

Dear Hiring Manager,

August 28, 2023

As a May 2024 M.S. in **Business Analytics** candidate at the Camden Business School at Rutgers University in New Jersey, I am highly interested in beginning my career at your company as a *Data Analyst*. The company's commitment to the professional growth of its employees and team-oriented environment also appeals to me. With a strong foundation in data analysis, exceptional problem-solving skills, and a track record of driving business performance, I am excited about the opportunity to contribute to your team's success.

The following represent selected attributes that qualify me as an ideal candidate for this position:

- **Problem Solving Skills:** I had 4-year experience working as Assistant Merchandising Manager and Store Manager, which involved managing complicated projects in terms of customer service and business management. As a result, I have developed proficiencies for recognizing problems, breaking them apart, and then providing appropriate courses of actions and deliverables which will resolve them.

Furthermore, my leadership as a General Store Manager showcased my ability to optimize processes and foster community engagement, leading to the surpassing of revenue targets by 170-200% in two flagship stores. My agile organizational structure and collaboration with cross-functional teams contributed to an enhanced customer experience and increased footfall.

- **Detailed Analysis:** My experiences at UNIQLO Vietnam have solidified my capabilities. In my role as an Assistant Merchandising Manager, I demonstrated my proficiency in using SQL, Excel, and Tableau to analyze and visualize large datasets, leading to the enhancement of sales strategies that resulted in exceeding revenue targets by 140%. Additionally, I orchestrated divisions with a composition ratio of 40% and successfully devised new store opening strategies that brought about a significant increase in revenue per store.

As a detail-oriented Business Analyst with a Master's degree in Business Analytics from Rutgers University, I have honed my abilities to provide data-driven insights that facilitate effective decision-making. My coursework in Machine Learning in Python, Business Analytics, Big Data Visualization in R, and Data Management in SQL and R has equipped me with a robust skill set to tackle complex challenges in the realm of data analysis.

The projects I undertook during my studies at Rutgers University, such as Metrics Analysis, Retailing Analysis, and Machine Learning and Algorithm projects, allowed me to refine my analytical skills. I provided actionable recommendations, analyzed shopping behavior, and employed predictive modeling techniques to address real-world business challenges.

I am eager to leverage my technical skills in programming (SQL, R, Python), analytics tools (Tableau, Power BI), and proficiency in Microsoft Office applications to contribute to your team's success. Collaborating with cross-functional teams to streamline processes and elevate business performance aligns perfectly with my career aspirations.

- **Communication Skills:** While with my former employer, I routinely gave presentations to my

division's upper management, including senior managers, directors, and the VP, regarding my group's quarterly sales numbers. In addition, I conducted technical training seminars to new members of the group as well as "refresher" courses to existing group members.

My resume is enclosed, and will give you further insight into my skill set and experience. I would like to schedule an interview so I could express my desire to join the company and learn more about the *Data Analyst* position. I can be reached by phone at 281-732-4277 or by email at [yangle.9712@gmail.com](mailto:yangle.9712@gmail.com). I appreciate your consideration and look forward to hearing from you soon.

Sincerely,

**Duong (Yang) Le**

*Enclosures: Résumé*