

## Cover Letter

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Dear Marimekko hiring team,

I am thrilled to express my interest in the Analytics Developer position within Marimekko's Data and Insights team. I am eager for the opportunity to enhance decision-making through data by employing an engineering mindset to transform it into actionable business value. My skills in hypothesis testing, building practical systems, and articulating technical results align seamlessly with your objective of delivering reliable and accurate insights that support strategic initiatives. I am excited about the prospect of joining a team that operates effectively at the intersection of technology and business impact.

The key competencies required for this role align perfectly with my expertise in technology, particularly in data engineering, analytics, and visual communication. I possess experience in data management, data stewardship, designing data pipelines, and providing insightful commentary on the data. I am prepared to undertake projects with a focus on efficiency and value creation, as I am a proactive, structured, and goal-orientated problem-solver.

I adopt a methodical approach to translating business needs into data solutions. Consequently, I can distil complex findings into clear presentations that assist non-technical stakeholders, offering them valuable guidance. My dedication lies in promoting optimal data management strategies while keeping abreast of industry advancements, including concepts in AI and machine learning. Thank you for considering my application. I am confident that I can significantly contribute to Marimekko's data-driven growth.

Sincerely yours,

Babak Firoozi Fooladi