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Hello,

I am writing to apply for the master's thesis project specifically the topic of *Omni channel path to purchase (Data Science)*, as advertised on your website careers' page. In the job posting, it was mentioned that you want to hire someone with programming language R and interest in consumer behavior.

In four-plus years of my career, I have worked majorly on R programming language and my skillset in this language has only increased while pursuing my masters degree. The program required me to develop R packages which passes CRAN tests. I loved my time with the language and it can be seen in my grade secured in the R programming course ('A'). Last example of my comfort of the language can be seen in personal website which is managed using R.

While working at TheMathCompany (India) my team was responsible for assisting the marketing team in running marketing campaigns for a major entertainment retail firm based in the US. The impact of our analysis was increase in revenue and successful retaining of customers.

Why this topic:
I found this topic because it strongly resonates with my experience of working with ideas42 (US) in collaboration with Artoo (India). Here I saw that when data analysis is combined with behavior analysis, the insights were truly path breaking. Something which no level of advanced machine learning/analysis would give.

My Approach/Method:
On the question of how to improve the approach of using survey data in tandem with digital tracking data, I can think of three areas where we can use these: 1) Using survey data for any Bayesian models as priors. This enables one to work with smaller datasets or noisy datasets, whilst allowing far richer insights and higher explainability. 2) The survey data tends to answer the 'whys' while the data answers the 'whats' about a problem. 3) The survey data can allow Nepa to come up the go to market strategy in a new location for a prospective client.

On the question of the consequences of choice of model for analysis: we know that neural nets and deep learning may be a right choice where accuracy is of the highest priority but in my personal experience it is rarely the ideal solution. The best models which allow one to provide insights and quality recommendation to clients are the once which helps one to understand the business and this is where methods such as regression, Bayesian networks work best.

Interest post studies and Expectation from Nepa:
Nepa happens to be the big reason as to why I am here in Sweden. During my previous job, I was researching on Market Mixed Modelling and I came across the following thesis (http://kth.diva-portal.org/smash/get/diva2:1106394/FULLTEXT01.pdf). This thesis made me realize the need for formal structured education in data science, and it's the first time I heard about Nepa. For this, I would always have a heartfelt gratitude towards Nepa.

I always prefer to work in a dynamic environment varying in both domain and scope of projects with interesting people and I sincerely feel Nepa fulfills this. When I saw this opportunity of thesis at Nepa, I knew it was the perfect opportunity for me to apply.
As mentioned, I've included my resume so you can learn more about my educational background and all my work experience. Thank you for your time and consideration.

Please feel free to email me, visit my website or call my cell phone at +46 736173879. Looking forward to hearing from you.

Best,
Anubhav Dikshit