

Anubhav Dikshit. Applicant

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Hello,

I am writing to apply for the master's thesis project specifically the topic of *Predict customer lifetime value using machine learning*, as advertised on your website careers' page. In the job posting, it was mentioned that you want to hire someone with programming language R or python and interest in business aspect and technology stack.

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 master's 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.

Why this topic:

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. Although the project was based on marketing campaign management, there was a customer retainership angle to the whole project. I would be happy to learn a new perspective of the customer through your thesis project on the dynamics of business and customer.

While working at [Artoo](#) (India) I experienced the joys of learning business as well as technology stack. Being a sub 20-member startup, everyone donned many hats thus I was involved in sales pitch to deploying machine learning algorithm in production. This holistic learning and seeing the business side of things has always intrigued me, something which I would like to replicate at your firm.

Interest post studies and Expectation from IF:

I always prefer to work in a dynamic environment varying in both domain and scope of projects with interesting people and I sincerely feel IF fulfills this. When I saw this opportunity of thesis at IF, 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