v3aqazDear **God**,

I am writing to express my strong interest for the position of **Product Manager at Company X**.

Currently, I am pursuing an MBA at Kellogg School of Management with a focus on product management and entrepreneurship. Prior to Kellogg, I worked as a product manager in early-stage tech startups in India. At Fitso, I worked in a cross-functional team leveraging deep user research and product analytics to build a highly engaging app, which was awarded "Best App of the App Store" by Apple and the "Editor's Choice Award" by Google. As a former strategy consultant and engineer, my approach to product management is driven by a customer focused lens, long-term thinking, alignment with the firm’s strategic vision, and a solid understanding of technology.

I believe my qualities highlighted below are a great fit for the product management role in **Company X:**

* **Data obsession**: During my undergraduate years, I worked on several rigorous mathematical models and computational simulations. Subsequently, I honed my analytical skills in strategy consulting by immersing myself in data analysis and financial modeling. At Fitso, I leveraged product analytics tools such as Mixpanel and AppSalar, along with machine learning algorithms. My understanding of software programming and proficiency with Python data analytics libraries such as Numpy, Panda, and scikit-learn has further equipped me in dealing with raw numbers.
* **Staying close to customers**: At Fitso, during the first 2 months, I interviewed 50+ admins of running and cycling groups to understand the solution landscape and their unmet needs. Further, I tried becoming the ideal user of Fitso and followed the typical fitness routines of our customers to get into the shoes of Fitso users. Without getting outside on the field, I would have never experienced the struggle of dealing with battery drain while running on a trail with music on. These experiences helped me optimize the app for features that customers value.
* **Focus on strategic goals**: Having worked in strategy consulting, my approach to product management has always been based on leveraging customer feedback, research, data, and industry trends to prioritize for long-term success. My focus on the right metrics have helped me in aligning engineering, design, marketing and founding teams on a single product vision, which I believe is crucial in product management.

After speaking to (*X about Machine learning and …….*), I am convinced that **Company X** would be the perfect place for me to satiate my quest for innovation excellence, allowing me to be at the forefront of technology.

Regards,

Ajitesh

Passion for technology and analytics

Data obsession: Right from creatining coputation simulation of realife provcess during my undergradate to perofmring insightful analysis on client’s data during consylting to using extensively levarging deep user analytics including third-party tools such as Mixpanel and AppSalar and machine learning algorithms in developing the app, Analtics has always been my strength. My understanding of software progarmming and proficney with Python data analytics libraries such as Numpy, Panda, Sklearn, and Matplotlib has helped me use data for both deduction and prediction.

Staying close to cutsomer: At Fitso, during the first 2 months I interviwed 50+ admins of running and cycling group to underdatand the solution landscape and unmet needs. However, I didn;t stop their, and I tried becoming the best user of my product. From being a unfit guy who struggled to run 2 KM, I completed 10+ halfmarathons to get into the shoes of Fitso cutsomers. With getting outside and expeiencing battering drain while doing trail running and listening to music is something I would not have optimised our app for without experience it. This heled me opmtise app for battery consumption, app size, and low internet bandwidth, which heped us secure Editor’s Choice Award from Google.

Focus on straegic goals: Having worke in stratgey consulting, my approach to product management has alway been based onn leveraing cutsomer feedback, resrach, data, and industry trend to priotside for long term success. Clear business direction and focus on right metric has helped in aligning enginering, design, markeig and founding team on single product vision.

Focusiing on the right metric has helped me aligning engieering, design and marketing team.

At Fitso, my focus on stragic metrics and ruthless priotisation to optimise for it helped in aligning engineering, design, and makrteing

Proficieny in data analytics (tech skills):

* Projects: Btech projec - Numerical computation model a non-linear behavioru
* Setting up tools such as Mixpanel, Appsalar, Branch.io, and Firebase → which don’t generally focus on early stage (intellectual curosity)
* Machine learning for user segmentation to redesig the Fitso app
* Financial modelling to cutsomer analytics - KPMG

Be the best user of your product:

* Whether working with your team or understaning the need of cutsomers, I have always tried being in the shoe

Ruthless priotisation

Dear Ms. Tamaki,As a first year MBA student majoring in Strategyand Operationsat the Kellogg School of Management, I am writing to express my stronginterest for the position of Sr. Product Manager-Technical(summer internship)with Amazon.Prior to Kellogg, I worked atUnilever in Indiaand Brazilas a Global Project Leader and Product Design Managerfor 5years, where I gainedstrategic and operational management skillsof a global consumer products’business.I extensivelyworkedwith cross-functional partnersto manage global project networks and deliveron-time, in-fullinnovations.I joined a leadingbusiness school to realize my dream of working for a fast-paced consumer facing technologycompany that creates life changing customer experiences.Amazonis atthe forefront of this endeavor.At Unilever, I earnedaccelerated promotionto senior levels,typically reserved for employees with 10+ years of work experience. I consistently performed well withresult-oriented mind-set, collaborativeteam-working and effective stakeholder management.I believe that I have following criticalqualities which Amazonseeks in its ideal candidate

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