

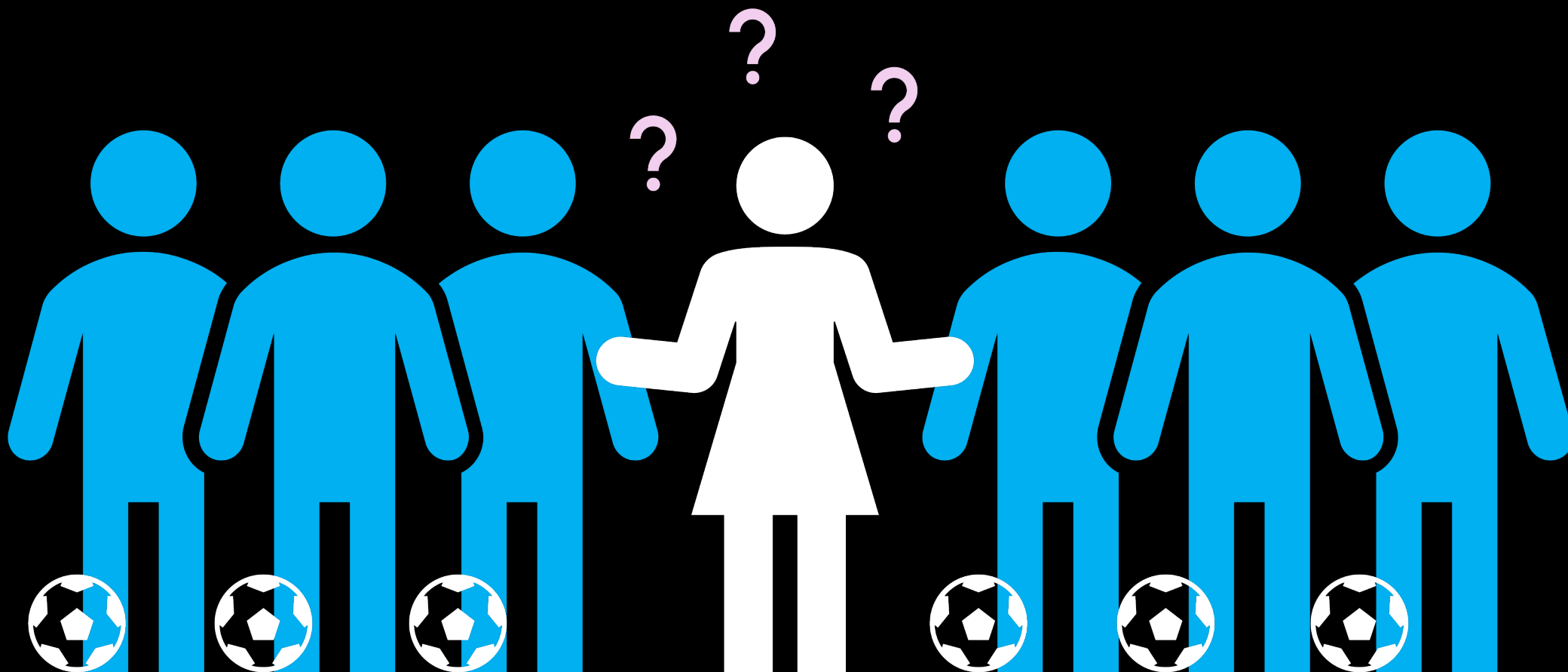
# Finding My Place in Data Science

Catriona McPheat,  
Data Science Apprentice at the BBC and University of Glasgow

A stylized green computer monitor icon is centered on a black background. The monitor's screen is white and contains a search bar. The search bar has a magnifying glass icon on the left and the text "what is data science" followed by a vertical cursor bar on the right.

🔍 what is data science|

**“80% of women football coaches have experienced some form of sexism or misogyny while in a coaching environment.”**



# The Importance of Visibility



# The Importance of Being Heard



# Fostering Belonging



**Recruitment**



**Role  
Progression**

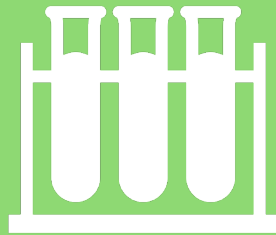


**Workload  
Allocation**



**Work-Life  
Balance**

# Data Science and Machine Learning



**Imbalance**



**Training Data**



**Failing  
Products**

# Conclusions

- Visibility is the first step
- We need to promote inclusion
- Advocate for each other!

# Thank you!



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# Reference Links

- <https://www.kickitout.org/news-media/four-five-women-coaches-have-experienced-sexism-kick-it-out-research-suggests>
- <https://www.euronews.com/next/2026/03/08/why-women-are-disappearing-from-europes-tech-workforce>
- <https://www.pwc.co.uk/who-we-are/leadership-and-people/inclusion/her-tech-talent/time-to-close-the-gender-gap.html>
- <https://enginuity.org/tools-and-resources/tools-for-employers/stem-apprenticeships-guide>
- <https://www.womentech.net/women-in-tech-stats-uk>
- <https://www.unleash.ai/diversity-equity-inclusion/ntts-europe-ceo-women-make-up-only-26-of-ai-jobs-globally-we-can-do-better/>