highlights and deep shadows, creating a sense of scale and industrial history. Overlaid on the center of the wheel is the text "HOW DID WE GET HERE?" in a bold, white, sans-serif font.

**HOW DID
WE GET
HERE?**

HYPE

**The
Economist**

The world's most valuable resource is no longer oil, but data

May 6th 2017

The data economy demands a new approach to antitrust rules

Forbes

INNOVATION

Nov 15, 2019,

**Data Is The New Oil -- And
That's A Good Thing**

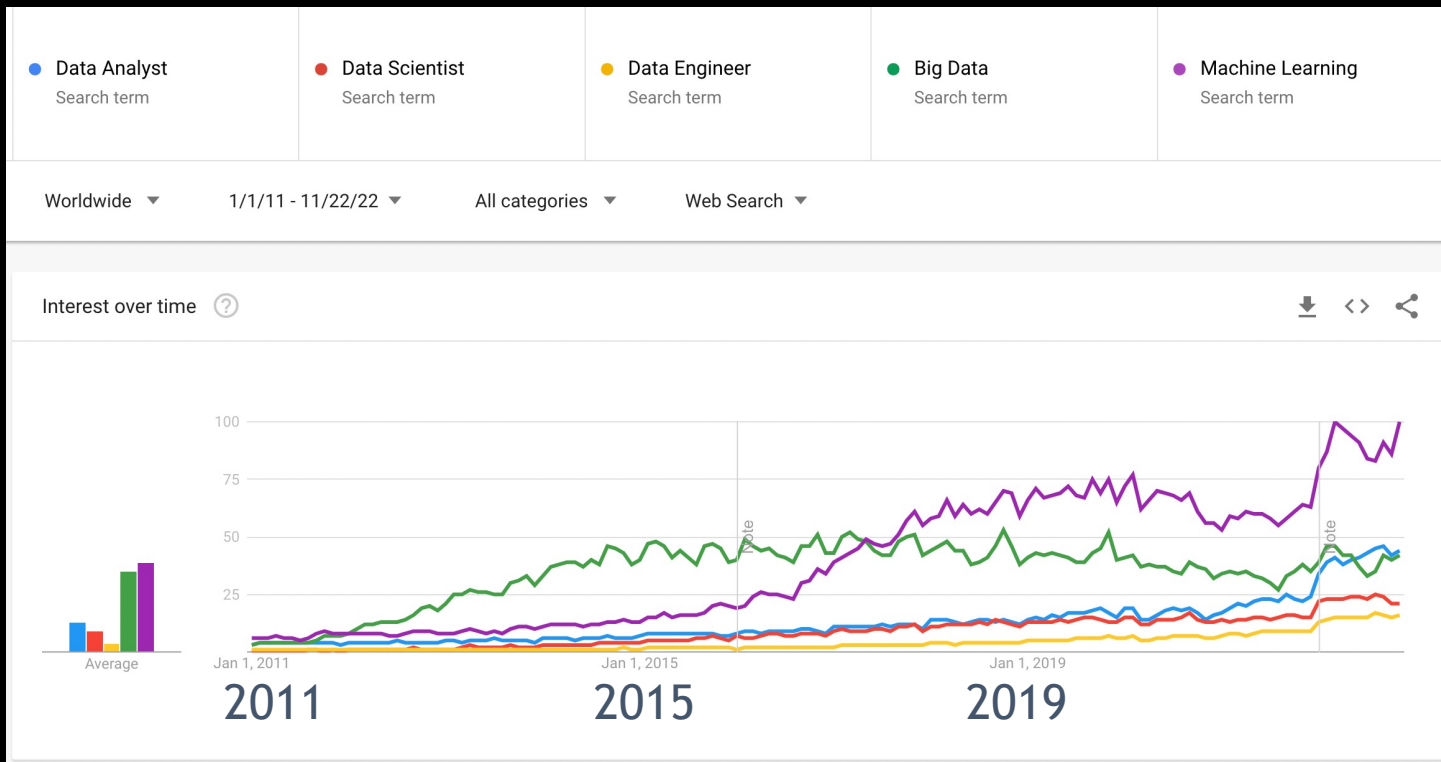
Analytics And Data Science

**Harvard
Business
Review**

**Data Scientist: The Sexiest
Job of the 21st Century**

From the Magazine (October 2012)

