Strategic Analytics Consulting Application Form

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| **Name** |
| Donald Whyte |

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| **School/College Education and Qualifications** – Please provide details of your A-level (or equivalent) subjects and grades below: |

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| **School/College Name:** | **Qualification and Subject** | **Result/Grade** |
| Leeds City College, Technology Campus | National Diploma, Games Development | DDD (3 Distinctions) |
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| **University Education and Qualifications** - Please provide details university course/s and grades below: |

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| **University/Institution Name:** | **Qualification and Subject** | **Result/Grade** |
| University of Leeds | BSc Computer Science (Industrial) (Hons.) | First (Predicted) |
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| **Please provide details of your eligibility to work in the UK below** e.g. EU citizen or work permit/visa details if applicable |
| UK National |

Strategic Analytics Consulting Application Questions

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| Q1 | What attracts you to applying for a graduate position within IBM?  Please do not use more than 150 words to answer this question. |
|  | Technology and its applications to business fascinate me; nothing is more satisfying than interacting with clients, deriving what they need and then producing a solution which has tangible benefits to them.  Last summer, I worked on IBM's Extreme Blue internship programme. IBM has an established history of transforming businesses and processes using cutting-edge techniques and technology, so I felt working at such an organisation would be an exciting learning experience.  I greatly enjoyed Extreme Blue and I would like to continue applying my skills to solve real problems, while getting more business exposure and improving my busines and analytical skills. From the organisation's history, client-focused nature and my time there, I believe IBM is an organisation that can enable me to do this. Because of this, I have decided to apply for a graduate role within IBM. |

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| Q2 | Why are you interested in joining IBM’s Business Dynamics group? What in particular makes you suited to business modelling? Please do not use more than 200 words to answer this question. |
|  | What interests me about Business Dynamics:   * applying analytics knowledge for very real, practical purposes * it'll involve client-facing roles very quickly (client interaction is something I greatly enjoy and makes the whole thing more real). I GET TO BRIDGE THE GAP * being part in the whole end-to-end   Why I'm suited to business modelling:   * have a keen interest in data analysis (finding relationships and taking advantage of them is exicting) – and have experience of applying statistical/preditictive models to improve processes (GES AI, store owner) * aware of importance of client interaction – I've had experience interacting with clients to gather requirements and data, and then using found data to dervive insights which changed their business processes |

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| Q3 | We look for candidates with excellent analytical and numerical skills who thrive in both team environments and working alone. What evidence can you provide that demonstrates you have these abilities?  Please do not use more than 200 words to answer this question. |
|  | Evidence:   * BT GES AI (experience with statical modelling) * Worked in fast-paced development team in Vision. Meant I had to respond to create solutions to problems w/ platform, involving much negotiation and collobration with others to develop and deliver viable solutions rapdily (lots of solo information gathering too) * Designing mathematical models to measure how relevant software updates are to specific customers (to give them tailored information) – required lots of information gathering from stakeholders to determine what customer data was actually available and discuss what customers deem as “relevant” |

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| Q4 | What other skills, awards, achievements or positions of responsibility do you think would be relevant in supporting your application to Business Dynamics?  Please do not use more than 250 words to answer this question. |
|  | Skills:   * From university and personal reading, have been exposed to many different analytical techniques (NLP, unsupervised clustering, neural networks, general heuristics) * TODO   Positions of responsibility:   * Creating/maintaining stock management system for corner sotre (client put a lot of trust in me). Invovled looking at his business processes and see how his data could improve his processes (BEING A BRIDGE) * TODO |