Elaine Careers

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Big Tech Inc.
Attn: Product Analyst Hiring Manager
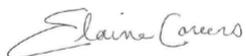444 Super Tech Hwy
New York, NY 33059

Dear Big Tech Hiring Committee,

I am writing to express my interest in the Senior Product Analyst position at Big Tech Inc. As a data focused professional, who is currently completing my degree from Elon University in the Master of Science in Business Analytics program, I know that my education and experience aligns with this opportunity. Each day I aspire to live Big Tech's mission to help make data accessible for all businesses, no matter their size. As a data analytics expert, I have worked with large data sets in SQL, Tableau, R and Python. I am comfortable pulling, cleaning and analyzing data and then communicating my findings to clients. I take great pride in being able to share clear stories to clients that fit their needs and expectations. Below, I have highlighted some of my relevant experiences that make me a strong candidate for this role:

- During my internship with Cross Wires LLC, I assisted the start-up in analyzing data on their consumer market. The data included information on over 20,000 consumers, their purchasing habits, living expenses and income. In analyzing the data, I was able to determine the ideal consumer base for the start-up company. I then created a slide deck, which included infographics on my findings, and presented the deck to the senior management team. A comprehensive marketing plan to reach this target audience has now been developed and will be deployed this fall.

- In my Analytics for Big Business class this past fall, our cohort was tasked with collecting data on all admissions prospects for the 2020-2021 academic year. This included over 200,000 lines of data, much of which was missing pertinent information needed for analysis. Our team worked with the Admissions department to utilize a new software system which identified the missing data. We then mined and cleaned the data, assuring the quality of information collected. We finalized the project by putting together a bi-weekly data collection system that automatically complies information that was previously collected by hand.

Companies rely upon their digital infrastructure more than they ever have before. It is imperative that organizations like Big Tech Inc, continue to provide the highest quality of service to clients, while also offering the most comprehensive expertise on the market. I am ready to help take Big Tech Inc.'s digital platform to the next level, and I hope to have the opportunity to be a contributing member of your team to help all businesses have the chance to utilize data to build upon their future success.

Sincerely,

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