

# Assignment 1.Apr

## Cover Letter & Job Survey

### 1. Cover Letter: (First Two Paragraphs)

Dear M. Alexandre,

With astonishment, I learnt that 41% of shoppers make Google as the first choice when they discover a new brand, according to the “2022 Retail Marketing Guide” on Google website. Thanks to this, being a data analyst in Go-to-Market (GtM) Operations team in Google could be tough but challenging. Without doubt, Google has the hugest influence of advertising around the world, which makes things about marketing benefit so much during this “online-shopping trend” epoch, attributing to this team. Customers are crazy about online-shopping these years and searches for “open now near me” have grown by over 400%YOY worldwide, it is Google that makes store's business profile stand out among the others.

The ability to process the marketing data and show it in a proper way are two key points of this job. I analyzed data coming from customer service staffs in my last internship in a short video company. I received thousands even millions of data about the CPH, CPD, customer clearance ratio (CCR) etc. everyday. I made charts on BI every month and displayed it to the manager, which helped them to know the current situation in each department and to modify the KPI in time. The job in Google has some differences in these areas: the source of data, the way to present my analysis and the measures will make. I am specialized in marketing and both analysis, which makes me fit in this position. Witnessing this legend and contributing to it in person rooted in my mind years ago and still for now.

### 2. Job Expectation:

Data Analyst

Posting link: [Job Link](#)

### 3. Job Description: (2 keywords in this section)

As a Business Data Analyst, you will work with and manipulate data sets to **extrapolate key insights** that help grow our business. You'll build relationships and partner with **cross-functional stakeholders** in order to provide data-driven solutions.

In this role, you will partner with stakeholders (e.g., Product, Engineering, and other Go-To-Market operations teams) to create/refine opportunities, and recommend them to Sales in the best possible way.

The Go-to-Market(GtM) Operations team ensures Google's complex and ever-evolving Ads business runs smoothly. We are instrumental in setting go-to-market strategy, and ensuring flawless execution and operations against the strategy. We have teams embedded in each of the major Ads business areas as well as global teams that work across the business areas. Team members are analytical and strategic, with a pragmatic sense of how to get things done.

### 4. Detailed Qualification: (8 keywords in this section)

#### a) Minimum:

- i. Bachelor's degree in a quantitative field or equivalent practical experience.
- ii. 3 years of experience, including 2 years of **experience in an analytical role** (e.g., management consulting, investment banking, healthcare, internet/media industries, etc.).
- iii. 2 years of experience using **SQL or other programming/scripting languages** to manipulate data sets.

#### b) Preferred:

- i. **Master's degree** in a relevant field or equivalent practical experience.
- ii. Ability to **build relationships** with cross-functional partners and executive stakeholders.
- iii. Ability to **synthesize key results from data sets and present** to technical and non-technical audiences.
- iv. Excellent **business acumen**, **problem solving**, and **analytical skills**.

## **5. Research for some current and interesting things of Google based on my perspective of this job:**

- a) From my perspective, as a data analyst in GtM team, the most important thing to do is to come up with the recommendations of next action and solutions to current problem according to our product and the data of advertiser. Besides, having enough communication and partnership with the product, people operation etc. can benefit my ways of regarding and process data sets.

First, I did some research on “What is the Go-to-Market team (leader) do?” in order to have some knowledge of “What the data I might receive or process if I work at this position?”.

Use three phrases to summarize what a member of GtM team do.

1. Understand market and customers;
2. Develop go-to-market plan;
3. Develop marketing & sales strategy.

That is to say, I might analyze data from the aspects as follows:

1. Data of the consumption in a period → to judge if this product fits the market needs properly;
2. Data of our consumer → to find out our target audiences.
3. Data of our rivals → to find out if there are competitors and the advantage or/and the shortcomings of our product.
4. Data of different channels on market → to decide which channel has the best effect of popularizing our product.

- b) Then, back to the marketing spaces and something interesting of Google. The focus on being the best became the biggest factor in how they hired. Apart from only focusing on the search engine itself, Google puts a plenty of efforts in AI, whether utilizing it in fuzzy recognition or composing it into software like Google Assistant. This helps Google to beat nearly all the companies in this field.

In 2022's CES (International Consumer Electronics Show), Google will display about 13 new functions (plug-in) which are available for its software like Chrome. Including Fast Pair Frame (to make the pair of Bluetooth faster) and some brand-new intelligent home equipment. (Intelligent bulb, lock, etc.)

Attending this kind of show benefits Google in two ways:

1. Making propaganda for their new technology;
2. Attracting latent customer.