NOVELTY

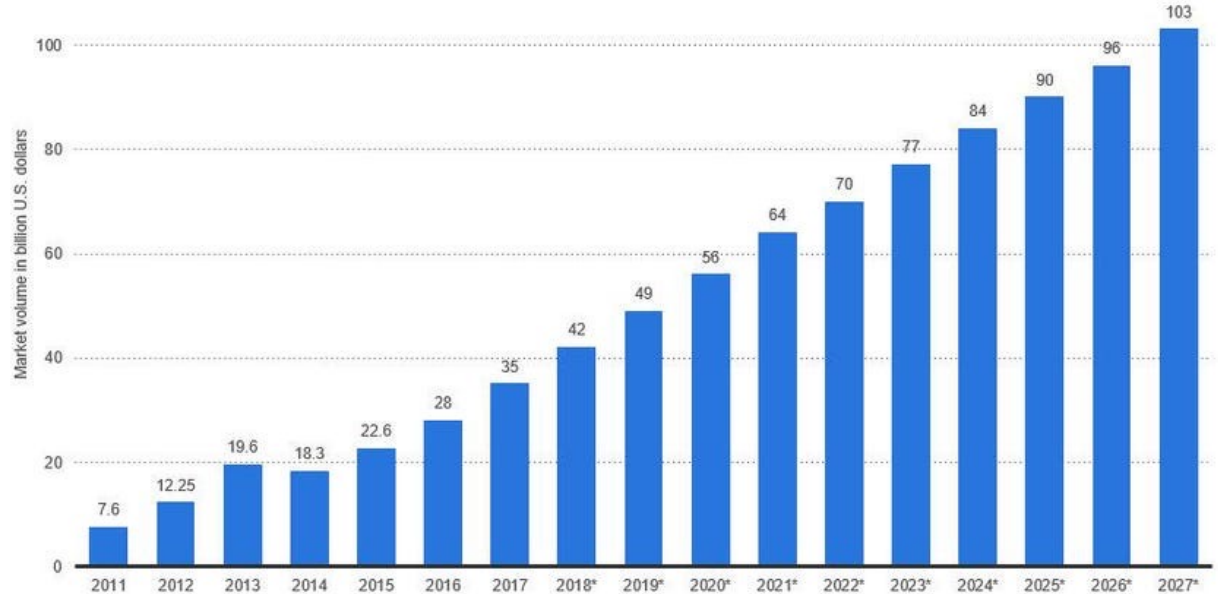


Source: <https://trends.google.com/>

HIGH EXPECTATIONS

Forecast Revenue Big Data Market Worldwide 2011-2027

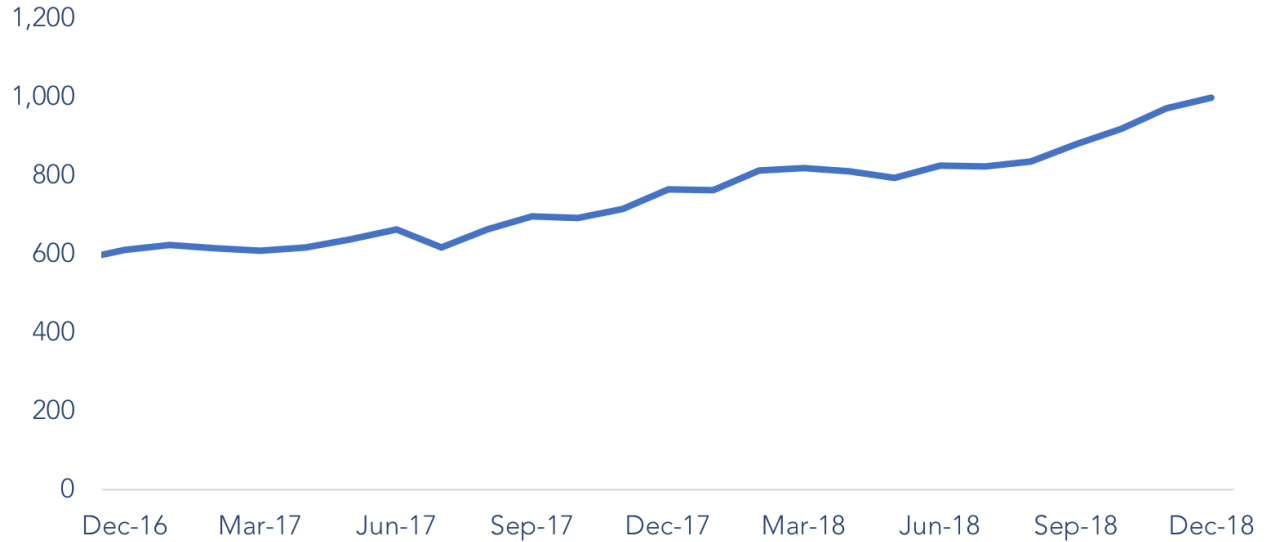
Big Data Market Size Revenue Forecast Worldwide From 2011 To 2027 (in billion U.S. dollars)



