Daniel Jurado

305-775-7911

Kakisha Smith, PHR

Vice President Human Resources

Carolina Panthers

800 South Mint Street

Charlotte, NC 28202

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Dear Ms. Smith:

The Business Analytics Data Scientist role with the Carolina Panthers appeals to me because it represents the intersection of my passion for data analytics and football. Since launching my career in 2010, I have incorporated the principles of data analytics into my work to drive strategy and business decision making. As Assistant VP of Operations for DTC Stairs, I managed 86 manufacturing employees and coordinated overall plant logistics, including manufacturing, shipping, and inventory. I conducted data analysis and time-studies, in addition to implementing lean methods to standardize and improve various processes, resulting in a significant improvement in on time deliveries. In addition, I created an optimization model that significantly reduced wood processing waste. After reading about data analytics for years, I decided the time had come to formally enroll in a data science bootcamp. This month I graduated from Thinkful, an eight-month Data Science boot camp with three projects and a mentorship component. The combination of my prior business experience, consulting mindset and data science skills will enable me to thrive in this role and quickly make significant contributions to the team.

I balanced the responsibilities of my full-time Business Development Lead position at DTC Stairs with the rigorous data analytics bootcamp, thus I honed my time management and prioritization skills. The Thinkful program focused on strategic thinking and how to use an array of tools to gain insights from data and make recommendations. My three projects involved a data set for a tech company called KKBox, a music streaming service based out of Tiawan. For the first project, I conducted exploratory and predictive analytics to evaluate customer and prospect behavior patterns. I utilized SQL, Python and a combination of descriptive statistics and predictive modeling to inform and drive business decisions regarding customer retention strategies. The second and third projects focused on Customer Segmentation Analysis, as well the Customer Lifetime Value and Customer Lifecycle. During this time, I performed segmentation analysis that resulted in improvement across all churn models, and I developed strategies for how KKBox could acquire new customers and retain existing ones.

Beyond the bootcamp and my nine years at DTC Stairs, I found success through Spokeable, my entrepreneurial venture for which I raised $250K in funding. I created an online platform (mobile app and cloud interface) that connects local businesses and local customers through interactive photo-sharing that allows businesses to track word-of-mouth through business analytics. Specifically, I ensured the app output aligned with customer expectations by supporting an Agile Software Development process (Scrum Product Owner), working in conjunction with end users and development.

In every aspect of my career, I have utilized insights from data analytics to drive my business strategy. I am eager to bring my extensive experience in business and love of analytics to this role. Joining the Carolina Panthers as a Business Analytics Data Scientist would serve as the culmination of my education, experience, interests, and technical acumen. I graduated from the University of Miami with a degree in Industrial Engineering and have taken several courses towards an MBA. I intended to relocate to Charlotte in early 2020 and would appreciate the opportunity to speak with you about how I could benefit the team in this role. Please feel free to contact me at 305-775-7911 or [dejurado@gmail.com](mailto:dejurado@gmail.com) to schedule an interview. I appreciate the consideration!

Sincerely,

Daniel Jurado