PATHS Seminar: Data Analysis and Visualization Basics

Are you interested in broadening your research skills?

This two-day seminar will provide humanists and humanistic scientists with a basic overview of the current data analysis and visualization methods used in the private sector. You will gain meaningful experience working with data and the research tools that have become standard in market research, user-experience (UX), and consulting roles. By the end of this seminar, you will not only have a better understanding of industry research, but will also be able to apply these skills to your academic work.

The seminar will be taught by Craig Kinnear who currently works at Trunk Club as a research manager, leading the company’s customer experience (CX) research initiatives. Kinnear has also held senior research and business analyst positions at Mintel and Stay Metrics. Prior to entering the private sector, Kinnear received his PhD in History in 2016 from the University of Notre Dame, where he was an award-winning instructor. Despite actively avoiding numbers for the majority of his academic career, Kinnear has been recognized by his clients and employers alike for his ability to analyze and tell stories with data.

***Please note, a laptop with Microsoft Excel and Powerpoint is necessary for the course. If you are interested in attending, but do not have a computer, please contact Celeste Cruz-Carandang (cacarandang@uchicago.edu).