Executive Summary1:

The analysis of Urban Company's data reveals valuable insights into service usage, revenue generation, and city-wise performance. Key findings include:

[Highest Profit City]: [City Name] has emerged as the city with the highest profit.

[Top Revenue Generating Cities]: The top 10 cities generating revenue are [City 1], [City 2], ..., [City 10].

[Lowest Revenue City]: [City Name] has recorded the lowest revenue among all cities.

[Most Used Service and Subservice by City]: Provide the most used service and subservice combinations by city.

[Expensive Service and Subservice Used by Top 10 Cities]: Highlight the expensive service and subservice combinations used by the top 10 cities.

[10 Least Used Services by Cities]: Discuss the least used services by cities.

[Least Used Services & Subservices by Cities]: Present the least used service and subservice combinations by cities.

Executive Summary2:

Urban Company’s data analysis offers valuable insights derived from a limited dataset, providing a snapshot of service performance across different cities. While our analysis is constrained by data availability, the findings presented here shed light on important trends and patterns in service utilization and pricing. This summary aims to distill complex findings into actionable insights for informed decision-making

Executive Summary3:

Urban Company’s data analysis provides valuable insights derived from a limited dataset, offering a glimpse into service performance across different cities. Despite data constraints, the findings illuminate crucial trends and pricing patterns. This summary distills complex information into actionable insights.

Executive Summary4:

Urban Company’s data analysis provides an overview of key findings based on the limited dataset. While comprehensive recommendations are not feasible due to data constraints, we present essential insights for consideration.

Despite working with a limited dataset, I have derived 10 key findings that offer valuable insights into service performance and customer behavior. This demonstrates my ability to extract meaningful conclusions even under constraints, showcasing creativity, resourcefulness and strong analytical skills.

Key Findings1:

Highest Profit City:

[City Name] has been identified as the city with the highest profit, achieving [Profit Amount] in total.

Top Revenue Generating Cities:

The top 10 cities generating revenue are as follows:

[City 1]: [Revenue Amount]

[City 2]: [Revenue Amount]

...

[City 10]: [Revenue Amount]

Lowest Revenue City:

[City Name] has recorded the lowest revenue among all cities, with a total revenue of [Revenue Amount].

[Most Common Combination of Service and Subservice by City]: Discuss the most common service and subservice combinations by city.

[Average Cost of Services in Each City]: Present the average cost of services in each city.

[Percentage of Services with Additional Labor Charges by City]: Highlight the percentage of services with additional labor charges by city.

[Average Labor Charges for Different Subservices in Each City]: Provide the average labor charges for different subservices in each city.

[Percentage of Services with Higher Labor Charges Than Service Charges Compared to Total Services in Each City]: Discuss the percentage of services with higher labor charges than service charges by city.

[Top 10 Cities with the Highest Average Charges]: Highlight the top 10 cities with the highest average charges.

**Key Findings2:**

**Most Used Service and Subservice by City:**

* The analysis reveals the most utilized services and subservices across different cities.
* In city- **Nashik**, the service- **Electricians** and subservice- **Anchor Heavy/ Light Load Socket** are the most used, with **3** requests.

**Expensive Service and Subservice Used by Top 5 Cities:**

* The top 5 cities with the highest total charges for services and subservices are identified.
* In cities- **Cuttack, Rajahmundry, Madurai, Guntur, Meerut**, the service- **ac\_service\_repair** and subservice- **Compressor 2-ton** combination incurs the highest total charge of Total Charge- **9200**

**5 Least Used Services by Cities:**

* The analysis identifies the 5 least utilized services across cities.
* In city- **Hyderabad, Ahmedabad, Rajahmundry, Vadodara, Guntur**, service- **microwave\_repair** is among the least used services, with **35** requests.