HIGH DEMAND

Data scientists are in high demand

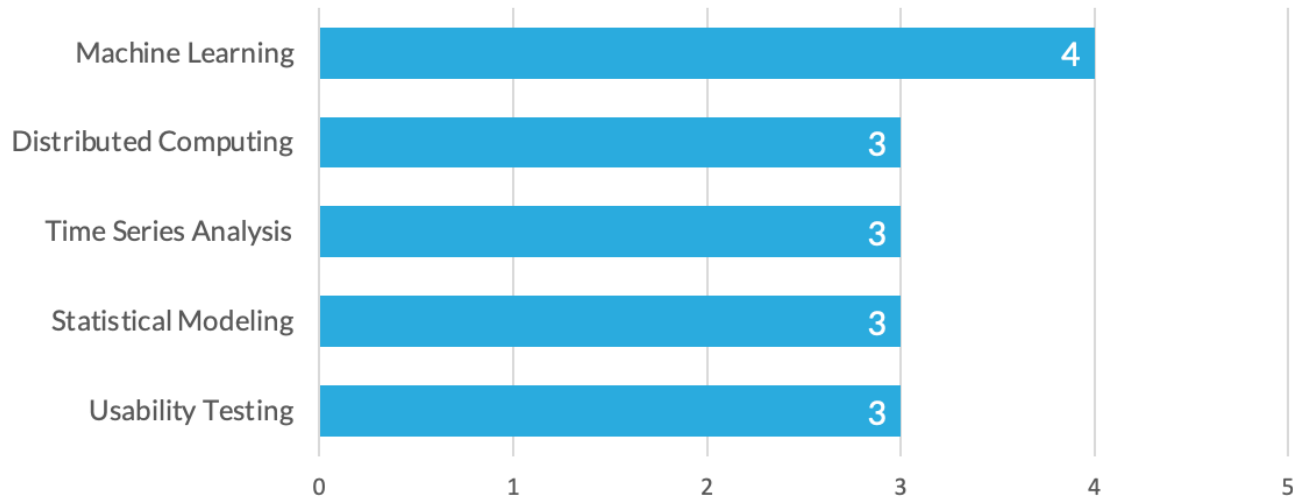
Data scientist job postings, per 1 million postings on Indeed



<https://www.hiringlab.org/2019/01/17/data-scientist-job-outlook/>

VALUED SKILLS

Most Common Technical Skills from Glassdoor's Best Jobs



Source: Skills-data obtained from Glassdoor job listings Jan 2021 through Nov 2021

