Subject: Update on project progress

Dear Claire,

I hope this email finds you well. I wanted to provide you with the brief update on the progress of our current project.

Over the past few week’s the team has been diligently working on customer demographics, services they are enjoying, etc. We have encountered the following:

1. Target senior citizen segment: Offer personalized assistance and discounts to senior citizen to increase retention.
2. Engage single customers: Create exclusively loyalty programs for singles to strengthen their connection with their services.
3. Incentivize longer contracts: Provide additional benefits or cost savings for customers who opt for longer than 1year contracts.
4. Enhance fiber optic internet experience: Invest in improving fiber optic infrastructure and provide faster and more reliable internet experience.
5. Proactive customer support for admin tickets: Priortize resolving admin tickets promptly to show attentive customer care.
6. Tailored retention offers: Offer personalized retention offer Based on individual custo9mer needs and preferences.
7. Payment method: Adress and issue related to electronic check payment process. Encourage more customers o use credit card by providing incentives such as rewards, cashback, discounts on their subscription.

Additionally, we are open to scheduling a brief meeting at your convenience to discuss the project in more detail or address any questions or feedbacks you may have.

Thank you for your continued support and I look forward to hearing from you.

Best Regards,

Unmukta Raj

Data Analyst

7011910606

**PwC Switzerland Power BI Job Simulation on Forage - March 2024**

* Completed a job simulation where I strengthened my PowerBI skills to better understand clients and their data visualisation needs.
* Demonstrated expertise in data visualization through the creation of Power BI dashboards that effectively conveyed KPIs, showcasing the ability to respond to client requests with well-designed solutions.
* Strong communication skills reflected in the concise and informative email communication with engagement partners, delivering valuable insights and actionable suggestions based on data analysis.
* Leveraged analytical problem-solving skills to examine HR data, particularly focusing on gender-related KPIs, and identified root causes for gender balance issues at the executive management level, highlighting a commitment to data-driven decision-making.

## “Why are you interested in this role?”

I recently participated in PwC's virtual job simulation on the Forage platform, and it was incredibly useful to learn about how to use PowerBI more effectively.

I practiced creating a Power BI dashboard for visualizing key performance indicators (KPIs) and metrics.

Doing this program confirmed that I really enjoy working with data visualization using Microsoft PowerBI for diversity and inclusion in the corporate world, and I’m excited to apply these skills at a company like PwC.

SKILLS

**CALCULATING MEASURES**

**DEFINING KPIS**

**INSIGHT AND ACTIONS**

**POWER BI**

**POWER BI DASHBOARD**

**SELF-REFLECTION**