**Least Used Services & Subservices by Cities:**

* The report highlights the least used services and subservices in each city.
* In cities- **Meerut, Madurai, Ranchi, Prayagraj, Amritsar, Gwalior, Kota** the combination of **all services** with **different subservice** (Fan repair, roller, etc.) has the lowest usage with **1** request. (For the complete list, please run SQL queries)

**Top 3 Cities with The Highest Average Charges:**

* The average cost of services, including labor charges, is calculated for top 3 cities.
* **Lucknow** with an **average cost of services** is **1061.78**
* **Nashik** with an **average cost of services** is **889.82**
* **Hyderabad** with an **average cost of services** is **860.07**

**Percentage of Services with Additional Labor Charges by top 3 Cities:**

* The percentage of services with additional labor charges is determined for each city.
* **Lucknow** has a **percentage of services with additional labor charges** of **37%**
* **Nashik** has a **percentage of services with additional labor charges** of **30%**
* **Dehradun** has a **percentage of services with additional labor charges** of **28%**

**Most Common Combination of Service and Subservice by City:**

* The most frequent service and subservice combinations are identified for each city.
* In **Nashik**, service- **electricians** and subservice- **Anchor Heavy/ Light Load Socket,** occur most frequently with **3 occurrences**.
* In **Agra**, service- **electricians** and subservice- Bulb Holder Installation, occur most frequently with **2 occurrences**.
* In **Varanasi**, service- **electricians** and subservice- **3-Phase Changeover Switch Installation**, occur most frequently with **2 occurrences**.

**Average Labor Charges for Different Subservices in Each City:**

The average labor charges for various subservices are calculated for each city.

* In **Amritsar**, the average labor charge for subservice- **Replace LVT** is **Rs. 499**. (For the complete list, please run SQL queries)

**Percentage of Services with Higher Labor Charges Than Service Charges:**

* The percentage of services with higher labor charges than service charges is calculated for each city.
* **10%** of services in **Lucknow** have higher labor charges than service charges. (For the complete list, please run SQL queries)

**Subservices With Higher Labor Charge Than Service Charge:**

* The query identifies subservices where labor charges exceed service charges across different cities
* in **Ahmedabad**, the subservice **Adjust Grill Locks** has **zero sub-service charges** and a **labor charge of Rs. 349**. (For the complete list, please run SQL queries)

**Average charge exceeding the overall average charge across all cities**

* The top 10 cities with average charges higher than the overall average charge of all cities are identified.

**Lucknow** has the **highest average charges**, **exceeding the overall average** by Rs. **224.8389**

**Key Findings3:**

**Most Used Service and Subservice by City:**

The analysis uncovers the most utilized services and subservices across different cities. For instance, in Nashik, the service "Electricians" paired with the subservice "Anchor Heavy/Light Load Socket" emerges as the most used, with 3 requests.

**Expensive Service and Subservice Used by Top 5 Cities:**

The top 5 cities with the highest total charges for services and subservices are identified. Notably, in cities like Cuttack, Rajahmundry, Madurai, Guntur, and Meerut, the service "AC Service Repair" coupled with the subservice "Compressor 2-ton" incurs the highest total charge of Rs. 9200.

**5 Least Used Services by Cities:**

The analysis pinpoints the 5 least utilized services across cities. For instance, in Hyderabad, Ahmedabad, Rajahmundry, Vadodara, and Guntur, the service "Microwave Repair" stands among the least used services, with 35 requests.

**Least Used Services & Subservices by Cities:**

The report highlights the least used services and subservices in each city. Notably, in cities like Meerut, Madurai, Ranchi, Prayagraj, Amritsar, Gwalior, and Kota, various combinations of services with different subservices, such as "Fan Repair" and "Roller," exhibit the lowest usage with only 1 request.

**Top 3 Cities by Average Service Costs:**

The average cost of services, including labor charges, is calculated for the top 3 cities. Lucknow leads with an average cost of services at Rs. 1061.78, followed by Nashik at Rs. 889.82, and Hyderabad at Rs. 860.07.

**Percentage of Services with Additional Labor Charges by Top 3 Cities:**

The percentage of services with additional labor charges is determined for each city. Lucknow tops the list with 37% of services incurring additional labor charges, followed by Nashik with 30%, and Dehradun with 28%.

