**Welcome and congratulations!**

You have qualified for the prestigious Priester Marketing internship, and are now part of a firm that is responsible for marketing the projects of various individuals and corporations on platforms such as Kickstarter, IndieGoGo, and GoFundMe. Our work involves positioning our clients before the people who would find their projects inspiring enough to support. Starting from today, you are a valuable member of this company that will keep us moving forward.

By being selected for this internship, your hard work and study finally paid off and your skillset will be developed even more within the team. Priester Marketing is unique among the crowdsource marketing firms in the world, in that we use data science and analytics to make and support our decisions and strategies. We encourage our interns to take the initiative on projects because if their work is impressive enough for our Founder and CEO, M.G. Priester, they are assured of getting a full-time job offer by the end of their internship.

Here are a few things you should keep in mind while completing this internship:

* A lot of people depend on their gut feeling and a smattering of descriptive information when they are approaching or looking for prospective clients in the market.
* Anyone can turn someone with a million followers on Instagram into a crowdsourcing hit if they know what they are doing.
* There are plenty of firms in this business such that the competition to land clients is steadily growing into a war of prices. Everyone is throwing extra bonuses into their budget estimates as bait to pull in the most prospective clients and win the most lucrative accounts.
* There was a time that a firm like ours would get 20% of the total amount raised from a crowdfunding project. Then it dropped to 15%, and these days, we find entrepreneurs getting contracts for 10%. The crazy thing is that in no time, the amount will drop to 5% and that time is rapidly approaching, due to the craze to land the fattest accounts.
* Our job is to locate and win over the unknown crowdsourcing hopefuls who we can turn into success stories. When we achieve this, not only will our clients be happy but so will our stakeholders.

Before you commence on the process of client acquisition, I need you to be sure you understand the basics. Although we are aware that you are interested in becoming a data analyst, the truth is, everyone is. Data science was named as one of the 10 hottest careers in 2018, so more and more people are jumping into the field. However, be aware that you need a basic foundation in statistics, mathematics, and programming; either in python or R. With this knowledge, you can progress in your chosen career in data science.

Good luck on this new endeavor and we look forward to seeing your future achievements!