Abrahim Borgi

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Application for Senior Specialist, Data & Analytics

Dear hiring team,

When I came across this role at Circle K, it stood out not only because of the scale and ambition of your loyalty program — but because it echoed the very questions I ask myself every day in my work:

- *How do we convert raw behavior into lasting engagement?*

- *What makes a customer truly loyal — and how do we know?*

Rather than just tell you that I have experience with **data modeling, segmentation, and campaign analysis**, I've taken the liberty to show you.

"Show, don't tell" - Anton Chekhov

Alongside this application, I've attached a self-built simulation case that mirrors what I imagine could be Circle K's customer behavior and campaign dynamics — **built entirely from scratch**, using PostgreSQL, Python, and Power BI.

In the project, I designed **loyalty segments**, **built probabilistic transaction logic**, simulated reward campaigns, and visualized KPIs to **answer real business questions**.

You should find this along site with my application.

The process reflects how I approach my work: **structure first, simulation second, insight always.**

Professionally, I've spent the last several years developing and maintaining BI solutions across industries, most recently at North Media and Ofir A/S. My daily tools are Power BI, SQL, Python, and the questions that come from stakeholders who want real answers.

My work has ranged from building self-service CRM dashboards in Salesforce to modeling lifetime value and churn patterns.

Colleagues would probably describe me as curious, clear-thinking, and committed to turning data into action. I'm just as motivated by writing a robust upsert function as I am by sitting down with a marketing team to ask, "**What's working — and how do we know?**"

Currently, I'm on parental leave, returning to my current role in mid-September.

Until then, I'm dedicating part of my time to projects like this one — not only as preparation, but because **building meaningful analysis** is something I genuinely enjoy.

Thank you for considering my application. I would welcome the opportunity to speak further about the role and the value I can bring to your team.

Warm regards,
Abrahim Borgi