**Most Common Combination of Service and Subservice by City:**

The most frequent service and subservice combinations are identified for each city. Notable occurrences include "Electricians" paired with "Anchor Heavy/Light Load Socket" in Nashik, "Bulb Holder Installation" in Agra, and "3-Phase Changeover Switch Installation" in Varanasi.

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The query identifies subservices where labor charges exceed service charges across different cities. In Ahmedabad, for example, the subservice "Adjust Grill Locks" has zero sub-service charges and a labor charge of Rs. 349.

**Top 10 Cities with the Highest Average Charges:**

The top 10 cities with average charges higher than the overall average charge of all cities are identified. Lucknow leads with the highest average charges, exceeding the overall average by Rs. 224.84

**Key Findings2:**

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Insights and Analysis1:

City-wise Profit Analysis:

The analysis indicates that [City Name] has consistently generated the highest profit, likely due to [possible factors, e.g., high demand, premium services].

Revenue Generation Trends:

The top revenue-generating cities demonstrate strong demand for Urban Company's services, reflecting [market dynamics, customer preferences, etc.].

Performance of Lowest Revenue City:

The lowest revenue city, [City Name], presents challenges that warrant further investigation. Potential factors contributing to low revenue may include [market saturation, economic conditions, etc.].

Discuss insights and analysis for each key finding mentioned above, providing in-depth analysis and actionable recommendations.

Insights and Analysis2:

**Insights & Analysis1: see**

**Service Usage Patterns:**

The analysis of service usage across different cities highlights variations in customer preferences and demand. For example, while certain cities exhibit high demand for specific services such as electricians or AC service repair, others show a preference for less common services like microwave repair.

**Revenue Generation Trends:**

By identifying the top revenue-generating cities, the report sheds light on the geographic distribution of Urban Company's revenue streams. This information can inform resource allocation and marketing strategies to capitalize on high-demand areas and potentially explore growth opportunities in underperforming regions.

**Cost Analysis and Profitability Insights:**

Understanding the average cost of services and labor charges in each city provides valuable insights into cost structures and profitability margins. Cities with higher average service costs may indicate increased operating expenses or market dynamics influencing pricing strategies.

**Labor Charge Dynamics:**

The analysis of labor charges, including the percentage of services with additional labor charges, offers insights into customer behavior and market competitiveness. Cities with a higher percentage of services with additional labor charges may indicate varying levels of competition or customer willingness to pay for premium services.

**Common Service-Subservice Combinations:**

Identifying the most common service-subservice combinations provides insights into customer preferences and the popularity of specific service offerings. Understanding these patterns can guide service bundling strategies or marketing efforts to promote complementary services.

**Least Utilized Services:**

Exploring the least utilized services and subservices uncovers opportunities for service diversification or targeted marketing campaigns to increase awareness and demand. Understanding the factors contributing to low usage can inform strategic decisions to either optimize or phase out underperforming services.

**Labor Charge Analysis:**

Analyzing subservices with higher labor charges than service charges highlight pricing dynamics and customer expectations regarding service value. This insight can guide pricing strategies and service package offerings to align with market expectations and enhance competitiveness.

**Geographic Disparities in Service Demand:**

Variations in service demand and revenue generation across cities underscore the importance of localized strategies and market insights. Tailoring services and marketing campaigns to meet the unique needs of each city can enhance customer satisfaction and drive business growth

**Recommendations1:**

1. **Localized Marketing Efforts:**

* Tailor marketing campaigns to promote services that are popular in specific cities.
* Leverage insights on service usage patterns to target relevant audiences effectively.

1. **Revenue Optimization:**

* Investigate factors influencing revenue fluctuations.
* Consider adjusting pricing strategies or introducing promotions for high-revenue services.

1. **Customer Satisfaction Enhancement:**

* Focus on cities with high customer satisfaction.
* Gather feedback and address any pain points to improve overall service quality.

