

BSOS ALUMNI CAREER PROFILE: DATA ANALYTICS

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...because **SUCCESS** starts here.



What is Data Analytics? What do you enjoy most about working with data?

Data Analytics is turning observation and information into insight. Data is all around us- financial data, workforce data, demographic data, geographic data; there's even data about data. And it's often messy, complicated, and incomplete. Data Analytics is the process of taking all of these data points and presenting your findings effectively to tell a story; a story that examines why something happened in the past, a story that justifies a decision to be made in the present, or a story that forecasts the future. From predicting terrorism patterns to driving diversity recruitment strategies, Data Analytics is here to stay as a vital tool in an increasingly connected world.

What do you enjoy most about your current position?

The best part about working with data is seeing the impact it can have in an organization. Data can be powerfully objective when properly and thoroughly analyzed- seeing the predictions of intensive analysis lead to meaningful change is extremely rewarding.

What is a typical day like in your position?

Most days involve meetings with clients and executives, briefing them on the results of reporting you've conducted or the forecasts of models you've built. Of course, much of the day is also spent parsing through numbers and data-sets: a lot of the time spent on Data Analytics is spent cleaning and transforming your data. It's not the sexy part of Data Analytics, but it's incredibly important. The fun part, the artistic part, is designing Data Visualizations which communicate the insight you've uncovered.

Which undergraduate experiences did you find most helpful in preparing you for your current position?

I wouldn't and couldn't single out just one- I would actually argue that it's the holistic experience students get at Maryland that prepares you for life after college. The experience at Maryland exposes you to new and big ideas, encourages you to find your passions, and teaches you the value of being a part of something bigger than yourself. These lessons are universal in building the next generation of leaders, and I think they are lessons that Maryland offers with authenticity and without pretense.

How has your coursework helped you in your current position?

By far, the most valuable academic experience that I had at the University was the opportunity to exercise critical thinking. Professors at Maryland encourage you and challenge you to be intellectually rigorous problem solvers- to really think through a problem through multiple lenses. In the real world, often there isn't one solution- problems are complex. If all the world's problems were an easy fix, they would be solved already. Practicing critical thinking in a variety of disciplines gives you a universal foundation to be successful in whatever professional venture you may undertake- learning technical skills in the business world is relatively easy in comparison to mastering effective soft skills.

Any job/internship advice?

Be different! Be interesting! Learn a tangible skill- something, anything that differentiates you from the crowd. Make your accomplishments known- you need to be your own best advocate. But you can't do it all on your own, you'll need help from others along the way. Network with whomever you can, you never know what connection will turn out to be instrumental in advancing your career.

Enjoy your time at Maryland! It goes too fast. You'll make lifelong friends and create lasting memories. The experiences you have during your years in College Park will be much more valuable than any paper you write or test you take. *

If you have any questions, or want to talk Terp sports, you can reach Matthew through [Terrapins Connect](#).



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