Number of Jobs Listing Skill



Source: <https://www.glassdoor.com/research/best-jobs-for-2022/>

DIVERSITY



**LACK OF
A CLEAR
DATA
STRATEGY**



NAÏVE PROFILING



ML OPS

CLOUD

CI/CD

COMPUTING

STREAMING

PROJECT

AI

DATA VIZ

MANAGEMENT

DEEP

DATA

STORY

LEARNING

PROCESSING

TELLING

STATISTICS

BUSINESS

BATCH

SAVYNNESS

PROCESSING

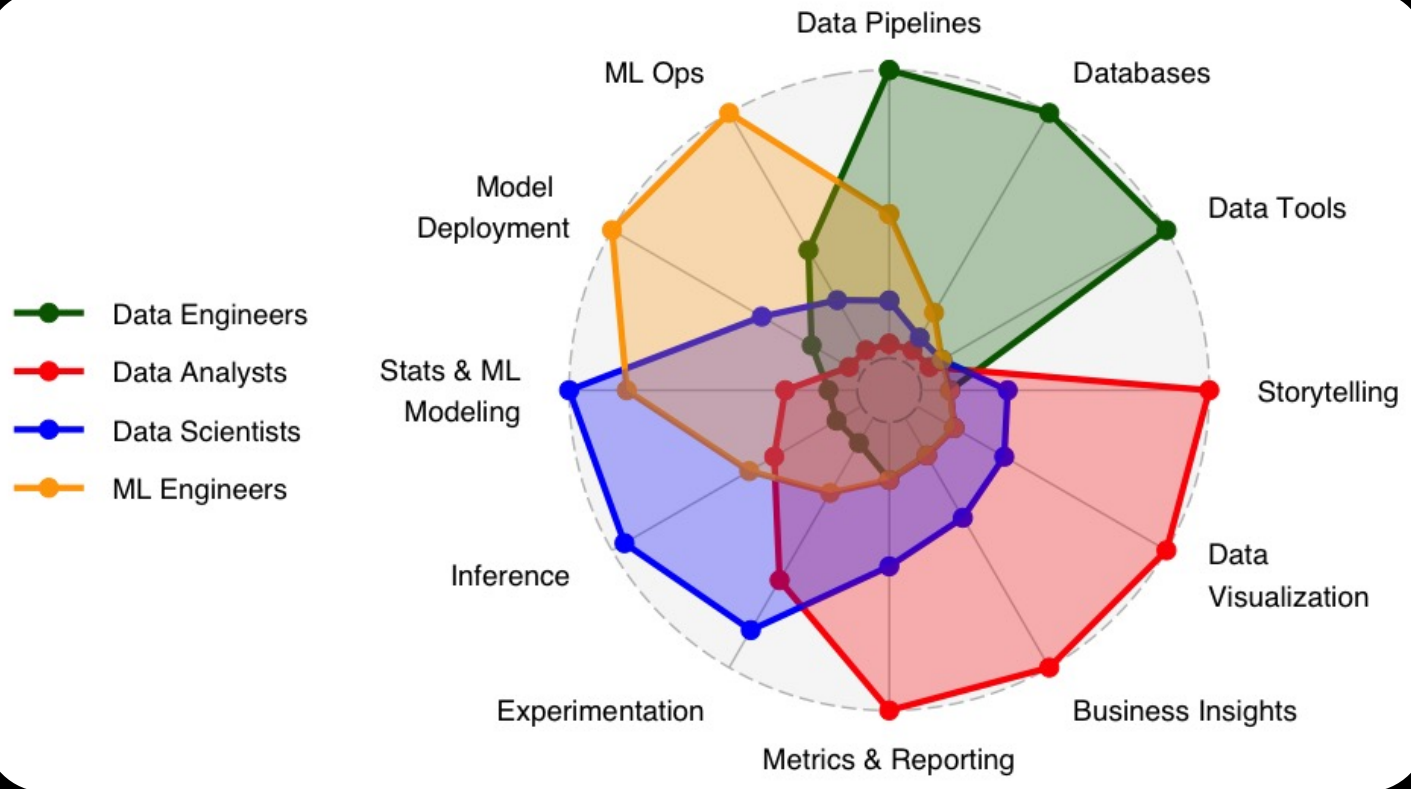
MACHINE

EXPLAINABILITY

NLP

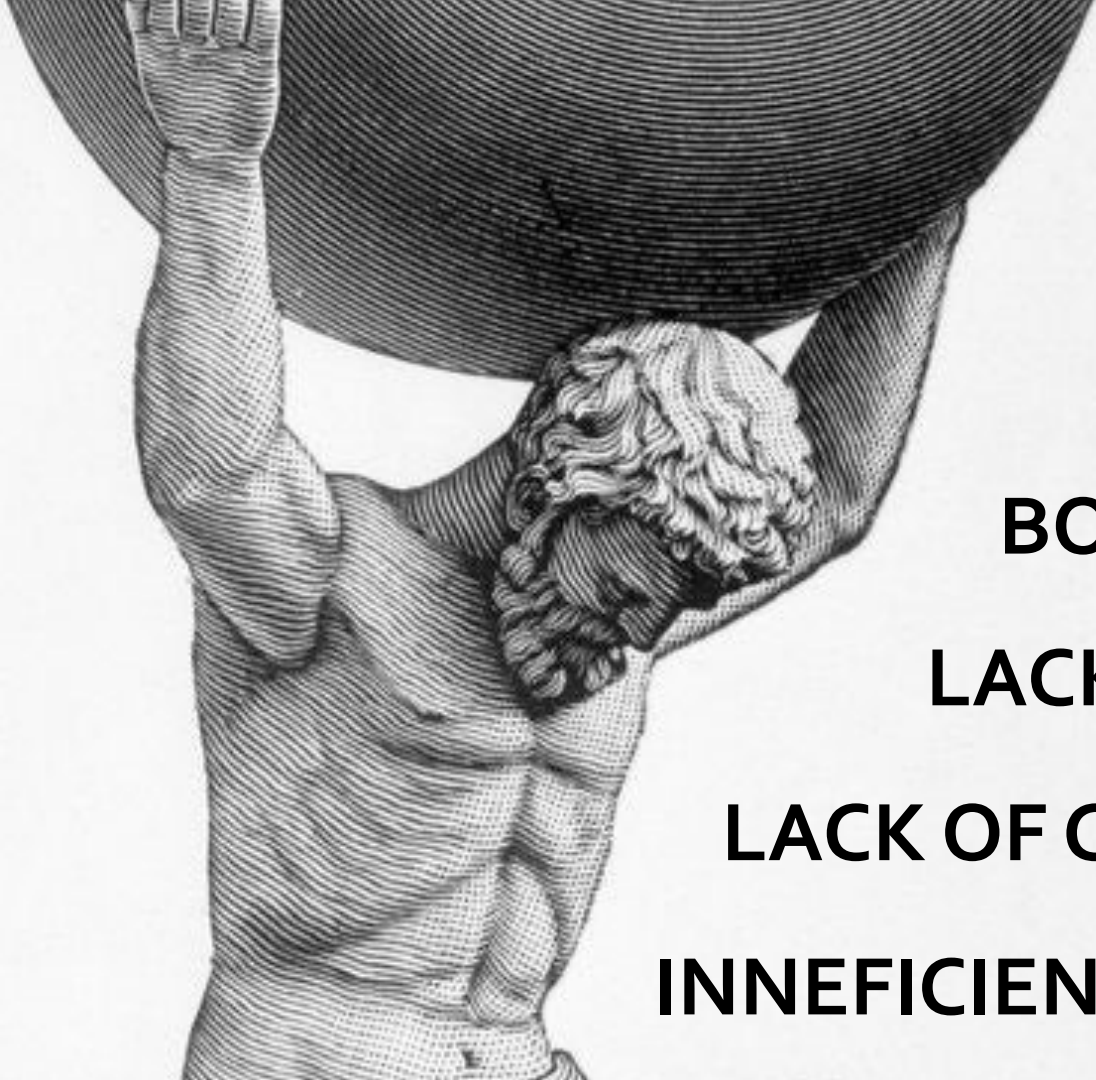
LEARNING





Data Captains (2022), <https://www.datacaptains.com/blog/guide-to-data-roles>

**WHAT HAPPENS
IF YOU FIND
ONE?**

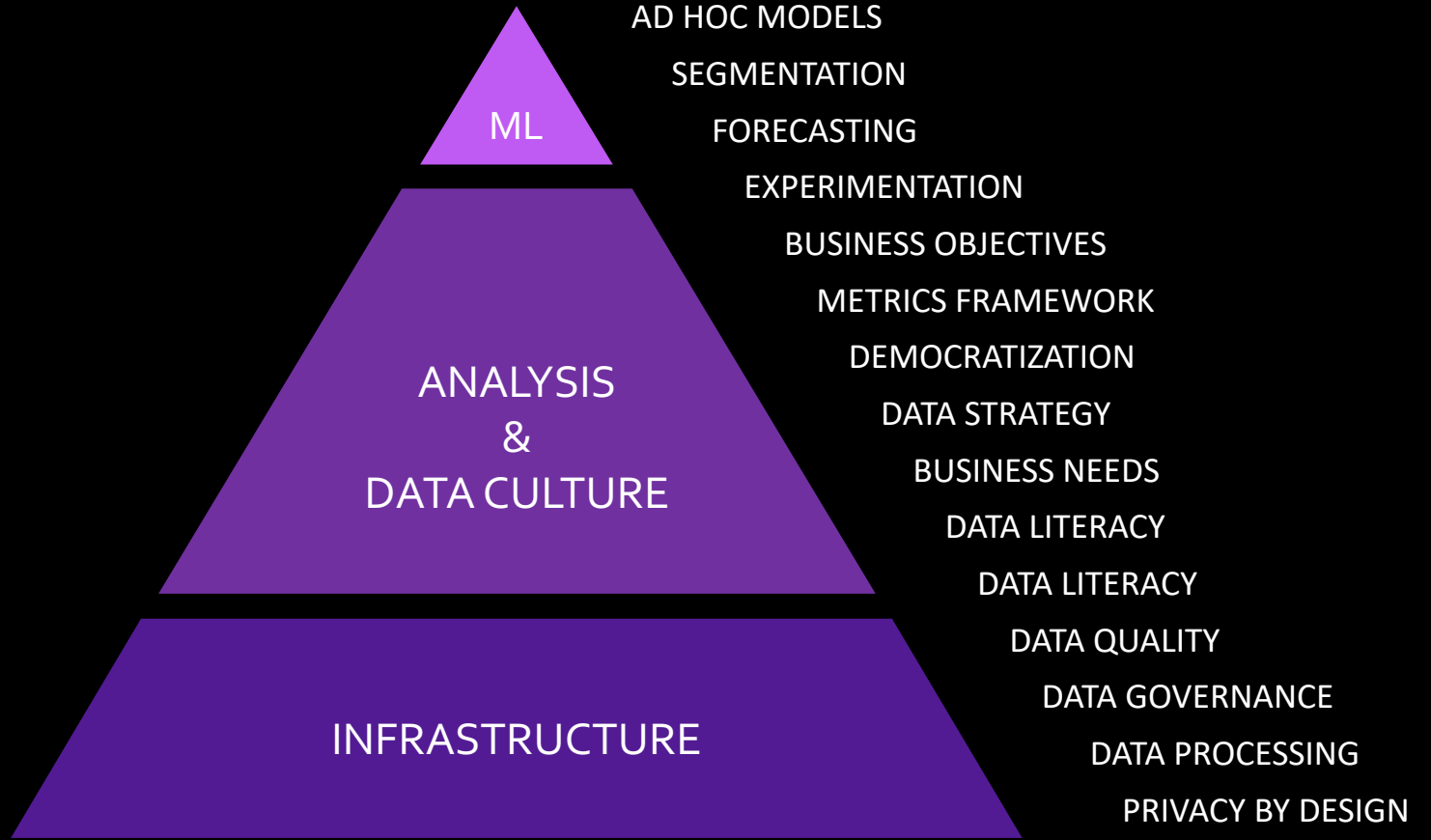