1. **Market Expansion Strategy:**

* Explore opportunities in cities with untapped potential.
* Evaluate market share against competitors and identify growth areas.

**Recommendation2:**

**Service Diversification:**

* Considering the least utilized services, explore targeted marketing campaigns to increase awareness.
* Evaluate whether introducing new services or enhancing existing ones can attract more customers.

**Pricing Optimization:**

* Analyze labor charges and identify subservices with higher labor costs than service charges.
* Adjust pricing strategies to align with market expectations while maintaining competitiveness.

**Localized Strategies:**

* Tailor marketing efforts to meet the unique needs of each city.
* Consider city-specific promotions, partnerships, or service bundles to enhance customer satisfaction.

**Resource Allocation:**

* Allocate resources based on revenue generation trends.
* Focus on high-demand areas while strategically investing in underperforming regions.

**Customer Education:**

* Educate customers about less common services (e.g., microwave repair) to increase demand.
* Highlight the value and benefits of these services through targeted communication.

**Recommendation4:**

**Optimize Service Offerings:**

* Explore targeted marketing campaigns to increase awareness of underutilized services identified in the analysis.
* Evaluate the possibility of introducing new services or enhancing existing ones based on customer preferences and market demand.

**Strategic Pricing Adjustments:**

* Analyze labor charges and identify subservices with higher labor costs than service charges, then adjust pricing strategies accordingly.
* Consider implementing pricing tiers or promotional pricing to maintain competitiveness while maximizing profitability.

**Localized Strategies:**

* Tailor marketing efforts to meet the unique needs and preferences of customers in each city.
* Develop city-specific promotions, partnerships, or service bundles to enhance customer satisfaction and loyalty.

**Resource Allocation:**

* Allocate resources based on revenue generation trends identified in the analysis.
* Prioritize investment in high-demand areas while strategically allocating resources to underperforming regions to stimulate growth.

**Customer Education:**

* Educate customers about less commonly used services highlighted in the analysis (e.g., microwave repair) to increase demand.
* Emphasize the value and benefits of these services through targeted communication channels.

**Enhance Customer Experience:**

* Invest in training programs for service professionals to ensure high-quality service delivery and customer satisfaction.
* Streamline service processes and prioritize customer feedback to continuously improve the overall customer experience.

**Geographic Expansion Opportunities:**

* Explore expansion opportunities in cities or regions with untapped market potential identified through the analysis.
* Conduct thorough market research to assess demand, competition, and regulatory considerations before expanding operations.

**Continuous Monitoring and Adaptation:**

* Establish mechanisms for ongoing data monitoring and analysis to track performance metrics and market trends.
* Regularly review and adapt strategies based on evolving customer preferences, market dynamics, and competitive landscape.

**Recommendations3:**

**Optimize Service Offerings:**

* Based on the analysis of service usage patterns and common service-subservice combinations, consider optimizing the service portfolio to align with customer preferences and market demand.
* This may involve introducing new services, bundling complementary offerings, or phasing out underutilized services.

**Strategic Pricing Adjustments:**

* Utilize the insights gained from the analysis of average service costs, labor charges, and revenue generation trends to refine pricing strategies.
* Consider adjusting pricing tiers or introducing promotional pricing to enhance competitiveness while maintaining profitability.

**Targeted Marketing Campaigns:**

* Leverage geographic disparities in service demand identified in the analysis to develop targeted marketing campaigns tailored to specific cities or regions.
* Focus on highlighting popular services, promoting seasonal promotions, or addressing gaps in service awareness.

**Enhance Customer Experience:**

* Use insights from the analysis of labor charge dynamics and customer behavior to improve the overall customer experience.
* Invest in training programs for service professionals, streamline service delivery processes, and prioritize customer feedback to ensure high satisfaction levels.

**Geographic Expansion Opportunities:**

* Explore expansion opportunities in cities or regions with untapped market potential, indicated by low service usage or high revenue generation.
* Conduct market research to assess demand, competition, and regulatory considerations before expanding operations.

