

**Answer sheet**

How do Social Media platforms use Data Science?

**Interests and People**

Which of the following sectors don’t use Data science in their work?

* Media
* NHS
* Transport
* Security
* Sports Science
* Criminology

**They all use data science**

How is Data Science used in the Retail Sector?

**Helps target products at potential customers**

How would a Data scientist at Centrica use the information that they have gathered about their customers?

**To improve processes within the company, introduction of new products, automation of some tasks**

Which of the following statements are correct?

* **Data Science helps the financial sector predict risks** **Correct**
* 31,000 are employed in Data Science in Wales.
* All Data Scientists wear laboratory white coats

In your opinion, to work in Data Science employers are looking for people with which of the following required skills:

* Free thinkers
* Strong practical skills
* **Good Technical skills Correct**
* Be able to work on your own
* Excellent at drawing
* **Good technical skills Correct**
* Fashion Conscious
* **Excellent communication skills Correct**

Can you name two areas of Wales where there are clusters of employers that require the skills that Data Scientists possess?

**Cardiff -800+ Jobs, Swansea 320+ jobs, Newport 230+ jobs, Flintshire 220+ jobs, Bridgend 195+ jobs.**

What sort of starting salary would you expect a new entrant into Data Science to earn approximately per annuum? **£25,000**

How much does that work out per week? **£480**

In your own words what is your understanding of the term “predictive modelling”:

**Predictive modelling is the science of using numbers and data to predict future demand and requirements for products, goods and services, as well as potential risks the company may face providing these services.**