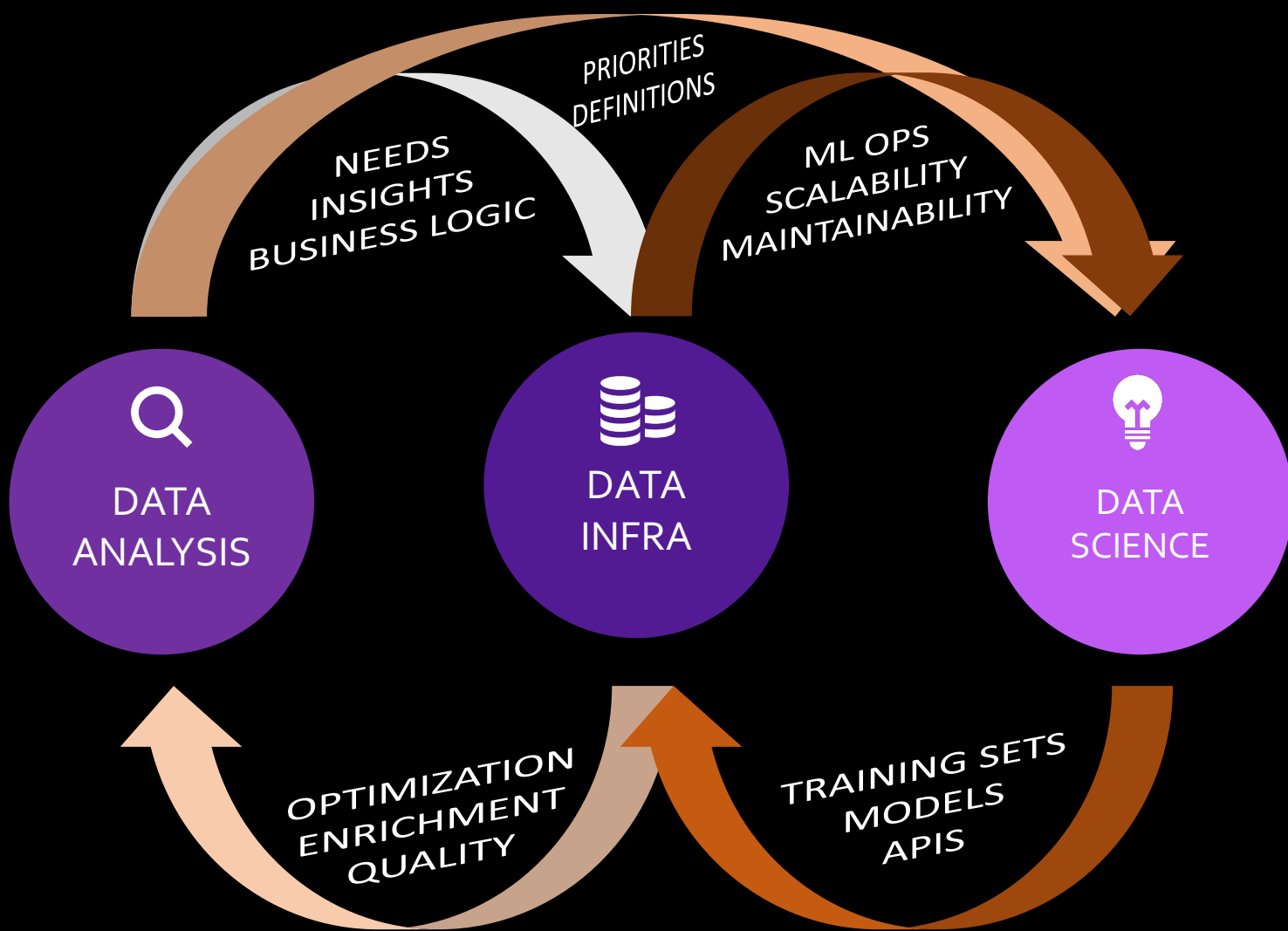
BURN OUT
BOTTLE NECK
LACK OF FOCUS
LACK OF CHALLENGE
INEFFICIENT SYSTEMS

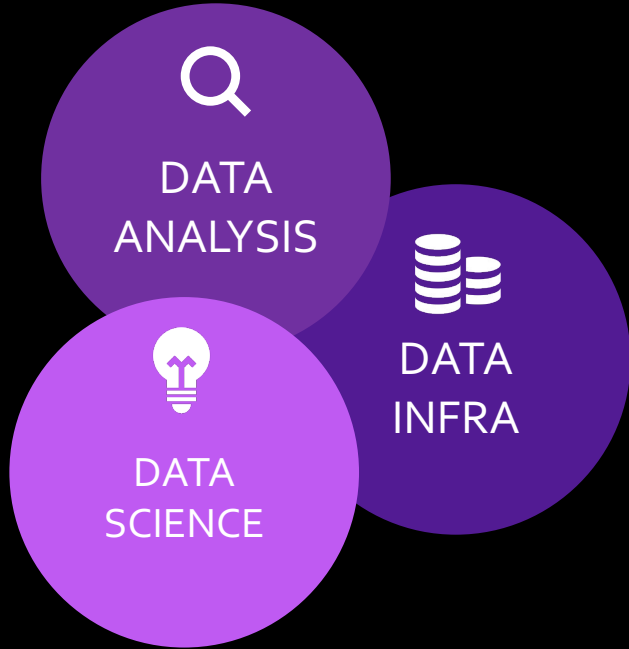


**HOW TO AVOID
THIS?**

ENABLEMENT







MORE AGILE, EASIER TO CONTROL



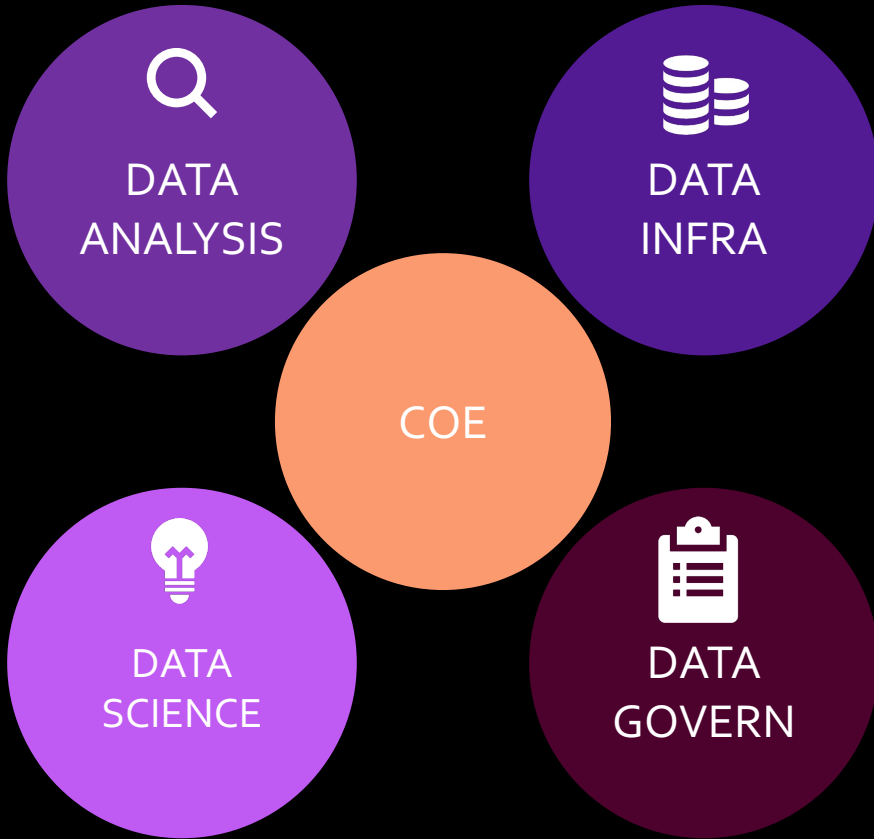
HARDER TO SCALE



MORE SCALABLE, SPECIALIZED



REQUIRES MORE ALIGNMENT



- BETTER ALLIGNMENT
- MORE FOCUSED
- MORE SCALABLE



- COMMUNICATION CHALLENGES
- TIME CONSUMING

CONCLUSIONS

BEFORE JUMPING TO THE HIRING PROCESS,
UNDERSTAND THE **NEEDS** AND THE MATURITY
LEVEL OF THE ORGANIZATION

WHEN WE TALK ABOUT **TEAM STRUCTURE**
ONE SHOE DOESN'T FIT ALL

COMMUNICATION INSIDE AND OUTSIDE OF
THE DATA TEAM IS KEY, MAKE SURE YOU GET
SR ROLES THAT HELP BUILDING BRIDGES
BETWEEN THE DATA TEAM AND THE REST OF
THE ORGANIZATION



[linkedin.com/in/gabriel-vicario-c/](https://www.linkedin.com/in/gabriel-vicario-c/)



Thank you!