Dear Sir/Madam,

I am writing to apply for the Marketing Analyst position, I am available for the role from May 2021. I am currently pursuing Master’s in Data Science course from Illinois Institute of Technology, my cumulative GPA is 3.71 out of 4, in addition to that, I hold a Master of Science degree in Statistics, with two years of hands-on analytical experience. I am proficient in Python, R, SQL, and statistical packages. I have a strong interest in data science, and I am excited to work closely with EXL Analytics’ Business team, as well as operate cross-functionally with community engagement teams to understand project goals.

Speaking about my experience in analytics, I joined Tata Capital Financial Services Ltd. after completing my Bachelor in Statistics, I have performed explanatory data analysis for used car and two-wheeler dealerships. Further, I was involved in the balanced scorecard preparation for these segments by analyzing financial reports, this project resulted in increased lending in these segments with 0% NPA cases. I have worked as a Data Science intern at Nielsen India Inc. which involved automation using R software, this project involved sampling, weighting, and projection enhancements to reduce the time consumption for data validation processes by almost 25 %. One of the components of the project was to perform data visualization using R Shiny. I joined Greeksoft Technologies Pvt. Ltd. for a stock price forecasting project where I have used LSTM recurrent neural networks using Keras package in python and backtested the model for a period of 2012-17 with the correct trend prediction for 71 % of the total number of the days.

After my Masters of Statistics program, I joined Cartesian Consulting Pvt. Ltd., as an Analyst where I have gained exposure of working under multiple projects of varied domains. It involved working in the grocery domain for assisting their marketing team using MariaDB SQL, predicting most valuable customers for a research publication organization and conducting a research project for evaluating whether ‘Fantasy Sports is a game of skill or luck’. I have extensively used SQL and Microsoft Excel, for querying the customer database and developing the metrics for the business, for further analysis I have used Power BI and Tableau for data visualization. Currently, I am working as a Data Analysis and Engineer intern at Daten Solutions, where I am involved in data migration from SQL Server to Snowflake. I have implemented data modeling concepts like Snowflake schema, Change Data Capture, CI/CD etc. using streams and merge concepts in snowflake.

My strengths include an understanding of Machine Learning techniques, innovation, management skills, strong attention to detail, analytical skills, critical thinking skills, written and verbal communication skills, storytelling through data, problem-solving skills, ability to organize and prioritize, presentation abilities and curiosity to learn more about the data. I would love a chance to bring my skills, knowledge, and abilities to EXL Analytics as your new Marketing Analyst.

Sincerely,

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