

## ALICE OBERACKER



**Job:** Data Scientist

**Company:** On the Beach

I work in the On the Beach Marketing and analyse data on how our customers come to the website, when they visit and what holiday they book. This helps us understand customer behaviour and what people are looking for, allowing us to present them with their perfect beach holiday.

**Determined**

**Curious**

**Driven**

**The skills I use most in my job...**SQL

- Data visualisation
- Communication

**The most interesting thing I've worked on in my career so far...**Data Science is still a developing field, so it's exciting to be able to shape your own role, define how you want to work and what you find most interesting. Helping to build our team and engage others has also been a great, rewarding experience.

**What inspired me into digital and tech...**I always enjoyed maths at school, and at uni I learned how to program. I immediately loved the problem-solving aspect and the fact that solutions are either right or wrong: no discussion. Being able to build programs to learn new information and make decisions is truly inspiring.

**My educational background is...** I studied Computer Science and Maths during my Bachelor degree and focused on Computer Science in my Masters. During those courses I learned about Artificial Intelligence and Data Science which motivated me to do my Masters dissertation on implementing a classification algorithm to detect dangerous websites on the Dark Web.

**What advice I'd give to girls thinking about a career in digital and tech...** Tech is such a huge field with great opportunities. It's an always-changing world with loads to explore and it offers so many possibilities, so be part of it and pick your own challenges. Don't be afraid to try something new!