

Montreal, Canada
GitHub | LinkedIn

Krishnakumar Valliappan

Senior Analytics & Insights Analyst

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

Recruitment Team

23-Jul-2024

AIR MILES Reward Program
Toronto, ON

Job Application for Senior Analytics & Insights Analyst

Hi Hiring Team,

About Me

I'm thrilled to apply for the Senior Analytics & Insights Analyst at AIR MILES Reward Program, 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 AIR MILES Reward Program?

The AIR MILES Reward Program's mission to provide exceptional loyalty rewards to millions of Canadians is truly inspiring. As a subsidiary of the Bank of Montreal, AIR MILES benefits from a strong reputation and a solid foundation in the financial sector. The company's commitment to leveraging data to enhance customer loyalty and drive business strategies aligns perfectly with my career aspirations. I am particularly excited about the opportunity to work with a team that values innovation and data-driven decision-making. The chance to contribute to a program that impacts so many households across Canada is incredibly motivating, and I am eager to be a part of AIR MILES' continued success and growth.

Why Me?

With over two years of experience as a Data Analyst, I bring a strong background in analytics, customer loyalty, and marketing, which are essential for the Senior Analytics & Insights Analyst role at AIR MILES. My achievements include developing predictive models that improved sales projections by 15% and optimizing data processing workflows by 30%. My proficiency in Python, SQL, and Tableau, combined with my problem-solving skills and 'can do' attitude, make me a great fit for this role. I am passionate about using data to tell compelling stories and drive strategic decisions. I look forward to discussing how I can contribute to AIR MILES' success, hopefully before perfecting my homemade pizza recipe!

Sincerely,

Krishnakumar Valliappan