



# TOMI HAKALA

Support player

## CONTACT INFO

Phone:  
+358 40 7652534

LinkedIn:  
<https://www.linkedin.com/in/tomi-hakala-931b62174/>

Email:  
[tomi.hakala92@gmail.com](mailto:tomi.hakala92@gmail.com)

Seriously Digital Entertainment  
Junior Data Analyst

Hi!

I found a job listing from your website regarding the Junior Data Analyst position and I think I'm an excellent candidate for the job. I also applied for a Player Support Manager position in your company and the experience was overall amazing, so I'm even more sure now that I want to work with you.

I've always been passionate to find new meanings and new ways to develop our business through data. Whenever I get a new metric to measure, I get excited and quickly try to figure out how to use this new metric to improve our work.

In my work I always make analytical decisions based on data and sometimes I had to invent creative ways to collect more data if I felt that we didn't have enough to make a good decision. I've created several dashboards to visualise our goals better and to help my staff understand how our work affects those goals. And I have evident results of effective business and process development and even though my work experience is not from the gaming industry, the data behaves the same way no matter the industry. The data itself and the sheer amount of it is of course different, but the same logics and even some of the same tools can be applied.

I've worked on the reporting and analysing side of data warehouse and I've studied the other side of the equation. I'm familiar with the ETL process (Extract, Transform, Load) and I've done data modification and querying using SQL in Microsoft's Azure environment.

I am positive and hard-working and I have been praised to be fair and encouraging team member. My employees have voted me the "Manager Of The Year" and last summer they also sent an article about me in the "Good Behind the Back" column in our staff magazine.

I am writing my thesis and finishing my studies by the end of this year with a bachelor's degree in business information technology from Haaga-Helia. I think my experience as a business developer and my knowledge on data analysis will make me a great addition to your team and I look forward to your contact.

Best regards,

Tomi Hakala

PS. Remember to look the other page as well 😊

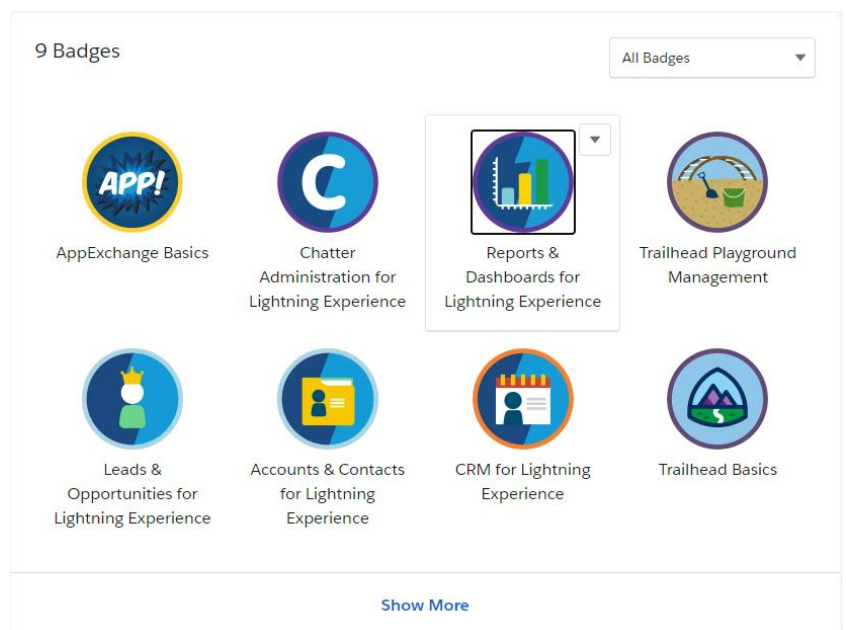
Below is some work I wanted to share with you. They are all available in my GitHub as well.

Sadly, I can't share the dashboards and analytics I've created in my work, or even pictures of them, but here are some examples I've done in my studies. I'd love to tell you more in a conversation.

A link to my Salesforce trailblazer profile.

<https://trailblazer.me/id/thakala1>

I've completed the module about Reports and Dashboards. And even if you don't use Salesforce's tools at Seriously the logic is very similar between platforms and I'm sure I'll quickly learn to use whatever system you are using.



GitHub link where you can find machine learning exercise I've done and the sales analysis that I did using Microsoft PowerBI.

<https://github.com/TomiHak/data-analytics>

PowerBI file requires Microsoft PowerBI so if you can't open it no problem. I took a few screenshots from it and explained it briefly on the [PowerBIExamples.pdf](#).