

Montreal, Canada  
GitHub | LinkedIn

# Krishnakumar Valliappan

## Consumer Insight Analyst

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```
def Krishnakumar ():  
    passion = 'Data Analysis & Visualization'  
    journey = 'From Engineering to Data Analyst'  
    return dataVisualization, dataPipelinesBuilder, efficientProblemSolver
```

### Recruitment Team

24-Jul-2024

Reckitt  
Kanata, ON

### Job Application for Consumer Insight Analyst

Hi Hiring Team,

### About Me

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I'm thrilled to apply for the Consumer Insight Analyst at Reckitt, where I aim to make a significant impact. My passion for data analytics stems from a fascination with how data, coupled with mathematical precision, can drive profitable decisions. This enthusiasm has guided my career path, leading me to acquire over three years of diverse experience in the field. As highlighted in my resume, my journey through various roles has not only sharpened my analytical skills but also bolstered my abilities in data visualization, collaboration across different teams.

### Why Reckitt?

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Reckitt's mission to protect, heal, and nurture in the relentless pursuit of a cleaner, healthier world deeply resonates with me. The company's commitment to making high-quality hygiene, wellness, and nourishment accessible to all is truly inspiring. Reckitt's market-leading position in health, hygiene, and nutrition, along with its innovative approach to marketing and consumer insights, aligns perfectly with my career aspirations. I am particularly drawn to Reckitt's inclusive culture and the extensive opportunities for growth and upskilling within its global marketing community. The chance to contribute to a company that values both business and societal impact is incredibly exciting to me.

### Why Me?

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With over two years of experience as a Data Analyst, I bring a strong background in data visualization, machine learning, and big data analysis, which are essential for the Consumer Insight Analyst role at Reckitt. My achievements include developing a predictive model that improved sales projections by 15% and enhancing data processing efficiency by 40% through custom Python scripts. My proficiency in tools like Power BI and SPSS, combined with my ability to translate complex data into actionable insights, makes me a great fit for this role. I am passionate about leveraging data to drive strategic decisions and am excited about the opportunity to contribute to Reckitt's mission. I look forward to discussing how I can add value, hopefully before perfecting my homemade pizza recipe!

Sincerely,

Krishnakumar Valliappan