



## **The Importance of Communication Skills**

In our experience with entry-level candidates, we've noticed a challenging trend that can affect not only the likelihood of you getting hired, but how successful you will be at your new position. Communication is and will always be very important. Even the most autonomous positions will require some communication with either your boss, your CMO (Chief Marketing Officer), or other teams (such as marketing or sales), and it is important that you be able to express yourself clearly and directly.

The person you are reporting to may not be as well versed in data analysis as you are, so we recommend that candidates practice expressing data findings or technical information to someone who isn't as technically oriented. This may mean translating specific results into a summary of what you found and what it means to the company. Analysts are often asked to explain findings to a marketing or sales team, or to sit in on a meeting between departments to answer any highly technical questions. The better you are at breaking down information for the casual user, the more successful you or your team will be.

Internships can be a great help in learning how to communicate to all levels of expertise. Tutoring beginner statistics students is another great way to ensure that you can express complicated concepts to someone without your level of knowledge. Try explaining a quantitative project to a friend or family member who has little-to-no knowledge of statistics – did they understand the project, your role or what you were trying to accomplish? The more practice you have, the more natural it will feel to transition back and forth between technical and non-technical language.

Choosing a high-growth field of study is a great way to ensure you'll land a position sooner rather than later. However, it is very important to educate yourself on keys to success like communication, and also on market trends that could affect the specific industry that you're interested in.