**Continuous Monitoring and Adaptation:**

* Establish mechanisms for ongoing data monitoring and analysis to track performance metrics and market trends over time.
* Regularly review and adapt strategies based on evolving customer preferences, market dynamics, and competitive landscape..

Conclusion:

The analysis provides valuable insights into service usage, revenue generation, and city-wise performance metrics for Urban Company. These findings can inform strategic decision-making to optimize operations and enhance customer satisfaction across different cities.

Interview:

Seasonal Trends:

Analyze service demand patterns based on seasons. For example, air conditioning repair might be more in demand during hot summer months, while plumbing services could see spikes during winter.

Understanding these seasonal variations can help allocate resources effectively and plan marketing campaigns accordingly.

Demographic Segmentation:

Segment customers based on demographics such as age, income, and occupation.

Identify which services are preferred by different demographic groups. For instance, young professionals might prioritize tech-related services, while retirees may need home maintenance services.

Customer Reviews and Ratings:

Analyze customer reviews and ratings for each service.

High-rated services can provide insights into what customers value most, while low-rated services may need improvement or adjustments.

Repeat Customer Behavior:

Investigate how often customers use Urban Company’s services.

Understanding repeat customer behavior can guide loyalty programs, personalized offers, and retention strategies.

Service Availability and Response Time:

Evaluate service availability and response times across cities.

Cities with faster response times may attract more customers, while longer wait times could impact customer satisfaction.

Dear Hiring Team,

I hope this email finds you well. I am keenly interested in the **internship opportunity at Urban Company.** Upon discovering the opening, I embarked on a **self-project focused on Urban Company**.

Despite working with a **limited dataset**, I derived **10 valuable insights**, showcasing the ability to extract meaningful conclusions even under constraints. Attached are SQL queries screenshots, a dashboard overview and a comprehensive report.

With **6 years of experience**, including **3 years as a Financial MIS Analyst at TCS**. I am eager to transition into a **SQL Developer role**. Learning from talented professionals and contributing to the company's innovative service delivery approach is my goal.

Even if my profile does not align your current internship criteria, I would appreciate any feedback you can provide. Constructive criticism helps me grow and I am confident that your response will be positive.

Thank you for considering my application. I am looking forward to discuss my fit for the internship role.

I'm excited about the Urban Company internship opportunity and wanted to share my recent project findings with you.

Despite limited data, I uncovered 10 valuable insights, showcasing my ability to draw meaningful conclusions under constraints. Attached are SQL queries, a dashboard overview and a comprehensive report.

Linkedin

Urban Company Project & Resume

Hello Sir,

I hope this message finds you well. I recently came across your post about **internship opportunity at Urban Company.** I **created a project focused on Urban company** using **Kaggle data**. Despite working with a limited dataset, I derived **11 valuable insights**, showcasing my ability to extract meaningful conclusions even under constraints. I have attached screenshots of the **SQL queries** & a comprehensive **report** for your review.

With 6 years of experience, including **3 years as a Financial MIS Analyst at TCS,** I am eager to transition into a SQL Developer role.

**While I understand that most internships are typically for freshers, I kindly request a chance to prove myself. This internship holds significant value for me, not just in assisting with my mid-career transition but also in providing me the chance to learn from your expertise. Please allow me work with you for a week and if you do not find my contributions satisfactory, I am prepared to gracefully accept any decision you make including requesting my resignation.**

Even if my profile does not perfectly align with your current internship criteria, **your feedback on my Urban Company project would be immensely valuable to me.**

Thank you for considering my request. **I look forward to the opportunity to connect and discuss further.**

Regards,

Prachi Borkar

Urban Company SQL Internship: Urban Company Project & Resume

Hello Sir,

I hope you're doing well. I wanted to **follow up** on the email I sent you last Friday regarding the **Urban Company internship opportunity**. I **created a project focused on Urban company** using **Kaggle data**. Despite the limitations of the dataset, I derived **11 valuable insights**. I have attached screenshots of the **SQL queries** and a comprehensive report for your review.

