

Cover letter: Product Analyst - YELP
Krutheeka Rajkumar

20th January 2019,

Dear Yelp recruiting team,

Being from the Industrial engineering program with an emphasis in Data Analytics, I am trained to think analytically to understand the outcome of any model. For example, one of my university projects' scope was to analyze salaries of survey respondents and find trends that caused a salary correlation. Projects like these educated me on creative and analytical thinking of real-life scenarios, allowing me to explore avenues that make sense to arrive at a conclusion regarding the best solution possible and provide a coherent report on my findings which primarily relied on data visualization. Please email me if you could like copies of my projects.

I also co-founded a company as a part of a summer project through the Hatchery at the University of Toronto. Through this experience, I am self-taught in Cloud computing where the web application was deployed through Amazon Web Services. Furthermore, I also developed a range of soft skills, including development and presentation of business models to investors and mentors from industry. The project secured us a place in the final round of the summer incubator program, and we were able to get paying customers on our platform.

I hope to use and grow my skills to work with a mission driven organization such as YELP and to work with engaged, smart and passionate team.

I thank you for this opportunity and if you have any questions, please feel free to contact me at krutheeka.rajkumar@gmail.com or at (647)-549-6432

Best Regards,

Krutheeka Rajkumar.