Dear Sir/Madam,

I am writing to apply for the Marketing Analyst position at Paylocity. I am currently pursuing a Master’s in Data Science from Illinois Institute of Technology, 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 MS Excel, Python, R, Spark, Power BI, Tableau and SQL. I have a strong interest in report writing, and I would be excited to analyze operational data to identify performance gaps and unfavorable trends for Paylocity.

Speaking about my experience in analytics, I joined Tata Capital Financial Services Ltd. after completing my Bachelors in Statistics, I have prepared balanced scorecard for used car and two-wheeler dealerships using SQL and R software. I joined Tata Capital Financial Services Ltd. after completing my Bachelor of Science degree in Statistics working on the financing of used car models and two-wheeler dealerships. I was involved in the balanced scorecard preparation for these segments, this project resulted in increased lending in this segment with 0% NPA cases. I worked as a Data Science intern at Nielsen India Inc. which involved automation using R software, this project help to reduce the time consumption for data validation processes by almost 25 %. I have worked at Greeksoft Technologies Pvt. Ltd. for stock price forecasting where I have used LSTM recurrent neural networks using Keras package in python, and backtested the model for a period of 2012-17 with correct trend prediction for 71 % of the total number of the days. These experiences have made me adaptable learner and given confidence for trying new things. I am confident I could add value to a team of data scientists to solve business problems.

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 improving the accuracy and effectiveness of management scorecards using dashboards. Further collaborated with different teams for process improvement. 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 Scientist 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. I have used data visualization tools like Tableau and Power BI, for showcasing the forecasted future demand of the different services of the company.

My strengths include the good organizational skills, ability to multi-task, project management abilities and excellent communication skills. I would love the chance to bring my skills, knowledge, and abilities to Paylocity as your new Marketing Analyst.

Sincerely,

Shouvik Sharma

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