SOCIAL STATISTICS & DATA SCIENCE
MSc SOCIAL RESEARCH METHODS AND STATISTICS
MSc DATA SCIENCE

MANCHESTER
1824
The University of Manchester

TOP GRADUATE DESTINATIONS*

UK
China
Greece
Sudan
Pakistan
Denmark
The Netherlands
Mexico
Thailand
Saudi Arabia
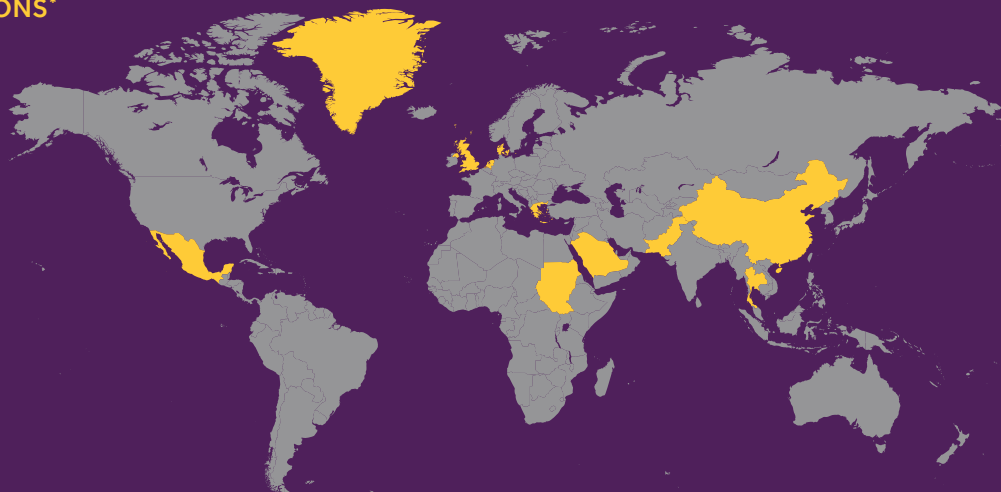
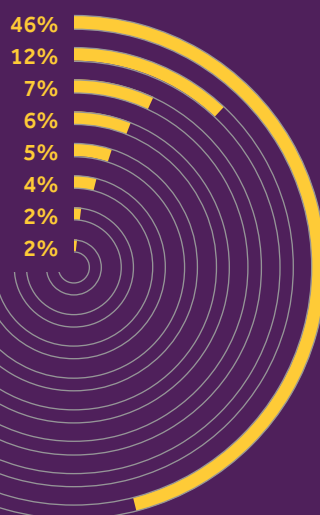## MOST TARGETED UNIVERSITY BY THE UK'S TOP EMPLOYERS
(HIGH FLYERS 2022)

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JOB SECTORS

|	
Further / Higher Education	46%
Scientific Services & R&D	12%
Local / National Government	7%
Advertising / Marketing / PR / Recruitment	6%
Volunteer / Charity Sector	5%
Medicine / Healthcare	4%
Nonprofit Organisation Management	2%
Consulting	2%

EMPLOYERS

Manchester City Council
Alterline Research Ltd
Aphasia Research Project
Ministry of Justice
NHS
Oxfam
Bangor University
The University of Manchester

JOB TITLES

Researcher
Research Manager
Academic Fellow
Professor
Data Analyst
Statistician
Project Manager
Client Development Director

UNDERGRADUATE STUDY DISCIPLINES

Economics	19%
BA Social Sciences	14%
Politics and related courses	13%
Sociology	12%
Psychology	8%
Geography	4%
Linguistics	4%
Business, Finance and Economics	3%
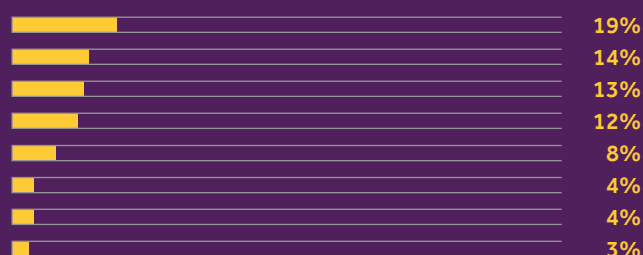
The eagle-eyed among you might notice that the above numbers don't quite add up to 100%. Our graduates come from a diverse range of academic backgrounds and work across a variety of industries, so for the sake of tidiness we've highlighted the top 8 results in each category. *Data based on destinations of all Social Sciences graduates.

SAMPLE SIZE: 474   INFORMATION BASED ON GRADUATION DATA FROM 2017–2021.

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GRADUATE PROFILE

NAME: Joanna Sweeney
COURSE: MSc Social Research Methods and Statistics
YEAR OF GRADUATION: 2019

ROLE: Data Analyst
EMPLOYER: British Cycling

INTERVIEW

Hi Joanna! Please tell us a bit about why you chose to study your postgraduate degree at the University of Manchester?
I wanted to gain some tangible skills that would help me in the workplace. Although I loved my undergraduate (also at The University of Manchester), I felt I was lacking in specific hands-on skills. During my undergrad, I did a Q-Step summer internship at YouGov which allowed me insight into how data can be used in the workplace. It was the catalyst for me to undertake my Master's course.

How has your career path panned out since leaving university?
My first role was as a Data and Insights Analyst for a sports marketing agency. I worked within the sales team, using data in order to aid the sales function of a variety of sports assets.

My second and current role is as a Data Analyst at British Cycling. It is a varied role which mainly involves quantitative data analysis (with a splash of qualitative too!), working with internal research data we capture such as our market tracker, and volunteer or coaching surveys. I help script surveys, collect the data, analyse and produce presentations and articles from the information to disseminate across the wider business.

Did you always know you wanted to do the career you're in? Did your course or time at the University (outside of your studies) help influence this?
No! Prior to my MSc, I never thought that I'd be working with data or in the sports industry. I had enjoyed government/politics so always assumed I'd go into that. My way into sports was accidental, but I love it. I wish that during university I knew about the variety of different industries that I could utilise my degrees in, not just your standard politics, tech, finance, law etc.

How did your course set you up for your career path?
Great! I learnt so many technical skills that I use to this day. It helped me build my confidence with learning new software, interpreting data and feeling comfortable with big data sets.

What was the most surprising takeaway from your course that's helped you in later life?
The strong friendships I built – with both my course mates and lecturers. I felt like the relationship was a lot stronger than in undergrad, probably due to how much time we all spent together.

What advice would you give to a student looking to start your MSc?
If you're genuinely interested in filling a technical skills gap, do it! But be realistic, it is a very demanding course. For me, it helped having an idea of the type of data I wanted to use, and the issues I wanted to help solve with that data. You will learn a lot but be prepared to put the time and effort in!

" I learnt so many technical skills that I use to this day. [The course] helped me build my confidence with learning new software, interpreting data and feeling comfortable with big data sets. "

Discover more about our MSc in Social Research Methods and Statistics:
uom.link/msc-srms-23

Discover our Data Science MSc courses:
uom.link/pg-data-science-courses