To Whom It May Concern,

I am pleased to write this letter of recommendation for Mr. Shivkeerth Laj, who has recently completed his Bachelor of Business with a major in Business Analytics at the University of Wollongong. I have had the privilege of teaching Shivkeerth in several data-driven subjects across his undergraduate journey and also had the opportunity to supervise his practical project, which provided me with a comprehensive view of his academic strengths, technical skills, and professional potential.

Shivkeerth has consistently demonstrated a strong aptitude for data analytics, particularly in the areas of data visualization and machine learning. He is proficient in using both Python and SAS Viya, and he applies these tools effectively to explore datasets, derive insights, and build predictive models. His project work reflected not only technical precision but also a keen ability to translate complex analytical findings into actionable business insights. His strong command of data storytelling using visualization tools allowed him to communicate results clearly to both technical and non-technical audiences.

What distinguishes Shivkeerth is his unique intersection of analytical and digital marketing skills. He has shown particular interest and ability in leveraging digital analytics for marketing performance enhancement, combining his business acumen with data science methodologies. During his practical project, he analyzed multi-channel marketing data to develop customer segmentation models and campaign recommendations that could drive strategic decision-making for businesses.

Shivkeerth is a motivated, detail-oriented, and collaborative student who brings both technical competence and creative thinking to his work. I have no doubt that he will be a valuable asset to any organization or academic institution he chooses to be part of. I recommend him with full confidence for opportunities in the fields of data analytics, digital marketing, or further academic pursuits.

Please feel free to contact me should you require any additional information.

Sincerely,

**Dr. Prithvi Bhattacharya**Discipline Leader (Management Sciences)  
School of Business  
[UOWD Building, Dubai Knowledge Park](https://www.google.com/maps/place/University%20of%20Wollongong/@25.101839,55.162755,16z/data=!4m6!3m5!1s0x3e5f6b6b665006a3:0x84337ef2f5567aa5!8m2!3d25.1018385!4d55.162755!16zL20vMDZjNnZi?hl=en)  
[+971 4 278 1964](tel:+971%204%20278%201964) | +971 4 278 1800/800-UOWD  
[PrithviBhattacharya@uowdubai.ac.ae](mailto:PrithviBhattacharya@uowdubai.ac.ae)