With 6 years of experience, including **3 years as a Financial MIS Analyst at TCS**, I am eager to transition into a SQL Developer role.

**While I understand that most internships are catered for recent graduates, I kindly request a chance to prove myself. This opportunity would not only assist me in my mid-life career transition but also enable me to learn from talented professionals such as yourself. I propose working together for a week and if my work doesn't meet your expectations, I am prepared to gracefully accept any decision you make including requesting my resignation.**

Even if my profile doesn't perfectly match with your current internship requirement, your **feedback on my Urban Company project** would mean the world to me.

Thank you for considering my request. I look forward to the opportunity to connect and discuss further.

Best regards,

Prachi Borkar

I'm reaching out to follow up on the email I sent you last Friday regarding the Urban Company internship opportunity. As a part of my preparation, I have **undertaken a project focused on Urban Company using data from Kaggle**.

While I understand that most internships are tailored for recent graduates, I kindly request an opportunity to demonstrate my capabilities.

Even if my profile does not perfectly align with your current internship criteria, I would greatly appreciate **any feedback on my Urban Company project**.

Hello Sir,

Thank you for connecting with me on LinkedIn. I'm excited about the possibility of contributing to Urban Company, especially through the SQL internship opportunity.

I recently saw the Urban Company: SQL internship post shared by Amal Saxena. I **created a project focused on Urban company** using **Kaggle data**. Despite the limitations of the dataset, I derived **11 valuable insights**. Attached are screenshots of the **SQL queries** and a comprehensive report for your review.

Given your experience and expertise at Urban Company, I was hoping if you could provide me with some insights into the internship program. **If possible, I would be grateful if you could consider referring me for the role.**

I understand if this is not feasible, but any guidance or assistance you could offer would be greatly appreciated.

Thank you for considering my request. I'm looking forward to hearing from you.

Hello Sir,

Thank you for connecting with me on LinkedIn. I’m enthusiastic about the opportunity to contribute to Urban Company, particularly through the SQL internship.

Recently, I came across the Urban Company: SQL internship post shared by Amal Saxena. As part of my preparation, I worked on a project related to Urban Company using Kaggle data. Despite the dataset’s limitations, I was able to derive 11 valuable insights. Enclosed are screenshots of the SQL queries and a comprehensive report for your review.

I emailed my Urban Company project and resume to Saksham Kwatra, and also DM'd on LinkedIn, as mentioned in the post. However, I have not received a response yet.

Given your extensive experience at Urban Company, I was hoping to gain insights into the internship program from you. **If you find my work suitable, I would be grateful if you could consider referring me to Saksham Kwatra for the role.**

Thank you for considering my request. I look forward to hearing from you.

Best regards,

Given your extensive experience at Urban Company, I was wondering if you could provide me with insights into the internship program. Additionally, if you find it feasible, I would greatly appreciate your consideration for a referral to the role.

Prachi Borkar

Hello Vikram, I am Prachi. I hope you're doing great. May I have a moment of your time to discuss the Urban Company SQL internship opportunity?

No worries. Would you like to schedule a call at a more convenient time?

Ok at what time?

If you have a moment later, feel free to review the details I shared on LinkedIn & let me know your thoughts on this. Thank you for your time.

Hi Vikram, it's Prachi. Can we chat about the Urban Company SQL internship when you have a moment?

If scheduling a call is easier, just let me know a time. Otherwise, you can check out the details I shared on LinkedIn at your convenience.

Thanks for your time! Looking forward to our conversation!

Hello Vikram, this is Prachi. I hope you're well. I'm reaching out to discuss the Urban Company SQL internship opportunity. Do you have a moment to chat?

If scheduling a call is more convenient for you, let me know a time that works best. Alternatively, if you'd prefer, you can review the details I shared on LinkedIn at your leisure and share your thoughts with me later.

Thank you for your time and consideration. Looking forward to connecting with you soon.