



Entrepreneur, Author & Host
Joanna L. Krotz

Women-led analytics are helping to bootstrap success for women entrepreneurs.

THE WOMAN'S PLAYBOOK

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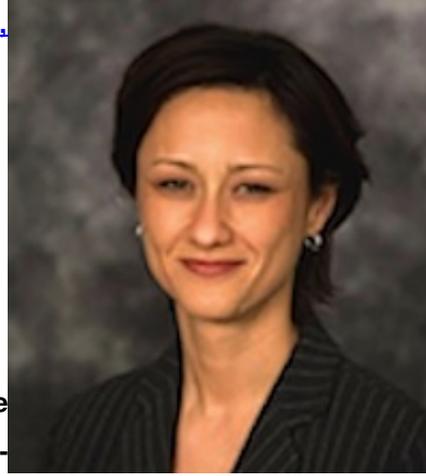
"There's a myth taking deep root in the tech community that analytics is a man's game. ...That's a misconception bred from a mix of ignorance and plain old arrogance. The last time that the Bureau of Labor Statistics reported on the matter, women statisticians outnumbered men. Outnumbered. Women now earn nearly half of all math degrees at all levels.

Attend a meeting of the American Statistical Association, the Association of Public Data Users or any of the actuarial societies and you'll meet plenty of women, all of them expert data analysts."

[Meta Brown](#)
[Data Mining for Dummies](#)

Women, by the numbers:

[Luan Cox](#) is founder and CEO of [Crowdnetic](#), a hub for real-time data, news and education of the global crowdfinance marketplace. Launched in 2011, Crowdnetic offers customized solutions for the rising crowdfinance industry, revolutionizing its impact and reach. Cox also recently graduated from the [Springboard Accelerator](#) program, one of the country's best-known bootcamps for women-led media and technology companies.



[Rebecca Hwang](#) is cofounder of [YouNoodle](#), an online platform that helps startups find advice, contest prizes and opportunities via a global network of startups. The company creates, manages and judges startup competitions, working with contest hosts to screen applicants. YouNoodle just initiated [1K](#), an invite-only program for 1,000 promising ideas developed by global entrepreneurs.

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BECAUSE BEING EQUAL DOESN'T MEAN BEING THE SAME

[THE WOMAN'S PLAYBOOK](#), by entrepreneur and author Joanna L. Krotz, offers nationwide practical advice and real-life strategies to help women succeed in today's markets.

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